

Seat No.	
----------	--

SLR-CD-1

Set P

**M.B.A. (Semester - I) (CBCS) Examination: Oct/Nov-2023**  
**COLLEGE AND UNIVERSITY CAMPUS**  
**Principles of Management (20407101)**

Day & Date: Monday, 01-01-2024

Time: 03:00 AM To 06:00 PM

Max. Marks: 80

- Instructions:**
- 1) All questions are compulsory.
  - 2) All questions carry equal marks.

**Q.1 Multiple choice questions.**

- 1) In the context of decision-making, what is a programmed decision?
- a) A routine and repetitive decision
  - b) A strategic decision
  - c) A crisis decision
  - d) A one-time decision
- 2) According to Likert's Four Systems of Management, which system emphasizes teamwork and mutual trust?
- a) Exploitative-authoritative
  - b) Benevolent-authoritative
  - c) Consultative
  - d) Participative
- 3) What is the purpose of a time study in management?
- a) Analyzing employee motivation
  - b) Studying the movements of workers
  - c) Evaluating performance
  - d) Studying the time required for tasks
- 4) What does the term "Bottom of the Pyramid" refer to in modern management?
- a) Serving the needs of the wealthiest population
  - b) Exploiting the lower-level employees
  - c) Targeting the poorest populations as a market
  - d) Focusing on middle-income consumers
- 5) What is the primary focus of management by objectives (MBO)?
- a) Centralized decision-making
  - b) Employee satisfaction
  - c) Jointly setting goals with feedback and evaluation
  - d) Hierarchical control
- 6) According to Maslow's hierarchy of needs, which needs are considered basic and essential?
- a) Safety Needs
  - b) Social Needs
  - c) Physiological Needs
  - d) Esteem Needs
- 7) What is the main characteristic of a decentralized organizational structure?
- a) Centralized decision-making
  - b) Limited autonomy for lower-level employees
  - c) Delegation of authority
  - d) Strict hierarchy

16

- 8) According to F.W. Taylor, what is the primary focus of scientific management?
  - a) Employee satisfaction
  - b) Efficient work methods and productivity
  - c) Autocratic leadership
  - d) Human relations
- 9) What is the primary characteristic of a functional organizational structure?
  - a) Dual reporting relationships
  - b) Limited communication channels
  - c) Grouping by common tasks or functions
  - d) Decentralized authority
- 10) Who is known for the contribution to the Evolution of Management Thought through Scientific Management?
 

a) Frederick Taylor	b) Henry Mintzberg
c) C.K. Prahalad	d) Peter Drucker
- 11) What does the business environment concept encompass?
  - a) Internal factors only
  - b) External factors only
  - c) Both internal and external factors
  - d) Financial factors only
- 12) What are the different types of organizational plans?
  - a) Strategic, Tactical, Operational
  - b) Short-term, Medium-term, Long-term
  - c) Immediate, Intermediate, Ultimate
  - d) Macro, Micro, Mega
- 13) In McGregor's Theory Y, what is the assumption about employees?
  - a) Employees dislike work and need to be controlled
  - b) Employees are inherently lazy
  - c) Employees are capable of self-direction and self-motivation
  - d) Employees are only motivated by financial rewards
- 14) What is the primary focus of Likert's Four Systems of Management?
 

a) Leadership styles	b) Employee satisfaction
c) Task structure	d) Decision-making conditions
- 15) According to the Hersey-Blanchard Situational Leadership Model, what does "telling" represent?
  - a) High task focus, low relationship focus
  - b) Low task focus, high relationship focus
  - c) High task focus, high relationship focus
  - d) Low task focus, low relationship focus
- 16) What is the concept of control in management?
  - a) Influencing and energizing behavior
  - b) Monitoring and regulating activities
  - c) Project management
  - d) Organizational planning

**Q.2 Answer the following (short answers / Short problem) 16**

- a) Planning Levels.
- b) Likert's management systems.

**Q.3 Answer the following (short answers/ Short problem) 16**

- a) William Ouchi- Theory Z.
- b) Levels of Management.



**Q.4 Choose one of the following sets of questions to answer**  
Define staffing as a function of management. What are the key elements involved in the staffing process?

OR

Explain the concept of management and discuss the functions of management.

**Q.5 Case Study**

Mr. Alok Banerjee is the chief executive of a medium sized pharmaceutical firm in Kolkata. He holds a Ph.D. in pharmacy. However, he has not been involved in research and development of new products for two decades. Though turnover is not problem for the company, he and his senior colleagues noticed that the workers employed on hourly basis are not working up to their full potential. It is a well-known fact that their filled their days with unnecessary and unproductive activities and worked only for the sake of pay cheque. In the recent past, the situation has become quite alarming as the organization began to crumble under the weight of uneconomical effort. The situation demanded immediate managerial attention and taking rectification measures. He knew very well that only way to progress and prosper is to motivate workers to peak performance through various incentive plans.

One fine morning, Mr. Banerjee contacted the personnel manager and enquired, what is the problem with workers on hourly basis? The wage bill shows that we pay them the highest in the industry. Our working conditions are fine. Our fringe benefits are excellent. Still these workers are motivated. What do they require really? The personnel manager gave the following reply: I have already informed you a number of times that money, working conditions and benefits are not enough. Other things are equally important. One of the workers in that group recently gave me a clue as to why more and more workers are joining the bandwagon of "non-performers". He felt bad that hard work and efficiency go unnoticed and unrewarded in our organization. Our promotions and benefit plans are tied to length of service. Even the lazy workers, accordingly, enjoy all the benefits in the organization which, in fact, according to the worker, should go to only those who work hard. Mr. Banerjee then wanted the Personnel Manager look into the problem more closely and find out a solution to the problem of workers hired on an hourly basis.

- 1) Analysis of the case.
- 2) Identification of the problem.
- 3) Suggest alternative solution.
- 4) Select best solution.

SLR-CD-2

Seat No.	
----------	--

Set P

**M.B.A. (Semester - I) (CBCS) Examination: Oct/Nov-2023**  
**COLLEGE AND UNIVERSITY CAMPUS**  
**Financial Accounting (20407102)**

Day & Date: Tuesday, 16-01-2024  
Time: 03:00 PM To 06:00 PM

Max. Marks: 80

- Instructions:**
- 1) All questions are compulsory.
  - 2) Figures to the right indicate full marks.
  - 3) Draw neat labeled diagrams wherever necessary.

**Q.1 Choose the correct alternatives and rewrite the sentences again.**

- 1) \_\_\_\_\_ does not deal with the accumulation, classification, analysis, allocation summarization, interpretation, reporting and control of current and perspective costs.  
a) Cost Accounting  
b) Financial Accounting  
c) Cost Accountancy  
d) None of these
- 2) \_\_\_\_\_ covers accounts of whole business relating to all commercial transactions.  
a) Cost Accounting  
b) Financial Accounting  
c) Environmental Accounting  
d) None of these
- 3) The main objective of depreciation is \_\_\_\_\_.  
a) To show the previous profit  
b) To calculate net profit  
c) To reduce tax  
d) To satisfy the tax department
- 4) Depreciation is generated due to \_\_\_\_\_.  
a) Increase in the value of liability  
b) Decrease in capital  
c) Wear and tear  
d) Decrease in the value of assets
- 5) What is the purpose of making a provision for depreciation in the accounts?  
a) To charge the cost of fixed assets against profits  
b) To show the current market value of fixed asset  
c) To make cash available to replace fixed assets  
d) To make a provision for repairs
- 6) Business is said to be in a profit when \_\_\_\_\_.  
a) Expenditure exceeds income  
b) Income exceeds expenditure  
c) Income exceeds liability  
d) Assets exceed expenditure
- 7) What does the term "credit" mean in business?  
a) agreement between a lender and a borrower  
b) revenue a business earns from selling its goods.  
c) cost of operations that a company incurs to generate revenue.  
d) own with the expectation to provide a future benefit.
- 8) When a Liability is decreased or reduced, it is registered on the \_\_\_\_\_.  
a) Debit side or left side of the account  
b) Credit side or right side of the account  
c) Debit side or right side of the account  
d) Credit side or left side of the account



- 9) When there is an increase in capital by an amount, it is registered on the \_\_\_\_\_
- Credit or right side of the account
  - Debit or left side of the account
  - Credit or left side of the account
  - Debit or right side of the account
- 10) What kind of expenses are paid from Gross Profit?
- Selling Expenses
  - Financial Expenses
  - General Expenses
  - All of the above
- 11) Which of the options is an example of business liability?
- Creditors
  - Cash
  - Building
  - Land
- 12) The unfavourable balance of Profit and Loss account should be \_\_\_\_\_.
- Subtracted from liabilities
  - Subtracted from capital
  - Subtracted from current assets
  - Added in liabilities
- 13) Which of the following statements is not correct about materiality?
- Materiality is a relative concept
  - Materiality judgments involve both quantitative and qualitative judgments
  - Auditor's consideration of materiality is influenced by the auditor's perception of the needs of an informed decision maker who will rely on the financial statements.
  - None of these
- 14) Stock should be valued at \_\_\_\_\_
- Cost
  - Market Price
  - Cost or Market price whichever is lower
  - Cost less depreciation
- 15) Which option gives a review report on the firm's financial status at a specified date?
- Income & Expenditure Account
  - Balance Sheet
  - Cash Flow Statement
  - Profit & Loss Account
- 16) Which of the options is not an intangible asset?
- Land
  - Patents
  - Goodwill
  - Franchise right

**Q.2 Answer the following.**

- Objectives of Book Keeping.
- Journal

16

**Q.3 Answer the following.**

- Classification of Accounts.
- Distinction between Capital Expenditure and Revenue Expenditure.

16

**Q.4 Answer the following.**

a) Explain Accounting Concept, Conventions & Principles  
**OR**

b) Journalize the following transactions in the books of Chikky & Bros.

- 10th. June: Paid wages 12,000
- 11th June: Paid rent by cheque 10,000
- 13th June: Paid salary to Mr. Charan 12,000
- 14th June: Purchased stationery from Kagaz & Co. and paid by cheque 5,000
- 15th June: Received interest 14,000
- 17th June: Received commission by cheque 6,000
- 18th June: Rent received from Mr. Mody 8,000
- 19th June: Interest received from Mr. Biju by cheque 10,000
- 20th June: Carriage paid on purchase of goods 3,000
- 22nd June: Carriage paid on sale of goods 2,000

**Q.5 Attempt the following.**

From the following particulars; prepare the balance sheet of Madhu, for the year ended 31st March, 2018.

Particulars	₹	Particulars	₹
Capital	2,00,000	Sundry Creditors	40,000
Drawings	40,000	Bills payable	20,000
Cash in hand	15,000	Goodwill	60,000
Loan from bank	40,000	Sundry debtors	80,000
Bank overdraft	20,000	Land and building	50,000
Investments	20,000	Vehicles	80,000
Bills receivable	10,000	Cash at Bank	25,000

The following adjustments were made at the time of preparing final accounts

- 1) Outstanding liabilities: Salaries Rs. 10,000, Wages Rs. 20,000, Interest on Bank overdraft Rs. 3,000, and Interest on bank loan, Rs. 6,000
- 2) Provide interest on capital @ 10% p.a.
- 3) Bad debts amounted to Rs. 10,000 and make a provision for bad debts @ 10% on sundry debtors.
- 4) Closing stock amounted to Rs. 1,20,000.
- 5) Depreciate vehicles @ 10% p.a.
- 6) Net profit for the year amounted to Rs. 96,000 after considering all the above adjustments.



SLR-CD-3

Seat  
No.

Set **P**

**M.B.A. (Semester - I) (CBCS) Examination: Oct/Nov-2023**  
**COLLEGE AND UNIVERSITY CAMPUS**  
**Managerial Economics (20407103)**

Day & Date: Wednesday, 17-01-2024  
Time: 03:00 AM to 06:00 PM

Max. Marks: 80

- Instructions:**
- 1) All questions are compulsory.
  - 2) All questions carry equal marks

**Q.1 Multiple choice question.**

16

- 1) Economics word derived from \_\_\_\_\_ language.  
a) Japan  
b) Greek  
c) Rashiya  
d) Portuguese
- 2) \_\_\_\_\_ deals with the economic behavior of households and firm.  
a) Micro Economics  
b) Entity Economics  
c) Macro Economics  
d) Major Economics
- 3) For which of the following products has highly elastic demand?  
a) Salt  
b) Water  
c) Jewelry  
d) Imported Sofa Set
- 4) Which of the following represents a long-term increase in the variable?  
a) Trends  
b) Seasonal variations  
c) Cyclical variation  
d) None of these
- 5) LPG started in year \_\_\_\_\_.  
a) 1989  
b) 1991  
c) 1992  
d) 1995
- 6) RBI was initially located at \_\_\_\_\_.  
a) Mumbai  
b) Delhi  
c) Hyderabad  
d) Kolkata
- 7) Industrial Sickness means \_\_\_\_\_.  
a) Industry Suffering from Loss  
b) Industry Suffering from profit  
c) Industry Suffering from Loss and Profit  
d) None of above
- 8) When price of the product increases then Demand will be \_\_\_\_\_.  
a) Decrease  
b) Increase  
c) Remain Constant  
d) None of the above
- 9) When Price of the Product Increases then Supply will be \_\_\_\_\_.  
a) Increase  
b) Decrease  
c) Remain Constant  
d) None of the above
- 10) The supply relationship shows an \_\_\_\_\_ slope.  
a) Upward  
b) Downside  
c) Cross  
d) None of above.

- 11) Managerial Economics is \_\_\_\_\_.  
 a) Dealing only micro aspects  
 b) Only a normative science  
 c) Deals with practical aspects  
 d) All the above
- 12) In economics, desire backed by purchasing power is known as \_\_\_\_\_.  
 a) Utility  
 b) Demand  
 c) Consumption  
 d) Scarcity
- 13) Basic assumptions of law of demand include \_\_\_\_\_.  
 a) Prices of other goods should change.  
 b) There should be substitute for the commodity.  
 c) The commodity should not confer any distinction.  
 d) The demand for the commodity should not be continuous.
- 14) In the case of perfect elasticity, the demand curve is \_\_\_\_\_.  
 a) Vertical  
 b) Horizontal  
 c) Flat  
 d) Steep
- 15) \_\_\_\_\_ demand forecasting is related to the business conditions prevailing in the economy as a whole  
 a) Macro level  
 b) Industry level  
 c) Firm level  
 d) None of these
- 16) Perfect, competition is characterized by \_\_\_\_\_.  
 a) large number of buyers and sellers  
 b) homogeneous product  
 c) free entry and exit of firms  
 d) all the above

**Q.2 Write short notes on.**

- a) Importance of Managerial Economics  
 b) Types of budgets.

16

**Q.3 Write short notes on.**

- a) Features Of Managerial Economics  
 b) Fiscal Policy

16

**Q.4 Answer the following questions.**

- a) Define Managerial Economics. Explain its scope in details.  
 OR  
 b) Explain Price Elasticity of demand with Diagrams.

16

**Q.5 Attempt the following case study.**

Maruti Udyog Ltd (MUL) enjoys monopoly in spare parts. Along with dealers, MUL is exploiting Maruti vehicle users. Often the vehicle user has to change the clutch plate twice in six months and has to pay Rs.3,567/-. MUL charges the price of clutch at imported cost while clutch plate is actually made by clutch auto private Ltd at Faridabad. The replacement of a silencer costs Rs.800/-. The cost of spare parts and repairs by any reckoning is three to four times compared to Ambassador or Fiat. A random sample indicates that every eighth car has faulty clutch. In the context of defective parts and exorbitant cost of repairs, saving in fuel in Maruti as compared to other auto makers is of little consequence. Maruti vehicle users in dilemma they cannot get spare parts or get their cars repaired except through Maruti Udyog or its authorized dealers. But both charge huge amounts, not giving guarantee for a single day. MUL is thus, indifferent to the genuine grievances of its customers.

16



Questions:

- a) Define a monopoly and state its main features.
- b) Why MUL is called a monopoly? Does it enjoy monopoly in car manufacture?
- c) In what way do customers suffer from monopoly practices of MUL.
- d) What do you suggest to remedy the situation

SLR-CD-4

Seat  
No.

Set **P**

**M.B.A. (Semester - I) (CBCS) Examination: Oct/Nov-2023**  
**COLLEGE AND UNIVERSITY CAMPUS**  
**Organizational Behaviour (20407104)**

Day & Date: Thursday, 18-01-2024  
Time: 03:00 PM To 06:00 PM

Max. Marks: 80

- Instructions:** 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

**Q.1 Multiple Choice Questions**

16

- 1) Small group of people with complementary skills who are committed to a common purpose \_\_\_\_\_.  
a) group  
b) organization  
c) company  
d) team
- 2) \_\_\_\_\_ refers to a stimulus which strengthens the probability of particular response.  
a) Learning  
b) Reinforcement  
c) Punishment  
d) Performance
- 3) When people draw general impression about individuals based on single characteristics is called \_\_\_\_\_.  
a) stereotyping  
b) attribution  
c) figure ground  
d) halo effect
- 4) \_\_\_\_\_ is a strategy to improve group decision making?  
a) Group think  
b) Encouraging conformity  
c) Promoting diversity of opinions  
d) Avoiding discussion
- 5) \_\_\_\_\_ is NOT a level of Organisational Behaviour?  
a) Individual level  
b) Group level  
c) Organisational level  
d) Economic level
- 6) \_\_\_\_\_ refers to the shared values, beliefs, and practices that shape an organization's identity.  
a) Teamwork  
b) Culture  
c) Group think  
d) Diversity
- 7) \_\_\_\_\_ is an external force for organizational change.  
a) Employee turnover  
b) Technological advancements  
c) Internal conflicts  
d) Resistance to change
- 8) \_\_\_\_\_ stress be managed in organizations  
a) By increasing workload.  
b) By providing employee autonomy.  
c) By ignoring the sources of stress  
d) By creating a stressful work environment
- 9) Organisational behaviour is \_\_\_\_\_.  
a) A science  
b) An art  
c) A science as well as an art  
d) None of the above



- 10) The term 'psychology' is derived from the word 'psyche', which means 'Soul' or 'Spirit'.  
 a) Latin  
 b) French  
 c) Greek  
 d) None of these
- 11) \_\_\_\_\_ is a potential source of stress.  
 a) Adequate sleep  
 b) Healthy eating  
 c) Financial problems  
 d) Regular exercise
- 12) Burnout is a consequence of \_\_\_\_\_.  
 a) stress  
 b) perception  
 c) attitude  
 d) learning
- 13) Organisational behaviour is a discipline that deals with study and application about \_\_\_\_\_ within organisation.  
 a) Only individual  
 b) Only group  
 c) Individual and group  
 d) Entire population
- 14) In the context of conflicts, what does the term "interpersonal conflicts" refer to \_\_\_\_\_.  
 a) Conflicts between individuals within the same team.  
 b) Conflicts between different departments in an organization.  
 c) Conflicts between managers and subordinates.  
 d) Conflicts between teams working on different projects.
- 15) \_\_\_\_\_ the first stage in the change process according to Lewin's model.  
 a) Refreezing  
 b) Changing  
 c) Unfreezing  
 d) Stabilizing
- 16) \_\_\_\_\_ level of change involves modifications in an organization's overall mission, strategy, and structure.  
 a) Individual change  
 b) Team change  
 c) Organizational change  
 d) Departmental change

**Q.2 Answer the following short answers.**

- a) Write difference between formal and informal groups.  
 b) Decision making process.

**Q.3 Answer the following short answers.**

- a) Explain types of teams.  
 b) Write note on Resistance to change.

**Q.4 Answer the following Long answers. (Any one)**

- a) Define organization behavior? Explain factors affecting individual behaviour.  
 OR  
 b) What is stress management? Explain in detail various tools and strategies used to manage stress.

**Q.5 Case Study.**

Bombay Printers is a large printing firm located in Bombay. It has specialised in printing calendars and greeting cards. Right from inception, this concentration brought rich dividends and over the year's sales have increased considerably, much to the envy of competitors. Slowly but steadily, it has captured a major share of the market. Since Bombay Printers is a family held company, exact figures are not readily available. Despite this statistical deficiency, competitors knew very well that amakant Patil and his children who own the company are extremely wealthy. The fact that the Patil Foundation grants several lakhs of rupees every year to Charitable Institutions speaks volumes.

Over the years the company has been investing its surplus funds in real estate and equity capital in a calculated manner. Supported by a vast reservoir of funds, it is small wonder, the company has achieved a stupendous growth rate leaving everyone behind in the race. Currently, Bombay Printers is the dominant employer in the printing industry. Though there is no union, employees are well-paid. The demand for calendars and greetings has increased considerably, in the recent past, and most of the employees receive a fat overtime allowance. In an interview, given to a local magazine, Ramakant Patil proudly declared, "Workers in Bombay Printers are highly motivated.

They're currently the highest-paid employees in the country. The future is rosy. Within a few days we are going to introduce a new productivity incentive plan under which employees are likely to get annual bonus based on a novel productivity formula devised by our Accounting staff. We always want our employees to grow along with us.

To his surprise and dismay, Ramakant Patil received a nasty letter, containing a long list of demands, from a group of anonymous employees — after the publication of the interview in the magazine. Among their complaints were the following:

"We're sick of all this overtime. You and other officers in the company may like working day and night. We prefer the company of our families and friends to machines and tools during holidays." "The new bonus plan is a hoax. None of us can understand how it operates. As usual, it will be those people who lick the boots of management that'll benefit. Stop playing these dirty tricks. We hate working harder for something we don't have any chance of getting." "You are talking as if we're one big happy family, and yet trying to throw us all on the roads at the same time. Stop manipulating us. We know pretty well that the company has bought land in Delhi and you're going to settle there only throwing us all out of work. Why should we care for a company that is abandoning us on streets?"

**Questions:**

- a) From the standpoint of employee perceptions, what is going on here?
- b) How can the company avoid these negative reactions?

08  
08





- 11) The formula for the quartile deviation is \_\_\_\_\_.
  - a)  $Q3-Q2/2$
  - b)  $Q3-Q2/4$
  - c)  $Q3-Q2/Q3+Q2$
  - d)  $Q3:Q1/2$
- 12) If the first quartile is 104 and third quartile is 120 deviation is \_\_\_\_\_.
  - a) 7
  - b) 8.5
  - c) 8
  - d) 9
- 13) If relation between X and Y is positive which means \_\_\_\_\_.
  - a) When X increases Y decreases
  - b) When X decreases Y increases
  - c) When X increases Y increases
  - d) None of the above.
- 14) The \_\_\_\_\_ of a class is the frequency obtained by adding the frequencies of all the classes preceding the given class.
  - a) Class interval
  - b) Class height
  - c) Cumulative frequency
  - d) Average frequency
- 15) Which of the following is a branch of statistics?
  - a) Descriptive statistics
  - b) Inferential statistics
  - c) Industry statistics
  - d) Both A and B
- 16) Correlation coefficient always lies between \_\_\_\_\_.
  - a) 0 to 1
  - b) -1 to +1
  - c) -1 to 0
  - d) None of the above.

**Q.2 Answer the following. (Short Notes)**

- a) Uses of Index Numbers
- b) Importance of statistics

16

**Q.3 Answer the following questions.**

- a) Draw histogram for the following frequency distribution and also determine mode.

16

Marks	0-10	10-20	20-30	30-40	40-50	50-60	70-80
No. of students.	15	20	25	35	20	10	5

- b) Calculate median for the vacations availed in a year by the employees and the number of employees who availed the vacation.

Vacations availed	0-10	10-20	20-30	30-40	40-50	50-60	60-70	70-80
No. of employees	2	18	30	45	35	20	6	3



Q.4 Attempt any one of the following.

- a) Construct index numbers of price for the year 2000 from the following data by applying -
- 1) Laspeyres Method
  - 2) Paasche's Method

Commodities	Quantity		Price Per Unit (Rs.)	
	1999	2000	1999	2000
A	3	5	20	25
B	4	6	25	30
C	2	3	30	25
D	1	2	10	7.50

OR

- b) Calculate standard deviation for the following frequency distribution.

Classes	10-20	20-30	30-50	50-70	70-80
Frequencies	5	8	16	8	3

Q.5 Attempt the following.

Find the rank correlation coefficient from the following marks awarded by the examiners in statistics.

Roll No.	1	2	3	4	5	6	7	8	9	10	11
Examiner A	24	29	19	14	30	19	27	30	20	28	11
Examiner B	37	35	16	26	23	27	19	20	16	11	21
Examiner C	30	28	20	25	25	30	20	24	22	29	15

SLR-CD-6

Set **P**

Seat  
No.

**M.B.A. (Semester - I) (CBCS) Examination: Oct/Nov-2023**  
**COLLEGE AND UNIVERSITY CAMPUS**  
**Computer Operations and Management (20407107)**

Day & Date: Saturday, 06-01-2024  
Time: 03:00 PM To 06:00 PM

Max. Marks: 20

- Instructions:** 1) All questions carry equal marks.  
2) All questions are compulsory.

**Q.1 Multiple choice question.**

- 1) The basic operations performed by a computer are.  
a) Arithmetic operation                      b) Logical operation  
c) Storage and relative                      d) All the above
- 2) Which of the following is not an input device?  
a) OCR    b) Optical scanners  
c) Voice recognition device                  d) COM (Computer Output to Microfilm)
- 3) Software in computer.  
a) Enhances the capabilities of the hardware machine.  
b) Increase the speed of central processing unit.  
c) Both of above  
d) None of above
- 4) Which is the most Common type of Audio-Output Device.  
a) Monitor                                        b) Speaker  
c) Keyboard                                      d) Printer
- 5) The software tool that enable a user to interact with computer for a specific purpose are known as?  
a) Application                                    b) Hardware  
c) Networked software                        d) None of these
- 6) Which of the following is a general-purpose network?  
a) Storage Area Network (SAN)              b) Local Area Network (LAN)  
c) Enterprise Area Network (EAN)          d) Virtual Area Network (VAN)
- 7) In MS excel the intersection of a row and column is called?  
a) Cell    b) Sheet  
c) Table    d) Theme
- 8) Each component of computer either.  
a) Application software                        b) Software or CPU/RAM  
c) Input devices or output devices          d) Hardware or software
- 9) What part of the computer provides only temporary storage of files?  
a) Processor                                      b) Hard drive  
c) ROM memory                                  d) RAM memory
- 10) \_\_\_\_\_ software helps the user to do his/her work.  
a) Computer                                      b) Utility  
c) System                                         d) Application

16





savvy and therefore the planned training schedule to make sure users use the MIS. He asked each department to depute two persons for training. Since the training was announced suddenly, no senior person came forward for the training. Only juniors were sent for training. During the training they were allowed to use mobile. While deploying the information system, it was observed that production manager, Mr. Murthy, was not able to use computers at all. He continued using the legacy method of keeping the information about the daily production. There was no time for the parallel run and the entire system was deployed without testing. After going live, it was found that some changes were required in the software. Raju frantically asked for additional budget to carry out modification in the system. Mr. Shah did not sanction additional budget. Users could not use the system. Head of Departments were happy using traditional method to manage day-to-day activity. They did not cooperate with Mr. Raju. This was brought to notice of the President. Mr. L. Prasad was busy with foreign tours and could not even open the email sent by Mr. Raju.

**Questions:**

- a) Analyse the following case.
- b) Identify the problem.
- c) Provide alternate.
- d) Best solution for the same.



SLR-CD-9

Set **P**

Seat  
No.

**M.B.A (Semester - I) (CBCS) Examination: Oct/Nov-2023**  
**COLLEGE AND UNIVERSITY CAMPUS**  
**Banking Operations & Services (20407110)**

Day & Date: Tuesday, 09-01-2024  
Time: 03:00 AM To 06:00 PM

Max. Marks: 80

- Instructions:** 1) All questions are compulsory.  
2) All questions carry equal marks.

**Q.1 Choose the correct alternatives given below.**

The Key/Core function(s) of a Bank is (are) \_\_\_\_\_

- Safe custody through lockers
- Accepting Deposits and Lending money
- Maintaining Accounts of Customers
- Collecting and clearing Cheque

2) What is the full form of NBFC? \_\_\_\_\_

- Non-Bank Financial Competition
- Non-Bank Foreign Company
- Non-Banking Financial Company
- Non-Banking Finance Corporation

3) Which of the following categories under priority sector?

- Micro, Small and Medium Enterprises
- Education
- Housing
- All of these

RTGS stands for \_\_\_\_\_

- Real Time Gross Settlement
- Real Term Gross Settlement
- Real Time Goal Settlement
- None of these

5) A \_\_\_\_\_ asset is one which has remained NPA for a period exceeding 12 months.

- Standard
- Sub-standard
- Doubtful
- Loss

6) The type(s) of Bank Advances accounts is (are) \_\_\_\_\_.

- Cash Credit
- Overdraft
- Both a and b
- None of these

7) Regional Rural Banks work at \_\_\_\_\_

- State-level
- Taluka level
- District level
- All level

8) What is mortgage?

- A security created on immovable property for a deposit received by the bank
- A security created on immovable property for a loan given by the bank
- A security created on movable property for a deposit received by the bank
- A security created on movable property for a loan given by the bank

9) The State Government has \_\_\_\_\_ of stake in a Regional Rural Bank.

- 50%
- 25%
- 15%
- 35%

16

- 10) NEFT and RTGS are forms of \_\_\_\_\_ transactions with unique features Providing interbank fund transfer facility electronically between the customers of banks
- a) ECS  
b) EFT  
c) IMPS  
d) None of the above
- 11) Which of the following is a type of bank account that can be operated jointly by two or more individuals?
- a) Savings account  
b) Current account  
c) Fixed deposit account  
d) Joint account
- 12) Which of the following banks is not a foreign bank operating in India?
- a) Citibank  
b) Standard Chartered Bank  
c) DBS Bank  
d) HDFC Bank
- 13) Which of the following banks is not a private sector bank in India?
- a) HDFC Bank  
b) Axis Bank  
c) ICICI Bank  
d) State Bank of India
- 14) Current account deposits are
- a) Non repayable  
b) Non repayable on demand  
c) Repayable on demand  
d) None of these
- 15) Which agency regulates the money supply in India?
- a) The Government of India  
b) Commercial banks  
c) Reserve Bank of India  
d) None of the above
- 16) Which of the following statements is true about the central bank?
- a) It regulates the entire banking system in the country  
b) It is under the ownership of the central government of a country  
c) It is the apex bank of a country  
d) All of the above

**Q.2 Answer the following.**

- a) Explain the difference between Bank and NBFC  
b) Explain types of ECS Payment system.

16

**Q.3 Answer the following**

- a) Concept NPA, causes, and remedies  
b) Explain marginal standing facility rates

16

**Q.4 Answer the following**

- a) Discuss structure of Indian Banking System

16

- b) Write a detail note on E-Banking.

OR

**Q.5 Analyze the following case study and answer the questions given below -**

16

Mr. Umesh completed graduation in Computer Engineering and pursued MBA from a reputed management institution. He joined Multinational Company after MBA and worked for 10 years in the field of software development. He decided to start his own private limited company. His total project cost will be Rs.20 crore, out of that Rs. 15 crore for investment in fixed assets and Rs.5 crore for working capital.

As a consultant, you are expected to guide Umesh on following points.

- a) You are expected to explain the important terms in lending of loan and advance.  
b) How much margin money will be necessary? Whether margin money percentage can be reduced?  
c) On what parameters the loan proposal will be evaluated by Banks?

05

05

06



OR

Seat No.

**M.B.A. (Semester - I) (CBCS) Examination: Oct/Nov-2023**  
**COLLEGE AND UNIVERSITY CAMPUS**  
**Enhancing Business Communication Skills (20407106)**

Day & Date: Wednesday, 10-01-2024  
Time: 03:00 PM To 06:00 PM

Max. Marks: 80

- Instructions:**
- 1) All questions are compulsory.
  - 2) All questions carry equal marks.

**Q.1 Multiple choice question.**

- 1) Communication cannot occur in \_\_\_\_\_
- a) Social media
  - b) Meetings
  - c) Isolation
  - d) Sales Conferences
- 2) \_\_\_\_\_ is not the type of communication
- a) verbal
  - b) nonverbal
  - c) signs and symbols
  - d) Cycling
- 3) Verbal communication is also known as \_\_\_\_\_
- a) Internal communication
  - b) External communication
  - c) Oral communication
  - d) Outward communication
- 4) Unintentionally portraying through movement of hands is observed as \_\_\_\_\_
- a) Audio visual communication
  - b) Visual communication
  - c) Body language
  - d) symbols communication
- 5) Communication starts with \_\_\_\_\_
- a) Encoding
  - b) Sender
  - c) Channel
  - d) Feedback
- 6) Receiving a sales order is an example of \_\_\_\_\_
- a) Horizontal communication
  - b) Vertical communication
  - c) Internal communication
  - d) External communication
- 7) \_\_\_\_\_ is / are barriers to listening
- a) Sluggishness
  - b) Premature evaluation
  - c) External distractions
  - d) All of these
- 8) Downward communication and upward communication is \_\_\_\_\_
- a) Vertical communication
  - b) Horizontal communication
  - c) Internal communication
  - d) External communication
- 9) A summary of an educational and academic background, research experience, publications, presentations, awards, honors and affiliations is \_\_\_\_\_
- a) Curriculum Vitae
  - b) Application Letter
  - c) Hands Out
  - d) Business Letter
- 10) \_\_\_\_\_ is not a compulsory part of a business letter
- a) Salutation
  - b) Close
  - c) Attention Line
  - d) Body
- 11) Transactional analysis was developed by \_\_\_\_\_
- a) Elton Mayo
  - b) Weber
  - c) Maslow
  - d) Eric Berne





The formal environment that characterizes the public sector imposes on employees a cold climate, in which the relationship and communication are not as important as in the case of private companies. Although the private sector is focused on generating profit, the importance given to employees is not neglected. Within the private companies, activities such as team building and corporate events are organized, which aim to communicate between employees. At the same time, in private companies there is a term brainstorming, which involves meetings in groups, which encourage communication, the ultimate goal being to find the right solutions for existing problems or for development. The operating system within public companies is quite different, so that the activity of the employees is carried out in a climate in which communication is at the level of the strictly necessary.

A relatively new concept that has emerged in the private companies in Europe is the specialization of the employees. Specialization programs are carried out in different cities, even countries, if it is a multinational company which has branches in several countries. Within these programs the employees receive information regarding the activity of the company, the objectives set, the new implementations and changes. Often, teams of several people are sent to specializations, thus, the relationships between team members are strengthened. Regarding the motivation of the employees, in the private companies they practice encouragements and the recognition of the merits both by the superiors and by colleagues. Financial rewards are not always enough. The corporate events come in support of the employees, giving them the possibility to relax with the work colleagues, activities that also contribute to the motivation of the employees. A relaxed management style, open to communication, gives employees the confidence to express their ideas and opinions. The organization works properly if there is an efficient management, which gives importance to the professional training, motivation and reward of the employees.

**Answer the following questions**

- 1) What according to you is going wrong in the European public sector companies compared to private companies with reference to its communication
- 2) Judging from the Case, What are the benefits of informal communication in companies over formal communication for employees and their productivity

08

08

SLR-CD-11

Seat No.	
----------	--

Set **P**

**M.B.A. (Semester - II) (CBCS) Examination: Oct/Nov-2023**  
**COLLEGE AND UNIVERSITY CAMPUS**  
**Marketing Management (20407201)**

Day & Date: Monday, 11-12-2023  
Time: 03:00 PM To 06:00 PM

Max. Marks: 80

- Instructions:**
- 1) All questions are compulsory.
  - 2) Figures to the right indicate full marks.

**Q.1 Choose the correct alternatives from the options.**

16

- 1) Marketing channel that involves no intermediaries to make their products available to final buyers is classified as \_\_\_\_\_.
  - a) Direct channel
  - b) Indirect channel
  - c) Static channel
  - d) Flexible channel
- 2) Segmentation is the process of \_\_\_\_\_.
  - a) Dividing the market into homogenous groups
  - b) Selecting one group of consumers among several other groups
  - c) Creating a unique space in the minds of the target consumer
  - d) None of these
- 3) \_\_\_\_\_ is the concept under which a company carefully integrates and coordinates its many communications channels to deliver a clear, consistent, and compelling message about the organization and its products.
  - a) The promotion mix
  - b) Integrated international affairs
  - c) Integrated marketing communications
  - d) Integrated demand characteristics
- 4) The stage in the product life cycle that focuses on expanding market and creating product awareness and trial is the \_\_\_\_\_.
  - a) Decline stage
  - b) Introduction stage
  - c) Growth stage
  - d) Maturity stage
- 5) Logistics management is a part of \_\_\_\_\_.
  - a) Production
  - b) Marketing channel
  - c) Supply chain management
  - d) Consumption
- 6) In \_\_\_\_\_ segmentation, buyers are divided into different groups on the basis of life style or personality and values.
  - a) Geographic
  - b) Demographic
  - c) Psychographic
  - d) Behavioral
- 7) Green marketing is defined as developing eco-friendly products and their packages to control the negative effects on \_\_\_\_\_.
  - a) Environment
  - b) Organization
  - c) Products
  - d) None of these
- 8) The first step in the marketing research process is to \_\_\_\_\_.
  - a) make the decision
  - b) collect the information
  - c) develop the research plan
  - d) define the problem, the decision alternatives, and research objective





**Q.5 Analyse the Case.****Launching a New Smartphone in a Competitive Market**

ABC Electronics is a leading technology company known for its innovative products. The company has developed a new smartphone with advanced features and aims to launch it in a highly competitive market. However, it faces challenges in positioning the product effectively and gaining market share. To address these challenges, ABC Electronics conducts market research to understand customer preferences, needs, and buying behaviour. The research reveals a demand for smartphones with superior camera capabilities and long battery life. ABC Electronics decides to position its new smartphone as a high-performance device with exceptional camera features and long-lasting battery performance. The company develops a marketing strategy that focuses on product differentiation. It highlights the smartphone's unique features through targeted advertising campaigns, emphasizing its superior camera quality and extended battery life. ABC Electronics also partners with popular social media influencers and tech bloggers to create buzz and generate positive reviews. In terms of pricing, ABC Electronics adopts a competitive pricing strategy. It carefully analyses the pricing strategies of its key competitors and sets a price that offers value for money while maintaining profitability. To attract early adopters, the company offers limited-time promotional discounts and bundle offers.

Distribution plays a crucial role in reaching the target market effectively. ABC Electronics establishes partnerships with major retailers and online platforms to ensure widespread availability of its new smartphone. It also offers exclusive deals and incentives to retailers to encourage them to promote the product prominently. To support its marketing efforts, ABC Electronics invests in effective marketing communication. It utilizes a mix of traditional and digital marketing channels, including television ads, online banners, social media campaigns, and influencer collaborations. The company also creates engaging content that highlights the smartphone's features and benefits, targeting tech-savvy consumers. Furthermore, ABC Electronics emphasizes after-sales service and customer support. It establishes a dedicated customer service team to address any inquiries or issues promptly. The company also offers extended warranties and easy replacement policies to enhance customer satisfaction and loyalty.

Hence, ABC Electronics successfully launches its new smartphone in a competitive market by implementing effective marketing management strategies. Through market research, product differentiation, competitive pricing, strategic distribution, and comprehensive marketing communication, the company gains market share and establishes a strong presence. Additionally, the focus on after-sales service and customer support helps build customer loyalty and contributes to long-term success in the market.

- a) How did ABC Electronics address the challenge of positioning its new smartphone in a highly competitive market?
- b) How did ABC Electronics determine the pricing strategy for its new smartphone?
- c) How did ABC Electronics ensure widespread availability of its new smartphone?
- d) What marketing communication channels did ABC Electronics utilize to support its marketing efforts?



SLR-CD-12

Set P

Seat No.	
----------	--

**M.B.A. (Semester-II) (CBCS) Examination: Oct/Nov-2023**  
**COLLEGE AND UNIVERSITY CAMPUS**  
**Financial Management (20407202)**

Day & Date: Tuesday, 12-12-2023  
Time: 03:00 PM To 06:00 PM

Max. Marks: 80

- Instructions: 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

Q.1 Choose the correct alternative and rewrite the sentences again.

16

- 1) What should be the criteria of selection when choosing among mutually exclusive projects?
  - a) Selecting a project with a lower cost of capital
  - b) Selecting a project with the quickest payback
  - c) Selecting a project with the longest payback
  - d) Selecting a project with the highest net present value
- 2) Time value of money indicates that \_\_\_\_\_
  - a) A unit of money obtained today is worth more than a unit of money obtained in future
  - b) A unit of money obtained today is worth less than a unit of money obtained in future
  - c) There is no difference in the value of money obtained today and tomorrow
  - d) None of the above
- 3) In which market the newly issued securities and share are bought or sold during initial public Offerings (IPO)?
  - a) Primary market
  - b) Secondary market
  - c) Insurance markets
  - d) Investment Market
- 4) The method of converting the amount of future cash into an amount of cash and cash equivalents value in present is known as:
  - a) Compounding
  - b) Annuity
  - c) Discounting
  - d) None of these
- 5) If rate of interest is 9%, calculate doubling period as per rule 72 \_\_\_\_\_.
  - a) 10 years
  - b) 8 years
  - c) 9 years
  - d) 7.5 years
- 6) \_\_\_\_\_ is the process of calculating present value from future value.
  - a) Discounting
  - b) Compounding
  - c) Both a & b
  - d) None of these
- 7) Opening stock + Purchases + Direct Expenses - Closing Stock = \_\_\_\_\_.
  - a) Gross Profit
  - b) Net Profit
  - c) Cost of Goods Sold
  - d) Sales
- 8) When current ratio is 2:1 and if there is equal increase in current assets & current liabilities would result in \_\_\_\_\_.
  - a) No change in current ratio
  - b) Decrease in current ratio
  - c) Increase in current ratio
  - d) Current ratio will be double

- 9) What is the primary goal of financial management?
- To minimise the risk
  - To maximise the owner's wealth
  - To maximise the return
  - To raise profit
- 10) CAPM stands for \_\_\_\_.
- Capital asset pricing model.
  - Capital amount printing model.
  - Capital amount pricing model.
  - Capital asset printing model.
- 11) \_\_\_\_ is a disadvantage of using the payback period?
- It does not take into account the cost of capital and timing of return
  - When compared to the accounting rate of return method, it is more difficult to calculate and understand
  - It does not take the initial investment into account
  - All of the above
- 12) Total current assets of business are Rs. 600000 and current liabilities are 300000. The current ratio is \_\_\_\_.
- 1:2
  - 2:1
  - 1:1
  - 3:1
- 13) The decisions which are concerned with allocation of funds to the short term investment proposals are known as: \_\_\_\_
- Capital investment
  - Working capital decisions
  - Capital budgeting
  - None of these
- 14) If NPV is negative then project should be \_\_\_\_.
- Accepted
  - Rejected
  - No decision
  - None of these
- 15) Working capital is also known as \_\_\_\_ capital.
- Current asset
  - Operating
  - Projecting
  - Operation capital
- 16) Basic Objectives of financial management is \_\_\_\_.
- Profit maximization
  - Wealth maximization
  - Profit planning
  - Both a) & b)

**Q.2 Answer the following.**

- Define Ratio and Classification of ratios 16
- Explain operating cycle

**Q.3 Attempt / Solve the following.**

- Define financial management? Explain Objectives & scope of financial management? 16
- Following is the information of Shri Aruna Industries Ltd. Latur for the year 30th June 2018. Their plan is to sell 30,000 units in the year 2018-2019. The expected cost of goods sold is as under you are required to calculate the working capital requirements.

Particulars	Rs. (Per Unit)
Raw material	100
Manufacturing expenses	30
Selling, administration and financial expenses	20
Selling price	200



The duration at various stages of the operating cycle is expected to be as follows:

- Raw material stage 2 months
- Work-in-progress stage 1 month
- Finished goods stage 1/2 month
- Debtor's stage 1 month

Assuming that the monthly sales level of 2,500 units, estimate the gross working capital necessity. Expected cash balance is 5% of the gross working capital necessity, and working progress in 25% complete with respect to manufacturing expenses.

**Q.4 Solve any one of the following.**

16

- a) Explain Sources of finance in financial management.
- b) The following Trading and Profit and Loss Account of Fantasy Ltd. for the year 31-3-2000 is given below:

Particular	Rs.	Particular	Rs.
To Opening Stock	76,250	By Sales	5,00,000
To Purchases	3,15,250	By Closing stock	98,500
To Carriage and Freight	2,000		
To Wages	5,000		
To Gross Profit c/d	2,00,000		
	<b>5,98,500</b>		<b>5,98,500</b>
To Administration expenses	1,01,000	By Gross Profit b/d	2,00,000
To Selling and Dist. expenses	12,000	By Non-operating incomes:	
To Non-operating expenses	2,000	By Interest on Securities	1,500
To Financial Expenses	7,000	By Dividend on shares	3,750
To Net Profit c/d	84,000	By Profit on sale of shares	750
	<b>2,06,000</b>		<b>2,06,000</b>

Calculate:

- 1) Gross Profit Margin
- 2) Expenses Ratio
- 3) Operating Ratio
- 4) Net Profit Ratio
- 5) Operating (Net) Profit Ratio
- 6) Stock Turnover Ratio.

**Q.5 Answer the following.**

16

A company is considering whether to purchase a new machine. Machines A and B are available for Rs. 80,000 each. Earnings after taxation are as follows:

Year	Machine A Rs.	Machine B Rs.
1	24,000	8,000
2	32,000	24,000
3	40,000	32,000
4	24,000	48,000
5	16,000	32,000

Evaluate the two alternatives using the following:

- a) Payback method,
- b) Rate of return on investment method, and
- c) Net present value method

You should use a discount rate of 10%

SLR-CD-13

Seat No.	
----------	--

Set P

**M.B.A. (Semester-II) (CBCS) Examination: Oct/Nov-2023**  
**COLLEGE AND UNIVERSITY CAMPUS**  
**Human Resource Management (20407203)**

Day & Date: Wednesday, 13-12-2023

Time: 03:00 PM To 06:00 PM

Max. Marks: 80

- Instructions**
- 1) All questions are compulsory.
  - 2) Figures to the right indicate full marks.

**Q.1 Multiple choice question.**

- 1) \_\_\_\_\_ can be derived from Job Analysis.  
a) Job Specification                      b) Job Description  
c) Job requirement                      d) Both A & B
- 2) Campus selection is a \_\_\_\_\_ source of recruitment.  
a) external                                  b) internal  
c) macro                                      d) none of the above
- 3) Identifying the source of potential candidates and \_\_\_\_\_ them to apply for the job is called Recruitment.  
a) Rejecting                                  b) Training  
c) Attracting                                  d) All of the above
- 4) \_\_\_\_\_ is the Last stage in Career planning.  
a) Resignation                              b) Resume building  
c) Withdrawal                                d) Negotiation
- 5) When an employee is appraised by all the members in the organization like superior, subordinate, peer, customer etc., is called as \_\_\_\_\_.  
a) Employee Self-Assessment  
b) The 360-Degree Appraisal  
c) Ranking Appraisal  
d) Performance Appraisal
- 6) When an employee is trained for a key position in the organization is called \_\_\_\_\_.  
a) talent management  
b) replacement planning  
c) leadership development  
d) succession Planning
- 7) The employees appraised based on their reaction on critical situation is \_\_\_\_\_ performance appraisal method.  
a) Critical incident method  
b) Critical appraisal method  
c) Critical situation method  
d) Critical performance method
- 8) Human resource management emphasis \_\_\_\_\_.  
a) Development of people                  b) Punishment of people  
c) Adoption of people                        d) None of these



- 9) Operative functions of HRM includes \_\_\_\_\_  
 a) Procurement, development, compensation & motivation  
 b) Maintenance  
 c) Integration and emerging trends  
 d) All of these
- 10) The process of familiarizing the new employees to the organisation rules and regulations is known as \_\_\_\_\_  
 a) Placement  
 b) Induction  
 c) Recruitment  
 d) Selection
- 11) In \_\_\_\_\_ training, a training centre is set-up and actual job conditions are duplicated or simulated in it.  
 a) Classroom  
 b) Apprenticeship  
 c) Vestibule  
 d) Internship
- 12) Relative worth of a job is known by \_\_\_\_\_  
 a) Job design  
 b) Job analysis  
 c) Job evaluation  
 d) Job change
- 13) \_\_\_\_\_ is a performance appraisal technique in which appraisers rate critical employee behaviour.  
 a) MBO  
 b) BARS  
 c) BOS  
 d) BOSS
- 14) Process of studying and collecting information about a job is known as \_\_\_\_\_  
 a) HRP  
 b) Job design  
 c) Job analysis  
 d) Job evaluation
- 15) In an organisation initiating career planning, the career path model would essentially form the basis for \_\_\_\_\_.  
 a) Placement  
 b) Transfer  
 c) Rotation  
 d) All of the above
- 16) The unstructured interview is \_\_\_\_\_.  
 a) Infrequently conducted  
 b) Typically is unbiased  
 c) Typically is related to future  
 d) Typically biased job performance

**Q.2 Write short notes on**

- a) Induction and placement  
 b) Human Resource Development objectives

16

**Q.3 Write short notes on**

- a) Job Description and Job Specification  
 b) Use of career planning

16

**Q.4 Answer the following**

- a) Define training. Explain various on the job and off the job training methods.

16

OR

- b) Define human resource management. Explain the various functions of HRM.

## Q.5 Analyse the following case and answer the questions

Uptron Electronics Limited is a pioneering and internationally reputed firm in the Electronics Industry. It is one of the largest firms in the country. It attracted employees from internationally reputed institutes and industries by offering high salaries, perks, etc. It has advertised for the position of an Electronics Engineer recently. Nearly 150 candidates applied for the job. Mr. Ramesh, an Electronics Engineering Graduate from Indian Institute of Technology with 5 years working experience in a medium-sized electronics firm, was selected from among the 130 candidates who took tests and interview. The interview board recommended an enhancement in his salary by 5,000 more than his present salary at his request. Mr. Ramesh was very happy to achieve this and he was congratulated by a number of people including his previous employer for his brilliant interview performance, and wished him good luck.

Mr. Ramesh joined Uptron Electronics Ltd., on 21st January, 2002, with great enthusiasm. He also found his job to be quite comfortable and a challenging one and he felt it was highly prestigious to work with this company during the formative years of his career. He found his superiors as well as subordinates to be friendly and cooperative. But this climate did not live long. After one year of his service, he slowly learnt about a number of unpleasant stories about the company, management, the superior-subordinate relations, rate of employee turnover, especially at higher level. But he decided to stay on as he had promised several things to the management in the interview. He wanted to please and change the attitude of management through his diligent performance, firm commitment and dedication. He started maximising his contributions and the management got the impression that Mr. Ramesh had settled down and will remain in the company.

After some time, the superiors started riding rough-shod over Mr. Ramesh. He was overloaded with multifarious jobs. His freedom in deciding and executing was cut down. He was ill-treated on a number of occasions before his subordinates. His colleagues also started assigning their responsibilities to Mr. Ramesh. Consequently, there were imbalances in his family life, social life and organisational life. But he seemed to be calm and contented. Management felt that Mr. Ramesh had the potential to bear with many more organisational responsibilities. So the General Manager was quite surprised to see the resignation letter of Mr. Shashidhar along with a cheque equivalent to a month's salary one fine morning on 18th January, 2004. The General Manager failed to convince Mr. Ramesh to withdraw his resignation. The General Manager relieved him on 25th January, 2004. The General Manager wanted to appoint a committee to go into the matter immediately, but dropped the idea later.

- What prevented the General Manager from appointing a committee?
- What is wrong with the recruitment policy of the company?
- Why did Mr Ramesh's resignation surprise the General Manager?











Seat  
No.Set **P**

**M.B.A. (Semester - II) (CBCS) Examination: Oct/Nov-2023**  
**COLLEGE AND UNIVERSITY CAMPUS**  
**Logistics and Supply Chain Management (20407209)**

Day & Date: Tuesday, 19-12-2023  
 Time: 03:00 PM To 06:00 PM

Max. Marks: 80

- Instructions:**
- 1) All questions are compulsory.
  - 2) Figures to the right indicate full marks.

**Q.1 Choose correct alternatives from the following.**

16

- 1) \_\_\_\_\_ refers to the overall process of managing how resources are acquired, stored, and transported to their final destination.
  - a) Logistics
  - b) Supply
  - c) Demand
  - d) None of these
- 2) \_\_\_\_\_ is/are the major drives of the Supply Chain Management.
  - a) Production
  - b) Transportation
  - c) Inventory
  - d) None of these
- 3) Effective Supply Chain Management (SCM) systems provide the benefits to optimize the organization's performance.
  - a) Improve customer service
  - b) To bring the products to the market
  - c) All of these
  - d) None of these
- 4) \_\_\_\_\_ is suitable for medium-to-large businesses.
  - a) 3<sup>rd</sup> party Logistics
  - b) 4<sup>th</sup> party Logistics
  - c) Both a) and b)
  - d) Only a)
- 5) \_\_\_\_\_ the governance of supply chain management functions that helps organizations plan, manage and implement processes to move and store goods.
  - a) Purchasing Management
  - b) Operations Management
  - c) Logistics Management
  - d) Human Resource Management
- 6) An \_\_\_\_\_ is someone who completes the final purchase of a product.
  - a) End user
  - b) Seller
  - c) Person
  - d) women
- 7) \_\_\_\_\_ is a place where goods are stored.
  - a) End user home
  - b) Seller house
  - c) Warehouse
  - d) All of these
- 8) \_\_\_\_\_ means buyers and suppliers working together towards a common goal.
  - a) Co-maker ship
  - b) Seller
  - c) Personal contract ship
  - d) Coordination



- 9) Global supply chain management means providing the products and services all over the \_\_\_\_\_.  
 a) Village  
 b) City  
 c) Globe  
 d) Metropolitan
- 10) When suppliers, distributors, and customers partner with each other to improve the performance of the entire system, they are participating in a \_\_\_\_\_.  
 a) Channel of Distribution  
 b) Value Delivery Network  
 c) Supply Chain  
 d) Supply and Demand chain
- 11) \_\_\_\_\_ which is the direct sale of goods and services between businesses.  
 a) C2C  
 b) B2C  
 c) B2B  
 d) C2B
- 12) A \_\_\_\_\_ is a type of commerce where a consumer or end user provides a product or service to an organization.  
 a) C2C  
 b) B2B  
 c) C2B  
 d) B2C
- 13) DTM stand for \_\_\_\_\_.  
 a) Domestic Transportation Management  
 b) Domestic Tentative Marketing  
 c) Departmental trading services  
 d) Department transport material
- 14) \_\_\_\_\_ is a business practice in which services or job functions are farmed out to a third party.  
 a) Outsourcing  
 b) Logistics  
 c) Demand  
 d) supply
- 15) 4 Different phases of customer services are \_\_\_\_\_.  
 a) Pre-Transaction Phase  
 b) Transaction Phase  
 c) Post-Transaction Phase  
 d) All of these
- 16) The purpose of green supply chain management is \_\_\_\_\_.  
 a) increasing environmental efficiency  
 b) Earn profit  
 c) Global business  
 d) supplying farm products

**Q.2 Attempt the following questions**

- a) Different phases of customer services  
 b) Concept of Logistics Information System (LIS)

16

**Q.3 Attempt the following questions**

- a) Problems in SCM  
 b) Principles of designing LIS.

16

**Q.4 Attempt any one of following**

- a) Explain the concept of Logistics and Logistics Management, Types of Logistic Activities, and Importance of Logistics Management.

16

**OR**

- b) Explain the concept of coordination in supply chain management, Effect of lack of Coordination on performance and Obstacles to Coordination in supply chain management.



**Q.5 Attempt the following question****Improving Supply Chain Responsiveness at a Leading European Grocery Retailer.**

How does a leading European Grocery Retailer with nearly 1000 stores and over 10 million SKU/Store combinations respond when the need to cater to rising consumer incomes, expectations and individualism translates into higher supply chain complexity and costs?

The answer: Improve visibility and enhance collaboration between retail stores and central functions in order to replenish stores more efficiently while simultaneously lowering logistics costs. Working with a leading edge supply chain consulting firm, the retailer realized that the increasingly unpredictable nature of consumer behaviour makes planning more and more difficult. So, more time is spent on planning but the results are less valuable because planning involves making assumptions about what will happen rather than reacting to what customers are actually doing. Consequently, the retailer determined that the only way to be responsive to increasing consumer demands was to build processes and define rules that required less day to day planning. According to the retailer's VP of Supply Chain, "Ten years ago, we made a fundamental choice to no longer believe in the power of forecasting. We don't believe in the predictability of customer behaviour. As the offer in products, information and services keeps growing forecasting is getting more difficult." They quickly determined that this required development of a highly automated replenishment process with a single point of customer demand forecasting and centralized control management. "Now the supply chain is designed as a pull chain with input from customer behaviour and forecasting models. The base for logistics is what the customer buys supported by other parameters around when do customers visit." says the retailer's VP of Supply Chain. Decisions and store planning and forecasting needed to be much more reactive which required the availability of continuous, near real-time information. Traditional processes were typically built around batch processing cycles, usually one per day. Moving from a batch to a flow system (continuous operation and continuous decision making) facilitated individualized delivery schedules based on geography, transport costs, type of merchandise etc. Naturally, some batching still occurred in the process, such as deliveries to the distribution Centre from suppliers or the start of a new promotion but the emphasis is on continuous flow of information, with no artificial barriers to impede the reaction time. To determine how much of a particular product to send to a particular store requires knowledge of the present and historic service levels as well as constraints of both the product and the store. Each item/store combination has a unique set of parameters. For some products, such as dry groceries, the parameter is simple- when one full case is sold, one new case is ordered. But for items like fresh produce, factors like the desire for freshness, an attractive presentation and the cost of shrinkage must all be taken into account before deciding on an order schedule. Predictive forecasting is only used for special situations such as promotions and events. Once the promotion is started, however, ordering is quickly adjusted to reflect actual consumer behaviour in the store (e.g. real time POS data).

According to the retailer's VP of Supply Chain "The replenishment process is now fully automated. We have a central control room where the switchboard is operated. Here we monitor the assortment behaviour, the effect of the weather, the differences in revenues compared to that type of local store etc. It is all in one place and there is centrally integrated responsibility for all DCs, local stores, etc. Local stores only have to focus on sales, their store (clean, products available) and customer attention. The central department decides what products come in,



## SLR-CD-18

In what amounts and prescribes how to fill the store. The store just has to execute." As a result of these enhancements to their planning and replenishment processes, the retailer was able to realize some substantial benefits including a 50% reduction in out of stocks. The amount of time employees spend on store processing has declined significantly and improved availability of goods, fewer leftovers and less time spent on ordering has translated into more time for employees to work directly with customers. In addition, supplier investigation into product availability also proved that availability increased 14% during promotions. Most importantly, however, the net result of creating a collaborative, automated, real-time event driven system is increased confidence that on Notes any given day a customer who walks in to any one of the retailer's stores will leave satisfied.

**Question Analyze the case and write down the case facts.**











SLR-FB-101

Seat No.	
----------	--

Set P

**M.B.A. (Semester - II) (CBCS) Examination: Oct/Nov-2023**  
**Digital Business (20407210)**

Day & Date: Saturday, 23-12-2023  
Time: 11:00 AM To 02:00 PM

Max. Marks: 80

Instructions: 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

**Q.1 Multiple Choice Questions.**

16

- 1) What is Electronic Commerce (EC)?
  - a) Barter system
  - b) Traditional buying and selling
  - c) commerce using electronic Network
  - d) None of this
- 2) C2C is known as \_\_\_\_\_.
  - a) Consumer to Consumer
  - b) Consumer to Care
  - c) Consumer to contact
  - d) None of this
- 3) C2B is known as \_\_\_\_\_.
  - a) Consumer-to-Buy
  - b) Consumer-to-Business
  - c) Consumer-to-Body
  - d) None of this
- 4) G2B is known as \_\_\_\_\_.
  - a) Government-to-Buy
  - b) Government-to-Buying
  - c) Government-to-Business
  - d) None of this
- 5) Digital business Infrastructure refers to the combination of \_\_\_\_\_.
  - a) Hardware
  - b) Software
  - c) Servers
  - d) All of the above
- 6) Web 2.0 enable to user \_\_\_\_\_.
  - a) Reading Data
  - b) Open page
  - c) Editing the pages
  - d) All of the above
- 7) SEO is known as \_\_\_\_\_.
  - a) Search engine opening
  - b) Search engine optimization
  - c) Search engine object
  - d) None of this
- 8) G2C is known as \_\_\_\_\_.
  - a) Government to Citizen
  - b) Government to City
  - c) Government to Corporate
  - d) None of this
- 9) Amazon.com goods delivery known as \_\_\_\_\_.
  - a) Pure EC
  - b) Partial EC
  - c) Non ECD
  - d) None of these
- 10) E-Commerce means \_\_\_\_\_.
  - a) Engineering Commerce
  - b) Earning Commerce
  - c) Electronic commerce
  - d) None of these
- 11) Twitter is example of \_\_\_\_\_ in web pages.
  - a) Web 2.0
  - b) Web 5.0
  - c) web 4.0
  - d) None of these





Q.5 Answer the following. (Long Problem / Case Study)

- **Competition:** While the e-commerce market in the Middle East holds immense potential, it is also fiercely competitive. Startups need to differentiate themselves through unique product offerings, superior customer service and innovative marketing strategies.
- **Payment solutions:** Developing secure and efficient payment solutions is a significant challenge. Startups must cater to diverse payment preferences and ensure robust cybersecurity measures to gain customer trust.
- **Cultural sensitivity:** Understanding and respecting cultural nuances is critical for e-commerce startups. Tailoring products, marketing and customer service to meet cultural expectations can be challenging but is essential for success.

**Regulatory hurdles:** Navigating complex regulatory environments in different Middle Eastern countries can be daunting. Startups need to be well-versed in local regulations, taxation and compliance to avoid legal complications.

- **Customer trust:** Building and maintaining customer trust is paramount in e-commerce. Startups should invest in secure platforms, transparent policies and reliable customer support to establish credibility.

Above are few challenges of E-commerce startups of Middle East zone, you need to provide Alternative solutions and Best solution after analyzing the case in detail.

SLR-CD-20

Set **P**

Seat No.	
----------	--

**M.B.A. (Semester - III) (New) (CBCS) Examination: Oct/Nov-2023**  
**COLLEGE AND UNIVERSITY CAMPUS**  
**Strategic Management (20407301)**

Day & Date: Monday, 18-12-2023  
Time: 11:00 AM To 02:00 PM

Max. Marks: 80

- Instructions:** 1) All questions carry equal marks.  
2) All questions are compulsory.

**Q.1 Multiple choice question.**

16

- 1) Competitive advantage can best be described as \_\_\_\_\_.
  - a) Perfect Competition in The Market
  - b) Advantages of Competition
  - c) Increased Efficiency of the organization
  - d) Stand out the organization
- 2) \_\_\_\_\_ is not one of the elements of strategic management.
  - a) Formulating strategy
  - b) Implementation of Strategy
  - c) Evaluation of Strategy
  - d) None of the above
- 3) The acquisition of a business that operates in the same industry is known as \_\_\_\_\_.
  - a) Internal Integration
  - b) Horizontal Integration
  - c) External Integration
  - d) Vertical Integration
- 4) In BCG matrix Green symbolize \_\_\_\_\_.
  - a) Invest & Expand
  - b) Select & Earn
  - c) Harvest & Divest
  - d) Both a & b
- 5) The word "strategy" is derived from the Greek word "\_\_\_\_\_".
  - a) Strategos
  - b) Stratum
  - c) Strategy
  - d) All of these
- 6) The fundamental purpose for the existence of any organization is described by its \_\_\_\_\_.
  - a) policies
  - b) mission
  - c) procedures
  - d) strategy
- 7) SWOT stands for \_\_\_\_\_.
  - a) Strategic Weakness Overcoming Tools
  - b) Services, Works, Operation and Tools
  - c) Strengths, weakness, Overcome and Threats
  - d) Strengths, Weaknesses, Opportunities, and Threats
- 8) The GE 9 cell model is based on \_\_\_\_\_.
  - a) Industry attractiveness & Business Strength
  - b) Industry Growth rate & Business strength
  - c) Industry Attractiveness & Relative market share
  - d) Industry Growth & Relative market share















Q.4 Answer the following.

a) Objectives of Standard Costing

OR

b) The standard cost card shows the following details relating to the materials needed to produce 1 kg of groundnut oil:

Quantity of groundnut oil required: 3 kg

Price of groundnut oil: \$2.5/kg

Actual production data are given as follows:

Production during the month: 1,000 kg

Quantity of material used: 3,500 kg

Price of groundnut oil: \$3/kg

Required:

- 1) Calculate the material cost variance.
- 2) Calculate the material-price variance
- 3) Material usage variance

Q.5 Answer the following.

From the information below, prepare a cash budget for a company for April, May, and June 2019 in a columnar form.

Month	Sales	Purchase	Wages	Exp.
Jan. (actual)	80,000	45,000	20,000	5,000
Feb. (actual)	80,000	40,000	18,000	6,000
Mar. (actual)	75,000	42,000	22,000	6,000
Apr. Budget	90,000	50,000	24,000	6,000
May Budget	85,000	45,000	20,000	6,000
Jun. Budget	80,000	35,000	18,000	5,000

You are further informed that:

- a) 10% of **purchases** and 20% of **sales** are for cash.
- b) The **average collection period** of the company is half a month and **credit purchases** are paid off regularly after one month.
- c) Wages are paid half monthly and the rent of Rs.500, excluded in **expense**, is paid monthly.
- d) Cash and bank balance on April 1 was Rs. 15,000, and the company aims to keep it below this figure at the end of every month. The excess cash is placed in **fixed deposits**.





- 10) A brand that can assure legal protection and restrict its use to a single seller is called \_\_\_\_\_.  
 a) Trademark  
 b) Brand image  
 c) Brand association  
 d) None of the above
- 11) \_\_\_\_\_ ensures repeat purchase and helps marketers overcome competition from other firms.  
 a) Brand awareness  
 b) Brand loyalty  
 c) Brand association  
 d) None of the above
- 12) The strategy adopted by retailers and wholesalers for creating their private brand is called \_\_\_\_\_.  
 a) Store brand  
 b) Mega brand  
 c) Brand extension  
 d) Co-brand
- 13) \_\_\_\_\_ defines what the brand thinks about the consumer, as per the consumer  
 a) Brand attitude  
 b) Brand positioning  
 c) Brand relationship  
 d) Brand manage
- 14) Brand feelings are customers \_\_\_\_\_.  
 a) Emotional responses  
 b) Rational responses  
 c) Moral responses  
 d) Direct responses
- 15) \_\_\_\_\_ is the structure of brands within an organisational entity.  
 a) brand recognition  
 b) brand equity  
 c) brand architecture  
 d) brand monitoring
- 16) A brand is defined as an \_\_\_\_\_ asset.  
 a) liquid  
 b) fixed  
 c) current  
 d) intangible

**Q.2 Answer the following short questions.**

- a) Explain Different Elements of Brand.  
 b) Explain Kellers Brand Value chain model.

16

**Q.3 Answer the following short questions.**

- a) Explain different Branding Strategies.  
 b) Explain the various methods of calculating brand equity.

16

**Q.4 Answer the following questions. (Any One)**

- a) Define Brand Equity. Explain Kellers Customer based brand equity model with diagram and example.

16

- b) Explain Strategic Brand Management process in detail.

OR

**Q5 Attempt the following case study.**

Mountain Dew, the soft drink distributed and manufactured by PepsiCo was invented in Knoxville, Tennessee in the 1940s.

Launched in Indian in early 2003, Mountain Dew was positioned as an 'energy and exhilaration' drink same as across the world. Pepsi started with two JWT India created television commercials that attempted to capture the brand's spunk and attitude. The first ad featured four 'Dew Dudùs' being asked (by a voice over) whether they'd visited some famous tourist attractions around the world. On being asked 'Big Ben dekha?', the ads show shots of the boys bungee jumping off the Big Ben. 'Jump maara,' one of them answers, 'Baja diya baarah,' says another, 'Far badi thaa saara,' a third shrugs. The ad continues in this vein till the voice over asks 'Sab kuchh toh kiya, but have you done the dew?' The boys vouch for the drink as soon as they taste it.

The second ad became a cult hit. It featured a Dew Dude on a bike chasing a cheetah in a Savannah, catching up with it, leaping and wrestling it into submission before pulling a can of Mountain Dew from its throat! 'Cheetah bhi peeta hai' remarked another Dew Dude.

Yet, Mountain Dew did not live up to all the hype. A survey by Synovate in late 2005 showed that people preferred Sprite and Limca. The ad campaigns itself were found to be over the top and unrealistic.

This repositioning saw the introduction of the '**Dar Ke Aage Jeet Hai**' campaign. Designed by JWT India, these ads was set in a river rapid where some guys were going to attempt river rafting. The ad starts with a nervous guy telling himself '**Itna mat dar, beta Joy. Sunny ko dekh, kaisa chilled out sa baitha hai**'. Sunny is saying a silent prayer '**Shagwaan, aaj apne Sunny ko bacha lena. Main Anshul ki tarah stud nahin hoon**'. Anshul, a well-built guy is thinking '**Kya faayda teri body ka Anshul? Sabse dara toh tu hi hai**'. Suddenly, accompanying shots of the raft overturning a voice over remarks '**Boss, dar sabko lagta hai, gala sabka sookhta hai. Toh aaney do durko, kyunki dar ke aagey jeet hai**'. The next shot show cheerleaders worrying for the overboard rafters when suddenly the raft comes out of the water and wins the race.

**Questions**

- Define Brand Repositioning. When does company consider about brand repositioning?
- Elaborate how Mountain Dew has been repositioned from the above case.



Seat No.	
----------	--

**M.B.A. (Semester - III) (New) (CBCS) Examination: Oct/Nov-2023**  
**COLLEGE AND UNIVERSITY CAMPUS**  
**Financial Management**  
**Corporate Tax Management (20407307)**

Day & Date: Saturday 23-12-2023  
 Time: 03:00 PM To 06:00 PM

Max. Marks: 80

- Instructions:** 1) All questions are compulsory.  
 2) Figures to the right indicate full marks.

**Q.1 Choose the correct alternative.**

16

- 1) The Income Tax Act, was enacted in:
 

a) 1921	b) 1951
c) 1961	d) 1981
- 2) Mr. X has started his business from 2nd Sept, 2019 and does not have any other source of income, his first previous year will start from \_\_\_\_\_.
 

a) 1 <sup>st</sup> April, 2011	b) 2 <sup>nd</sup> September, 2019
c) Any of the above	d) None of the above
- 3) In Assessment year, the tax will be calculated at \_\_\_\_\_.
 

a) current year rate	
b) previous year rate	
c) previous to previous year rate	
d) none of the above	
- 4) Assesses means a person from whom \_\_\_\_\_.
 

a) Tax is to be collected	b) TDS is to be deducted
c) Advance tax is collected	d) all of the above
- 5) Agriculture income is exempt in India:
 

a) True	b) False
c) Somewhat agree	d) Neither of them
- 6) Agricultural income from foreign is tax \_\_\_\_\_.
 

a) True	b) False
c) Somewhat agree	d) Neither of them
- 7) Sale of land is a \_\_\_\_\_.
 

a) Capital Receipt	b) Revenue Receipt
c) Both of the above	d) Neither of the above
- 8) Sales of goods is a \_\_\_\_\_.
 

a) Revenue Receipt	b) Capital Receipt
c) Both of the above	d) Neither of the above
- 9) As the income goes up, the slab of income tax rate goes \_\_\_\_\_.
 

a) Up	b) Down
c) Moderate	d) Fluctuate
- 10) The financial year starts from \_\_\_\_\_.
 

a) 1 <sup>st</sup> Jan to 31 <sup>st</sup> Dec	b) 1 <sup>st</sup> April to 31 <sup>st</sup> March
c) 1 <sup>st</sup> Oct to 30 <sup>th</sup> September	d) 1 <sup>st</sup> July to 31 <sup>st</sup> August

- 11) Person includes \_\_\_\_\_.
- a) AOP  
b) BQI  
c) Company  
d) All of the above
- 12) Income tax is paid by every individual depending on his \_\_\_\_\_.
- a) Citizenship  
b) residential status  
c) both of the above  
d) neither of the above
- 13) Income tax is a \_\_\_\_\_.
- a) Direct tax  
b) Indirect tax  
c) Neither of the above  
d) Both of the above
- 14) Income tax is collected by \_\_\_\_\_.
- a) state government  
b) central government  
c) Semi-Government  
d) All of the above
- 15) Assessee includes any person in respect of whom:
- a) who is liable to pay tax  
b) any person in respect of whom proceedings under the Act have been started  
c) any person who is deemed to be an assessee  
d) all of the above
- 16) The residential status of an Individual can be \_\_\_\_\_.
- a) Resident and Ordinary Resident  
b) Resident but not ordinary resident  
c) Nonresident  
d) All of the above

**Q.2 Answer the following,**

- a) Difference between Direct Tax & Indirect Tax. 16
- b) What is the legal status of the following persons?
1. Nagpur Municipal corporation
  2. The Ratnakar Bank Ltd.
  3. Raghavendra Co-op. Housing Society
  4. Infosys Technologies Ltd.
  5. Bombay Education Societies
  6. Sachin, a minor son of Ramesh Tendulkar
  7. Khanapur Gram Panchayat
  8. A Joint Venture of X, Y & Z, the share in profits not being determined.

**Q.3 Answer the following,**

- a) Explain Concept of Income tax: 16
- i) Person
  - ii) Residential Status of an Individual
- b) Explain concept of GST & their Features.



Q.4 Answer the following. (Any One)

- a) Compute the tax payable by the Assessee below 60 years of age for the A.Y. 2023-24 from the following information.

Name of Assessee	M	N	O	P	Q
Non-Agriculture Income (Rs.)	NIL	1,80,000	3,20,000	8,00,000	4,00,000
Agriculture Income (Rs.)	8,00,000	8,00,000	80,000	NIL	80,000 (Loss)

Ignore Sec. 115BAC Pertaining to Alternate Tax Regime.

OR

- b) State whether the following are capital or revenue receipts/expenses and give your reasons:

- 1) ABC & Co. received Rs. 5,00,000 as compensation from XYZ & Co. for premature termination of contract of agency.
- 2) PQR Company Ltd. instead of receiving royalty year by year, received it in advance in lump sum.
- 3) An amount of Rs. 1,50,000 was spent by a company for sending its production manager abroad to study new methods of production.
- 4) Payment of Rs. 50,000 as compensation for cancellation of a contract for the purchase of machinery with a view to avoid an unnecessary expenditure.
- 5) An employee director of a company was paid Rs. 3,50,000 as a lump sum consideration for not resigning from the directorship.

Q.5 Answer the following.

Mr. 'A' had income against the following heads:

Taxable salary income	Amount (Rs.)
40,000	
Income from house property	75,000
Income from other sources	20,800
Interest on securities of DGM Ltd (gross)	8,000
Total	1,43,000

He made following payments:

Contribution to P.F. (recognized)	Amount (Rs.)
2,000	
Donation to the prime Minister's national Relief fund	2,500
Donation to the Indira Gandhi Memorial Trust	4,000
Donation to an approved association for promoting family planning	4,000
Donation to approved charitable trust	10,000

Compute Mr. A's taxable income for assessment year 2023-24.









## SLR-CD-28

In 2008, for example, 70 per cent of its graduate intake came from just five universities. While graduate recruits often take on managerial responsibilities relatively early in their careers, the aim is to create a talent pool for more senior managerial positions and, therefore, retention of graduate recruits is paramount. To achieve this objective, the development programme is highly structured and whilst there is limited scope for recruits to specialise in particular areas of the business or in specific managerial roles, the programme seeks to develop generic managerial competencies to enable graduate recruits to fulfil a range of future positions. The programme includes personalised development programmes, mentoring, secondments (including frequent international assignments in its overseas operations and in partner or client organisations) and work shadowing. During the three years, each graduate also has the opportunity to work across different departments and operational areas of the company and to work in cross-functional project teams, often in leadership roles. The 'programme' graduates are treated very much as separate to other graduates working in the firm during their three years' training.

A problem for many graduate recruiters is retention of graduates both during and following the formal programme, especially given the investment already made in recruiting and developing graduates. WBB experience a lower level of turnover of employees during the programme than the industry average, which the company puts down to the content of the programme and the range of benefits they offer their recruits. In the two years following the programme, however, WBB experiences an unacceptable level of turnover among its graduate recruits, many leaving to take up opportunities at rival employers. In exit interviews, graduate recruits leaving the firm rarely mention pay as a reason for leaving but they often complain about a lack of opportunities for further advancement and development, particularly those recruited following a restructuring of the firm to promote team-based working and to eliminate unnecessary layers of bureaucracy. Senior managers also express disappointment about the ability of those completing the programmes to act independently and effectively in more senior managerial roles and to take the initiative in decision-making and problem-solving. Subsequently, two of the rarely available senior managerial roles have recently been filled by external recruits, rather than from inside the company.

### Questions

- What is your opinion on the patterns of turnover among graduate recruits at WBB?
- In what ways do you think that the approach taken to graduate recruitment and training has contributed to the problems being experienced at WBB? Will it reduce the employee turnover?
- How would you address the problems at WBB?
- And offer suggestion to following concerns in particular for graduates who might be thinking of leaving the firm & senior managers who the lack of 'readiness' of graduate recruits to take on more senior roles.



Seat No.	
----------	--

SLR-CD-31

Set P

**M.B.A. (Semester - III) (New) (CBCS) Examination: Oct/Nov-2023**  
**COLLEGE AND UNIVERSITY CAMPUS**  
**Marketing Management**  
**Sales and Distribution Management (20407306)**

Day & Date: Tuesday, 09-01-2024  
Time: 11:00 AM To 02:00 PM

Max. Marks: 80

- Instructions:** 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

**Q.1 Multiple Choice Questions:**

- 1) Sales and Distribution Management majorly focuses on the \_\_\_\_\_ aspect of an organization.  
a) Producing  
b) Buying  
c) Selling  
d) Transporting
- 2) \_\_\_\_\_ is the process of buying and selling online by using internet.  
a) Retailing  
b) E-banking  
c) E-selling  
d) Personal selling
- 3) The oral presentation of a company's products, or services to one or more prospective purchasers for the purpose of making a sale is known as  
a) Advertising  
b) Promotion  
c) Branding  
d) Personal Selling
- 4) \_\_\_\_\_ is an estimation of sales volume that a company can expect to attain within the plan period.  
a) Sales Budget  
b) Sales Forecast  
c) Sales Research  
d) Sales Control
- 5) \_\_\_\_\_ is the programme of introducing salespeople the job are expected to do.  
a) Induction  
b) Placement  
c) Appraisal  
d) Development
- 6) \_\_\_\_\_ occurs when producers, wholesalers and retailers work in unison to meet their customers' needs. It allows one company to have control over the entire process of producing and selling a product.  
a) Horizontal marketing system  
b) Vertical marketing system  
c) Diagonal marketing system  
d) Matrix marketing system
- 7) A \_\_\_\_\_ estimates the sales in units as well as the estimated earning from these sales.  
a) Sales Quota  
b) Sales Budget  
c) Sales Training  
d) Sales Recruitment
- 8) CIS in Distribution management stands for \_\_\_\_\_.  
a) Computerised Integrated System  
b) Channel Inserted System  
c) Customer Information System  
d) Channel Information System
- 9) A Sales Budget consists of expected volume of \_\_\_\_\_ and \_\_\_\_\_.  
a) Manpower, Production expenses  
b) Profit, Material cost  
c) Sales, Selling Expenses  
d) Profit, Manufacturing cost





**Q.5 Case Study.**

Karadi Tales is one of the leading children's entertainment and knowledge products selling company in India. It sells compact discs, books, and educational materials, including computer games, in the Indian market. The company plans to open a chain of retail stores specializing in creative toys and innovative learning materials for children. The company plans to target the upper middle class and upper class Indians living in metro cities and focus on customer service for competitive advantage. It plans to conduct workshops and seminars for parents and children on such topics as learning with computers, indoor gardening, creating one's own world through computer programs by parents for children, and conducting craft classes ranging from papier mache to pottery for the kids. The company plans to cover 10 Indian cities, namely Mumbai, Bangalore, Chennai, New Delhi, Kolkata, Hyderabad, Cochin, Indore, Lucknow, and Chandigarh in the coming year. The company is planning to recruit around 300 people and wishes to hire and retain the best people. The goal is to design a hiring process that will accomplish the ambitious goals of the organization.

The children's market in which Karadi Tales plans to operate demands service personnel who are very patient and knowledgeable about children, toys, and computers. They are expected to be very sociable, engaging, and enthusiastic. The top priority for the company is to create a network of excellent customer service. Obtaining the desired result from the new recruits means a major investment in training. The attrition rate in the industry is very high and it is seen that almost every worker recruited by a company selling toys and books leaves the company in a year's time. This means that the company may get adequate return on the investments it makes on the employee training, if the worker does not leave the organization within a year of joining. One of the important factors for the high turnover rate is the demanding nature of the job in this industry. They are planning to set up sales teams than taking individual salesperson as the unit of performance for the new chain stores. The sales teams will contribute towards improving the quality of the service, identifying and solving any problems in service delivery, and also brainstorming new opportunities in the market. This approach of team selling is quite new to the industry and the company expects that this will deliver the desired results.

- Q.1** How can Karadi Tales attract best minds for jobs in the new chain stores? On what groups the company's recruitment efforts should focus? How should recruiting be done? 06
- Q.2** How should Karadi Tales go for selecting the best candidates? What measures and characteristics should be used and why? 06
- Q.3** How should Karadi Tales address the retention problem in the industry so that it does not affect the company? 04



SLR-CD-33

Set P

Seat No.	
----------	--

**M.B.A. (Semester - III) (New) (CBCS) Examination: Oct/Nov-2023**  
**COLLEGE AND UNIVERSITY CAMPUS**  
**Financial Management**  
**Financial Decision Analysis (20407308)**

Day & Date: Saturday, 30-12-2023  
Time: 11:00 AM To 02:00 PM

Max. Marks: 80

- Instructions:
- 1) All questions are compulsory.
  - 2) Figures to the right indicate full marks.

**Q.1 Choose the Correct alternative:**

- 1) In \_\_\_\_\_ analysis each items of assets is converted into percentage to Total Assets and each item of capital and liabilities is expressed to Total Liabilities and Capital fund.  
a) Comparative Statement Analysis  
b) Trend Analysis  
c) Common-size Statement Analysis  
d) All of the above
- 2) Increase in sundry Creditors over last year leads to \_\_\_\_\_ in working capital.  
a) Increase  
b) No effect  
c) Decrease  
d) None of these
- 3) If Percentage change in EBIT = 25%, Percentage change in sales = 10%, Percentage Change in EPS = 15% Calculate Degree of Operating Leverage.  
a) 2.5  
b) 3.33  
c) 1.67  
d) 1.33
- 4) If Percentage change in ERS = 20%, Percentage change in EBIT = 15%, Percentage Change in Sales = 10%. Calculate Degree of Financial Leverage.  
a) 2.5  
b) 1.33  
c) 2  
d) 1.5
- 5) If Percentage change in EPS = 15%, Percentage change in Sales = 10%, Percentage Change in EBIT = 8% Calculate Degree of Combine Leverage.  
a) 2.5  
b) 1.33  
c) 1.875  
d) 1.5
- 6) \_\_\_\_\_ can be defined as any statement containing financial data drafted in a statement manner for arriving at some meaningful conclusion.  
a) Ratio Analysis  
b) Break Even Chart  
c) Financial Statement  
d) None of these
- 7) Financial Statements includes \_\_\_\_\_.  
a) Income and expenditure Statement.  
b) Balance Sheet  
c) Funds Flow Statement  
d) All of the above
- 8) \_\_\_\_\_ is a form of corporate restructuring in which the entity's business operations are segregated into one or more components.  
a) Merger  
b) Strategic Alliance  
c) Joint Venture  
d) Demerger



- 10) \_\_\_\_\_ is/are features of capital Structure.
- a) Solvency  
b) Conservatism  
c) Flexibility  
d) All of these
- 11) \_\_\_\_\_ analysis helps the management to take an effective decision on whether it would be better to finance a project with debt and equity.
- a) Break Even  
b) Marginal Cost  
c) EBIT-EPs  
d) Profitability
- 12) \_\_\_\_\_ is an acquisition of shares carrying voting rights in a company with a view to gaining control over the assets and management of the company.
- a) Reverse Merger  
b) Strategic Alliance  
c) Joint Venture  
d) Takeover
- 13) Decrease in Working Capital is shown under \_\_\_\_\_ in funds flow statement.
- a) Sources of Funds  
b) Funds from Operation  
c) Application of Funds  
d) Balance sheet
- 14) The movement of cash in cash flows is classified as \_\_\_\_\_.
- a) Operating activities  
b) Financial Activities  
c) Investing activities  
d) All of the above
- 15) \_\_\_\_\_ of a company means recasting of company's capital structure to suit to particular situation of the business.
- a) Venture Capital  
b) Share capital  
c) Restructuring  
d) Leasing
- 16) \_\_\_\_\_ is/are types of Takeover.
- a) Friendly Takeover  
b) Hostile Takeover  
c) Bailout Takeover  
d) All of these
- 17) The portion of company's net earnings that is paid out to ordinary share is termed as \_\_\_\_\_.
- a) Dividend  
b) Retained Earnings  
c) Interest  
d) Tax

**Q.2 Answer the following.**

- a) From the following information calculate Operating Leverage, Financial Leverage and Combined Leverage:
- |                        |               |
|------------------------|---------------|
| Sales (1,00,000 Units) | Rs.2,00,000/- |
| Variable Cost Per Unit | Rs.0.70/-     |
| Fixed Cost             | Rs.65,000/-   |
| Interest Charges       | Rs.15,000/-   |
- b) Explain different forms of corporate restructuring.

16

Q.3 Attempt the following.

a) From the following Balance Sheet, Prepare a Common Size Statement:

Particulars	2019	2020
<b>Assets</b>		
Cash	27,000	31,500
Debtors	2,20,000	2,11,000
Stock	1,00,000	1,26,000
Prepaid Expenses	11,000	21,000
Bills receivable	10,000	10,500
Fixed assets	6,35,000	6,50,000
<b>Total Assets</b>	<b>10,03,000</b>	<b>10,50,000</b>
<b>Liabilities &amp; Capital</b>		
Share Capital	6,58,000	7,00,000
Long Term Debt	2,25,000	2,00,000
Sundry Creditors	42,000	50,000
Other Current Liabilities	78,000	1,00,000
<b>Total Liabilities</b>	<b>10,03,000</b>	<b>10,50,000</b>

b) Define Capital Structure. Explain different factors affecting Capital Structure.

Q.4 Define Dividend Policy. Explain in detail determinants of dividend policy in detail.

16

OR

Perfect company Supplied the following information to you and request to compute to cost of capital based on book Value as well as Market Value.

Source of Finance	Book Value (Rs.)	Market Value (Rs.)	After Tax Cost (%)
Equity Capital	10,00,000	15,00,000	12
Long Term Debt	8,00,000	7,50,000	7
Short Term Debt	2,00,000	2,00,000	4
	<b>20,00,000</b>	<b>24,50,000</b>	

Q.5 Case Study:

Best Limited presents you the following Balance Sheet for the year 2018 and 2019 respectively:

16

Liabilities	2018 (Rs)	2019 (Rs)	Assets	2018 (Rs)	2019 (Rs)
Share Capital	1,00,000	1,50,000	Fixed Assets	1,00,000	1,30,000
Profit & Loss A/c	60,000	80,000	Investment	4,000	8,000
Creditors	30,000	25,000	Stock	80,000	1,09,000
Provision for Tax	20,000	25,000	Debtors	30,000	40,000
Proposed Dividend	10,000	15,000	Cash	15,000	20,000
Depreciation Fund	9,000	12,000			
	<b>2,29,000</b>	<b>3,07,000</b>		<b>2,29,000</b>	<b>3,07,000</b>

Additional Information:

- Tax and Dividend were paid Rs. 22,000/- and Rs. 12,000/- respectively during year
- Fixed Asset Costing Rs. 8,000/- accumulated depreciation charged on same was Rs. 6,000/- was sold for Rs. 4,000/-

You are required to prepare

- Statement showing changes in Working Capital
- Funds Flow Statement.



SLR-CD-37

Seat No.	
----------	--

Set	P
-----	---

**M.B.A (Semester - III) (New) (CBCS) Examination: Oct/Nov-2023**  
**COLLEGE AND UNIVERSITY CAMPUS**  
**Human Resource Management**  
**Human Resource Initiatives (20407314)**

Day & Date: Monday, 01-01-2024  
Time: 11:00 AM To 02:00 PM

Max. Marks: 80

- Instructions:** 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

**Q.1 Multiple choice questions**

- 1) An organization where employees are excited to come to work are called \_\_\_\_\_.  
a) Employer of the choice      b) Employee of the chance  
c) Employer of the chance      d) Employee of the choice
- 2) \_\_\_\_\_ is a database of candidates who have submitted their resumes for future open position.  
a) Employer Pool      b) Talent Pool  
c) Trainee Pool      d) None of the above
- 3) The concept of knowledge management is closely associated with \_\_\_\_\_.  
a) Intellectual capital      b) Working Capital  
c) Accountability      d) Responsibility
- 4) Knowledge management involves \_\_\_\_\_.  
a) Transforming knowledge resources  
b) Identifying relevant information and then  
c) Disseminating it  
d) All of the above
- 5) \_\_\_\_\_ knowledge exists in people's minds.  
a) Tacit      b) Explicit  
c) Both      d) None of the above
- 6) The APO stands for \_\_\_\_\_.  
a) Asian Probability Organization.  
b) Asian Productivity Organization  
c) Asian Pacific Organization  
d) Asian Profit Organization
- 7) Information is \_\_\_\_\_.  
a) Structured & Unorganized      b) Raw & Unorganized  
c) Structured & Organized      d) Row and Organized
- 8) The purpose of \_\_\_\_\_ is to communicate an organization's values, philosophy, and culture.  
a) Policies      b) Procedure  
c) Knowledge      d) Talent
- 9) "Steps involved to get vacation approval" is an example of \_\_\_\_\_.  
a) Policy      b) Survey  
c) Observation      d) Procedure

16





**Q.5 Analyze the following case study.**

Another vital retirement issue is one with the loss of experience and information. With the retirement the employees leave the workplace, taking years of expertise and ability all along with them. But American Express found a way to retain these experience and knowledge through their pilot program. AMEX created a team of workers transformation group that would allow retiring members to step by step provide up some of their day to day responsibilities. In return, the person would spend some of this time mentoring and educating classes to successors. This resulted in a phased retirement, permitting personnel to leave steadily and revel in extra time whilst nevertheless taking part in a component of their preceding salary, and regular benefits. This additionally meant that some personnel stayed a year or more previous traditional retirement age. AMEX believes this software is a success, allowing senior personnel to experience their final years of work in a decreased capacity, as properly as educating the current group of workers for future success.

**Question**

Analyze the employee engagement strategy at AMEX.

SLR-FC-132

Seat No.	
----------	--

Set **P**

**M.B.A. (Semester - III) (CBCS) Examination: Oct/Nov-2023**  
**Entrepreneurship Development (4063-13)**

Day & Date: Friday, 29-12-2023  
Time: 11:00 AM To 02:00 PM

Max. Marks: 80

Instructions: 1) All questions are compulsory.

**Q.1 Multiple choice questions.**

16

- 1) \_\_\_\_\_ is a person who sets up a business or businesses, taking on financial risks in the hope of profit.
  - a) Entrepreneur
  - b) Intreprenneur
  - c) Leader
  - d) Manager
- 2) To provide financial assistance to entrepreneurs the government has set up a number of \_\_\_\_\_.
  - a) Financial advisors
  - b) Financial intermediaries
  - c) Industrial estates
  - d) Financial institutions
- 3) Key features of a well written business plan would include \_\_\_\_\_.
  - a) Financial plan
  - b) Production plan
  - c) An analysis of the market
  - d) All of these
- 4) District Industries Centres are located \_\_\_\_\_.
  - a) in each district
  - b) in each state
  - c) only in selected districts
  - d) only in selected states
- 5) The financial assistance to small business provided by the Small Business Administration takes the form of \_\_\_\_\_.
  - a) direct loans
  - b) guidance in locating lenders
  - c) loan guarantees
  - d) assistance in filling out paperwork
- 6) The function of entrepreneur is/are \_\_\_\_\_.
  - a) To imagine a business idea
  - b) To study project feasibility
  - c) To setup enterprise
  - d) All the above
- 7) Importance of Entrepreneurship includes \_\_\_\_\_.
  - a) Economic & dynamic activity
  - b) Innovation & Profit potential
  - c) Risk bearing
  - d) All of these
- 8) SIDBI was set up in the year \_\_\_\_\_.
  - a) 1990
  - b) 1988
  - c) 1989
  - d) 1991
- 9) EDPs are conducted by \_\_\_\_\_.
  - a) Entrepreneurs
  - b) Specialised institutions
  - c) Business community
  - d) Government



- 10) Which of the following is a remedy to solve the problems of women entrepreneurs?  
 a) Social attitude  
 b) Finance cells  
 c) Stiff Competition  
 d) Supervision
- 11) Social attitude is one of the important problems of a \_\_\_\_\_ Entrepreneur.  
 a) Drone  
 b) Business  
 c) Women  
 d) Adoptive
- 12) Person who works within an organization and having entrepreneurial capabilities is:  
 a) entrepreneur  
 b) intrapreneur  
 c) manager  
 d) chief executive
- 13) \_\_\_\_\_ is/are reason of entrepreneurial failure.  
 a) lack of vision  
 b) inadequate finance  
 c) lack of managerial experience  
 d) All of these
- 14) Person with the motto to start a business venture is primarily to help society and have no great intention of making personal profits is called as \_\_\_\_\_.  
 a) Social entrepreneur  
 b) Rural entrepreneur  
 c) Leader  
 d) Manager
- 15) DIC stands for \_\_\_\_\_.  
 a) Disassembled Industries Centre  
 b) District Industries Collaboration  
 c) District Industries Centre  
 d) Developing Industries Centre
- 16) Sustainability of entrepreneur development depends on factors like \_\_\_\_\_.  
 a) Technical skills  
 b) Technology  
 c) Organizational sustainability  
 d) All of these

**Q.2 Answer the following.**

- a) Comment on problems of women entrepreneur.  
 b) Explain traits of entrepreneur.

08  
08**Q.3 Answer the following.**

- a) Explain concept of rural entrepreneur.  
 b) Explain concept of Innovation and creativity.

08  
08**Q.4 Answer the following Long answers.**

- a) Explain need of entrepreneurship development for economy.

16

**OR**

- b) Explain in detail role of various government institutions and agencies for entrepreneurial growth

16

**Q.5 Solve the Case Study**

Mr. Sanjay Tiwari began his career managing a tea machinery manufacturing and exporting business in Assam, India. In the early 1980s, he moved to Bangalore to almost start afresh and to search for biotech and pharma opportunities worldwide. In order to do so, he decided to travel extensively in Europe, USA and Japan, making cold-calls and encouraged only by his belief in himself. After all, in the early 1980s, hardly any biotech products were in the market and in fact, research had just begun in the field. In fact, the Indian biotech industry was minimal to non-existent. Owing to his young enthusiasm and dedication, Mr. Sanjay Tiwari managed to win contracts to be an Indian affiliate of some leading tools and services providers to world-renowned companies in research. Even though these alliances were made, the Indian import regulations in those days made business very difficult to run and customs duties were almost unaffordable.

In spite of such hurdles, Mr. Sanjay Tiwari was able to persevere and continue to support the biotech research in India. Once Mr. Sanjay Tiwari managed to convince the then Chairman of Millipore to invest in Millipore India, and finally Millipore India was created as a 60-40% venture between Mr. Sanjay Tiwari and Millipore Corp, USA, respectively. Millipore India's operations have been growing at a healthy rate of 25-30% over the last few years as the biotech and pharma market in India has been growing substantially. For even further growth, Sanjay has constantly pushed Millipore Corp. to consider India for outsourcing manufacturing of its high-tech products. Along with following his passion for biotechnology, Mr. Tiwari also bought over Kamyra Pvt. Ltd., a Bangalorebased pharmaceutical company, in 1985. At that time, the company's operations included manufacturing and marketing finished pharmaceutical products and an API production plant. The company was also making a substantial loss each year. Mr. Sanjay realized that the only way to turn the company around was to take some bold decisions and he closed down the pharmaceutical marketing business completely, changing track to become a 100% contract manufacturing company. Mr. Sanjay realized early that though the large pharmaceutical companies had captive manufacturing facilities then, their high cost structures would soon drive them to start outsourcing their manufacturing requirements. While Mr. Sanjay Tiwari tried to continuously improve Kamyra's systems and facilities, most Indian manufacturing companies failed to achieve true international standards and were thus unable to win over any new companies to outsource from India. After twenty years of operating in the domestic market, Mr. Sanjay decided it was time for Kamyra to go global. Studying the trends of outsourcing in various industries, Sanjay realized that the pharmaceutical industry worldwide would also have to start outsourcing to increase profitability. It was Sanjay's vision to construct India's largest contract manufacturing facility for exporting tablets with a capacity of 5 billion tablets.

**Questions:**

- 1) Analyse the case and suggest title for the case
- 2) How Mr. Sanjay became entrepreneur?
- 3) Discuss entrepreneurial skills you find in Mr. Subhash?

05  
05  
06



SLR-CD-41

Seat No.	
----------	--

Set P

**M.B.A. (Semester - IV) (New) (CBCS) Examination: Oct/Nov-2023**  
**COLLEGE AND UNIVERSITY CAMPUS**  
**Total Quality Management (20407402)**

Day & Date: Friday, 15-12-2023  
Time: 03:00 PM To 06:00 PM

Max. Marks: 80

- Instructions: 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

**Q.1 Choose the correct alternatives from the options.**

- 1) Juran's Quality trilogy emphasizes the roles of quality planning, quality control and \_\_\_\_\_.  
a) Quality Definition  
b) Quality enhancement  
c) Quality improvement  
d) Quality maintenance
- 2) Kaizen is a Japanese term meaning \_\_\_\_\_.  
a) Continuous improvement  
b) Just-in-time (JIT)  
c) A fishbone diagram  
d) Setting standards
- 3) DMAIC is \_\_\_\_\_.  
a) Develop, multiply, analyze, improve, check  
b) Define, multiply, analyze, improve, control  
c) Define, measure, analyze, improve, control  
d) Define, manufacture, analyze, improve, control
- 4) Which of the following is not a target of Total Quality Management:  
a) Customer Satisfaction  
b) Reducing manpower  
c) Continuous Cost Reduction  
d) Continuous Operational Improvement
- 5) Juran's quality management philosophy is based on three pillars namely planning, control and \_\_\_\_\_.  
a) Implementation  
b) Improvement  
c) Monitor  
d) Design
- 6) A \_\_\_\_\_ chart can be used to identify the most frequently occurring defect.  
a) Pareto  
b) Ishikawa  
c) Histogram  
d) Scatter
- 7) \_\_\_\_\_ is about supplying customers with what they want when they want it.  
a) JOT  
b) HET  
c) JAT  
d) JIT
- 8) \_\_\_\_\_ is an award established by the U.S. Congress in 1987 to raise awareness of quality management.  
a) Demings Award  
b) European quality award  
c) Malcolm Baldrige national quality award  
d) Juran's award

16





**Q.5 Analyse the following case.**

By the late 1970 xerox was losing significant market share to its Japanese competitors. Not only where the Japanese product excellent but to xerox dismay they were sold cheaper than xerox could manufacture them. Xerox found that it had nine times as many suppliers as the Japanese companies and made seven times as many manufacturing defects. Lead-time for the new products where twice as long, and production setup times where five times as long the competitors.

The company introduce benchmarking in 1980. Its process and practices were benchmark against the best in and out of its industry. As a result of these efforts, xerox save itself. Today xerox is a world class compotitor capable of holding its own in terms of technology, price, service and customer satisfaction against any company. Benchmarking at xerox has reached into every facet of the company and remains a primary feature of the corporation.

Analyse the case and answer the following questions

- a) Why was benchmarking inevitable for xerox?
- b) What type of benchmarking the company under took to overcome its problem?
- c) What benefits the company could obtain by implementing benchmarking practices?

SLR-CD-43

Set P

Seat No.	
----------	--

M.B.A. (Semester - IV) (New) (CBCS) Examination: Oct/Nov-2023  
COLLEGE AND UNIVERSITY CAMPUS  
FINANCIAL MANAGEMENT

Financial System of India, Markets & Service (20407406)

Day & Date: Sunday, 17-12-2023

Max. Marks: 80

Time: 03:00 PM To 06:00 PM

- Instructions: 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

Q.1 Multiple Choice Questions.

- 1) A stock broker is a member of \_\_\_\_\_.  
a) SEBI  
b) Any stock exchange  
c) Recognised stock exchange  
d) None of above
- 2) \_\_\_\_\_ is also called zero coupon bond.  
a) Trade bills  
b) Call money  
c) Treasury bills  
d) Commercial papers
- 3) Futures contracts are regularly traded on the \_\_\_\_\_.  
a) Chicago Board of Trade.  
b) New York Stock Exchange.  
c) American Stock Exchange.  
d) Chicago Board of Options Exchange.
- 4) \_\_\_\_\_ is an example of money.  
a) Currency notes  
b) Time deposits  
c) Current account deposits  
d) Saving account deposits
- 5) The first introduction of Mutual Funds in India occurred in which of the following years?  
a) 1963  
b) 1986  
c) 1956  
d) 1943
- 6) When was the first organised commodity futures market started in India?  
a) 1874  
b) 1867  
c) 1875  
d) 1888
- 7) \_\_\_\_\_ is correct about Bombay stock exchange.  
a) It is the oldest exchange of India  
b) It is also known as Dalal Street  
c) Its share index is called as SENSEX  
d) All of above
- 8) An investor can acquire equity shares through \_\_\_\_\_.  
a) Secondary market only  
b) Through the primary market or secondary market  
c) Money market  
d) Primary market only
- 9) Organised banking sector comprises of \_\_\_\_\_.  
a) Commercial bank  
b) Foreign bank  
c) Co-operative bank  
d) All of above

16



- 10) Commercial bills market is a part of \_\_\_\_\_.  
 a) Organised money market      b) Unorganised money market  
 c) Stock Market                      d) Capital Market
- 11) A \_\_\_\_\_ is a trust that pools the savings of a number of investors who share common financial goals.  
 a) Shares                                  b) Mutual Funds  
 c) Government Securities              d) Derivatives
- 12) \_\_\_\_\_ is/are the instruments of money market?  
 a) Call money                              b) Certificate of deposits  
 c) Trade bills                                d) All of the above
- 13) Primary market is also known as \_\_\_\_\_.  
 a) Capital Market                        b) Money market  
 c) Future market                         d) New issue market
- 14) OCTEI was started on the lines of \_\_\_\_\_.  
 a) BSE                                        b) NSE  
 c) NASDAQ                                 d) NYSE
- 15) Which of the following is not a problem with an interest rate forward contract?  
 a) Low interest rate                      b) Default risk  
 c) Lack of liquidity                        d) Finding a counterparty
- 16) \_\_\_\_\_ is not an instrument of money market.  
 a) Call money                              b) Commercial papers  
 c) Bills of exchange                        d) Securities of companies

**Q.2 Write short notes on.** 16

- a) Constituents of Secondary Market  
 b) Options & Swap

**Q.3 Write short notes on.** 16

- a) Functions of SEBI  
 b) Components of formal financial system

**Q.4 Answer the following.** 16

What is the meaning of IPO? Explain the steps in public issue

**OR**

What is commodity market? Explain the types and participants in commodity market.

**Q.5 Analyze the following case study:** 16

Mr. Sham is conservative investor he likes to invest only in fixed deposits, Post office and PPF and also, he has less knowledge regarding investment in share market and mutual funds. But he heard from his friend that Mutual Funds offer good returns and they are also considered as one of the better options before directly investing in share market. So, Mr. Sham wants to know all things about mutual funds investment and he is consulting you as Financial Planner or investment advisor.

You as Investment advisor explain to Mr. Sham:

- a) Concept of Mutual Fund  
 b) Mutual fund Structure and Constituent  
 c) Types of Mutual Funds Schemes  
 d) Concept of SIP and One time Investment

SLR-CD-46

Sent  
No.

Set P

M.B.A. (Semester - IV) (New) (CBCS) Examination: Oct/Nov-2023  
COLLEGE AND UNIVERSITY CAMPUS  
Human Resource Management  
Industrial Relations and Labour Laws (20407415)

Day & Date: Tuesday, 19-12-2023  
Time: 03:00 PM To 08:00 PM

Max. Marks: 80

- Instructions: 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

Q.1 Choose correct alternatives given below

16

- 1) Legislations relating to factory includes \_\_\_\_\_.
  - a) Factories Act
  - b) Industrial Employment Standing Order Act
  - c) The trade Union Act
  - d) All of these
- 2) The term 'collective bargaining' means \_\_\_\_\_.
  - a) A process by which a union negotiates with suppliers for the provision of e.g. office furniture
  - b) A process by which a union meets with another union to discuss recruitment
  - c) A process by which a union recruits new members
  - d) A process by which a union negotiates with an employer on behalf of its members on matters concerning the terms and conditions of employment
- 3) The objectives of trade union include \_\_\_\_\_.
  - a) Employee compensation
  - b) Working Condition
  - c) Recognition and participation
  - d) All of these
- 4) The Trade Union Act is enacted in the year \_\_\_\_\_.
  - a) 1926
  - b) 1925
  - c) 1936
  - d) 1935
- 5) \_\_\_\_\_ these is/are the causes of Grievance.
  - a) Inadequate wage and bonus
  - b) Bad working Conditions
  - c) Inadequate health and safety
  - d) All of these
- 6) The Payment of Wages Act enacted in the year \_\_\_\_\_.
  - a) 1926
  - b) 1925
  - c) 1936
  - d) 1935
- 7) "Adult" means a person who has completed his \_\_\_\_\_ year of age.
  - a) 15
  - b) 18
  - c) 20
  - d) 21
- 8) \_\_\_\_\_ means a period of twenty-four hours beginning at midnight.
  - a) Day
  - b) Month
  - c) Week
  - d) Half-day





**Q.5 Attempt the following.**  
**THE LOYAL EMPLOYEE**

Raman is the Sales manager of a reputed corporation. He has 25 employees in his department, and all are paid commission for their sales in their territories. For the past 3 years the market for the company's goods has been steadily growing and the majority of Raman's staff have met this growth with increased sales. However, one employee in particular, Gopal has not kept up with the pace.

Gopal has been with this corporation for over 20yrs and is now 56 years old. He is a friendly man and is liked by all his peers and those to whom he sells the company's products of a regular basis. The company has always considered Gopal dependable and loyal. Through the years, he has been counted as an asset to the company, but at the age of 56, he has gone into an age of semi-retirement.

Gopal's sales have not increased others have and he does not have the determination to acquire a significant increase in sales. Raman wishes to change this situation. He wants to motivate Gopal into increasing his sales to match that of his younger peers. To do this, Gopal must begin to do more than just put in his time, but Raman is not sure how to go about trying to motivate him. Unlike the majority of new employees, Gopal is an old man, who within a few years will reach the age of retirement.

**Questions:**

- 1) Analyze the case.
- 2) If you were Raman, the sales manager, what would you do?



SLR-CD-51

Sol P

Sent No.	
----------	--

**M.B.A. (Semester - IV) (Now) (CBCS) Examination: Oct/Nov-2023**  
**COLLEGE AND UNIVERSITY CAMPUS**  
**Marketing Management**  
**Services and Retail Marketing (20407404)**

Day & Date: Thursday, 21-12-2023  
Time: 03:00 PM To 06:00 PM

Max. Marks: 80

- Instructions:** 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

**Q.1 Select the appropriate alternative from the given alternatives:**

- 1) The word Retail is derived from the \_\_\_\_\_ word.  
a) Latin b) French  
c) English d) German
- 2) Retailer is a person who sells the goods in a \_\_\_\_\_.  
a) Large quantities b) small quantities  
c) Both A and B d) None of the above
- 3) The main objective of the management is \_\_\_\_\_.  
a) Profitability b) Sales growth  
c) Return on investment d) All of these
- 4) In retailing there is a direct interaction with \_\_\_\_\_.  
a) Producer b) Customer  
c) Whole seller d) All of these
- 5) Retailing creates \_\_\_\_\_.  
a) Time utility b) Place Utility  
c) Ownership Utility d) All of these
- 6) \_\_\_\_\_ activities performed by the retailers.  
a) Assortment of offerings b) Holding stock  
c) Extending services d) All of these
- 7) The term stakeholders which includes \_\_\_\_\_.  
a) Stockholders b) Consumers  
c) Suppliers d) All the above
- 8) \_\_\_\_\_ represents how a retailer is perceived by consumers and others.  
a) Image b) Sales  
c) Profit d) None of these
- 9) The function of management starts with \_\_\_\_\_.  
a) Buying b) Planning  
c) Organizing d) Supervising
- 10) "Management is what a manager does" given by \_\_\_\_\_.  
a) Henry Fayol b) F.W. Taylor  
c) Dinkar Pagare d) None of these
- 11) Human resource management process consists of \_\_\_\_\_.  
a) Recruitment b) Selection  
c) Training d) All of these





SLR-CD-51

In either case the salesman rohan standing in front of the customer who claims he was sold defective batteries and now wants the situation resolved as soon as possible.

Suppose you face the same complaint while working as same sort of sales store.

- a) How would you examine the case from store's point of view and customer's point of view?
- b) Suggest a solution that has been win-win solution for both the parties concerned.

Seat No.	
----------	--

**M.B.A. (Semester - IV) (New) (CBCS) Examination: Oct/Nov-2023**  
**COLLEGE AND UNIVERSITY CAMPUS**  
**Financial Management**  
**Investment Management (20407407)**

Day & Date: Friday 22-12-2023  
 Time: 03:00 PM To 06:00 PM

Max. Marks: 80

**Instructions:** 1) All questions are compulsory.  
 2) Figures to the right indicate full marks.

**Q.1 Choose the correct alternative.**

16

- 1) Investment is the \_\_\_\_\_.
  - a) Net addition made to the nation's capital stocks.
  - b) persons commitment to buy a flat or a house
  - c) employment of funds on assets to earn returns
  - d) employment of funds on goods and services that are used for production purpose
- 2) Which of the following is used in economic analysis?
  - a) Gross Domestic Product
  - b) Surveys
  - c) Labor cost
  - d) Diffusion Indexes
- 3) Which of the following is true regarding the expected return of a portfolio?
  - a) it is a weighted average only for stock portfolios
  - b) it can only be positive
  - c) it can never be above the highest individual return
  - d) all of the above are true
- 4) Interest rate risk is a \_\_\_\_\_.
  - a) systematic risk
  - b) unsystematic risk
  - c) internal risk
  - d) market risk
- 5) Technically, investments include \_\_\_\_\_.
  - a) only financial assets
  - b) only marketable assets
  - c) financial and real assets that is marketable or non- marketable
  - d) only financial and real assets that is marketable
- 6) Weak form market efficiency \_\_\_\_\_.
  - a) implies that the expected return on any security is zero
  - b) incorporates semi-strong form efficiency
  - c) involves price and volume information
  - d) is compatible with technical analysis
- 7) Total return is equal to \_\_\_\_\_.
  - a) Capital gain + price change
  - b) Yield + income
  - c) Capital gain – loss
  - d) Yield + price change
- 8) The \_\_\_\_\_ is the risk-free investment.
  - a) savings account
  - b) certificate of deposit
  - c) treasury bill
  - d) treasury bond



- 9) Under the Markowitz model, investors \_\_\_\_\_.
- are assumed to be risk-seekers
  - are not allowed to use leverage
  - are assumed to be institutional investors
  - all of the above
- 10) Financial disclosure regulations affecting the brokerage industry are a type of \_\_\_\_\_.
- market risk
  - business risk
  - financial risk
  - liquidity risk
- 11) The value of bonds depends upon \_\_\_\_\_.
- Coupon rate
  - Expected yield to maturity
  - Both A & B
  - Yield to call
- 12) Speculator is a person \_\_\_\_\_.
- who evaluates the performance of the company
  - who uses his own funds only
  - who is willing to take risk for high return
  - who considers here says and market behaviors
- 13) \_\_\_\_\_ describes the relationship between systematic risk and expected return for assets, particularly stock.
- CAPM
  - PERT
  - Sharp ratio
  - Trey nor ratio
- 14) If an investor searches for patterns in security returns by examining various techniques applied to a set of data, this is known as \_\_\_\_\_.
- fundamental analysis
  - technical analysis
  - data mining
  - random walk theory
- 15) The highest level of market efficiency is \_\_\_\_\_.
- weak form efficiency
  - semi strong form efficiency
  - random walk efficiency
  - strong form efficiency
- 16) Most investors are risk averse which means \_\_\_\_\_.
- they will assume more risk only if they are compensated by higher expected return
  - they will always invest in the investment with the lowest possible risk
  - they actively seek to minimize their risks
  - they avoid the stock market due to the high degree of risk

**Q.2 Answer the following,**

- Fundamental Analysis
- Types of bonds

16

**Q.3 Answer the following,**

- Investment v/s Speculation
- Components of Capital Asset Pricing Model

16

**Q.4 Attempt any one of the following. (Long Answer)**

- Briefly discuss about Efficient Market Hypothesis.

16

OR

- b) Mrs. Sharma is currently holding five securities in her portfolio. The details of her portfolio are given below.

Securities	Return (%)	Probability
1	25	.7
2	30	.5
3	35	.6
4	40	.4
5	45	.3

You are required to-

- 1) Check the performance of present portfolio on the basis of expected return and standard deviation.
- 2) Give the analysis of your answer.

**Q.5** Mr. Ajit is an executive officer in a reputed multinational company. He is recently got married with Veena, who is a fashion designer by profession. Mr. Ajit is 30 years of age, who is very ambitious and wants to live the lavish life. He is ready to work hard for his dreams. He is having consistently good track record and due to his smart performance, always got promotions in his career. At present his gross salary is Rs. 48,000 per month.

Mrs. Veena is also a smart woman; she knows her responsibilities very well. She earns Rs. 10,000 per month from her profession. During her marriage, she got gift of Rs. 5,00,000 in cash from her father. Mrs. Veena is always providing support to her husband regarding the decisions to be taken in their life. Mr. Ajit has purchased a luxurious flat for Rs. 30 lakhs, where the loan has been taken from State Bank of India. His EMI for this bank loan is Rs. 20,000.

Both Mr. Ajit and his wife are now interested in making the investment with their available amount of funds and monthly savings. They want to secure their future and also to live the life with comfort. You are approached by them to advise regarding their investment strategy to be matching with their expectations.

Your advice is expected to consider the following points:

- a) Investment avenues available
- b) Objectives of investment
- c) Constraints of investment



SLR-CD-55

Seat No.	
----------	--

Set **P**

**M.B.A (Semester - IV) (New) (CBCS) Examination: Oct/Nov-2023**  
**COLLEGE AND UNIVERSITY CAMPUS**  
**Human Resource Management**  
**Competence Based HRM (20407416)**

Day & Date: Friday, 05-01-2024  
Time: 03:00 PM To 06:00 PM

Max. Marks: 80

- Instructions:** 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

**Q.1 Choose the correct alternatives given below**

- 1) Human resource management emphasis \_\_\_\_\_.  
a) Development of people                      b) Punishment of people  
c) Adoption of people                          d) None of these
- 2) Human resource management is amalgam of \_\_\_\_\_.  
a) Job analysis, recruitment and selection  
b) Social behaviour and business ethics  
c) Organizational behaviour, personal management and industrial relation  
d) Employer and employees
- 3) Planning, organizing and controlling of procurement, development, compensation, integration of human resources to the end those objectives of individual, organisation and society are achieved given by \_\_\_\_\_.  
a) Storey    b) Flippo  
c) Vetter    d) F.W. Taylor
- Operative functions of HRM includes \_\_\_\_\_.  
a) Procurement, development, compensation & motivation  
b) Maintenance  
c) Integration and emerging trends  
d) All of these
- 5) Basic managerial functions of HRM are \_\_\_\_\_.  
a) Planning, organising, staffing  
b) Planning, organising and co-ordinating  
c) planning, organising, directing and controlling  
d) None of these
- 6) Training process is \_\_\_\_\_.  
a) Short term                                        b) Medium term  
c) Long term                                        d) None of these
- 7) OJT stands for \_\_\_\_\_.  
a) On the job training                            b) On the job technique  
c) On the job technology                        d) Off the job training
- On the job training includes \_\_\_\_\_.  
a) Coaching                                        b) Conference  
c) Understudy                                      d) All of these





**Q.5 Attempt the following Case study.**

Belever is a financial company mainly interested in institutional financing. It employees over 6500 financial professional working in over 12 countries all of them are qualified resources chiefly incompetence's like financial management, audit treasury taxation, financial management audit investment management and equity market management the management of the company had invited human resource head for a discussion on the human resource model that company should drive in order to in order to create differentiation mainly through the quality of human resources they employee. Human resource head came up with this suggestion that organization must move towards creating a competency best Human Resource Management for which the management board had agreed and wanted human resource head to come up with budget estimate estimates and assesment of what resources are required to create this competency based HRM.

**Question**

- 1) Discuss and substantiate the resources required to create a competency best HRM model especially keeping and view the nature of organization and its business.

SLR-CD-60

Seat No. 028151

Set P

M.B.A. (Semester – IV) (New) (CBCS) Examination: Oct/Nov-2023  
COLLEGE AND UNIVERSITY CAMPUS  
Marketing Management  
International Marketing (20407405)

Day & Date: Tuesday, 09-01-2024  
Time: 03:00 PM To 06:00 PM

Max. Marks: 80

- Instructions: 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

Q.1 Choose the correct alternatives from the options.

- 1) \_\_\_\_\_ factors affecting the international marketing are-
- Social factors
  - Economic factors
  - Political factors
  - All of these
- 2) Distribution channels vary depending on which of the following?
- Target market size
  - Competition
  - Available distribution intermediaries
  - All of the above
- 3) Identification of marketing opportunities in foreign markets assumes studying of market conditions, studying of the marketing environment and establishment of potential opportunities of firm.
- True
  - False
  - Can't Say
  - None of the above
- 4) Sales promotion is very important for any product, especially for newly launched and designed product as it \_\_\_\_\_.
- Affects the quality of product
  - Affects the quantity of product
  - Affects the image of product
  - Affects the price of product
- 5) Price is not a major marketing factors in creating the revenue for the firm.
- True
  - False
  - Can't Say
  - None of the above
- 6) A manufacture provide sales promotion to a wholesaler is \_\_\_\_\_.
- Cooperative advertising
  - Sales promotion
  - Dealer promotion
  - Trade promotion
- 7) Cultural barriers are one of the biggest challenges in global marketing \_\_\_\_\_.
- True
  - False
  - can't say
  - None of these
- 8) According to the text, the most dramatic of the environments that affect marketing and appear to be now shaping our world is the environment.
- Natural
  - Demographic
  - Economic
  - Technological
- 9) \_\_\_\_\_ of the following would you consider to be a socio-cultural influence on international marketing.
- Language
  - Religion
  - Social organization
  - All of the above



Seat No. 028151

SLR-CD-60

Set P

M.B.A. (Semester – IV) (New) (CBCS) Examination: Oct/Nov-2023  
COLLEGE AND UNIVERSITY CAMPUS  
Marketing Management  
International Marketing (20407405)

Day & Date: Tuesday, 09-01-2024  
Time: 03:00 PM To 06:00 PM

Max. Marks: 80

- Instructions: 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

Q.1 Choose the correct alternatives from the options.

16

- 1) \_\_\_\_\_ factors affecting the international marketing are-
  - a) Social factors
  - b) Economic factors
  - c) Political factors
  - d) All of these
- 2) Distribution channels vary depending on which of the following?
  - a) Target market size
  - b) Competition
  - c) Available distribution intermediaries
  - d) All of the above
- 3) Identification of marketing opportunities in foreign markets assumes studying of market conditions, studying of the marketing environment and establishment of potential opportunities of firm.
  - a) True
  - b) False
  - c) Can't Say
  - d) None of the above
- 4) Sales promotion is very important for any product, especially for newly launched and designed product as it \_\_\_\_\_.
  - a) Affects the quality of product
  - b) Affects the quantity of product
  - c) Affects the image of product
  - d) Affects the price of product
- 5) Price is not a major marketing factors in creating the revenue for the firm.
  - a) True
  - b) False
  - c) Can't Say
  - d) None of the above
- 6) A manufacture provide sales promotion to a wholesaler is \_\_\_\_\_.
  - a) Cooperative advertising
  - b) Sales promotion
  - c) Dealer promotion
  - d) Trade promotion
- 7) Cultural barriers are one of the biggest challenges in global marketing \_\_\_\_\_.
  - a) True
  - b) False
  - c) can't say
  - d) None of these
- 8) According to the text, the most dramatic of the environments that affect marketing and appear to be now shaping our world is the environment.
  - a) Natural
  - b) Demographic
  - c) Economic
  - d) Technological
- 9) \_\_\_\_\_ of the following would you consider to be a socio-cultural influence on international marketing.
  - a) Language
  - b) Religion
  - c) Social organization
  - d) All of the above

- 10) Psychographic segmentation calls for the division of market into segments based upon different personality traits, values, attitudes, interests, and lifestyles of consumers.
- a) True  
b) False  
c) Can't Say  
d) None of the above
- 11) For \_\_\_\_\_ marketing companies should market through Facebook, Instagram, and LinkedIn platforms to its customer.
- a) media  
b) societal media  
c) Social media  
d) None of the above
- 12) All of the following are actual modes of market-entry except \_\_\_\_\_.
- a) Licensing  
b) Standardization  
c) Franchising  
d) Exporting
- 13) The short-term motivation schemes prepared for purchase promotion are known as- \_\_\_\_\_.
- a) Personal Sale  
b) Sales promotion  
c) Publicity  
d) Advertisement
- 14) For long term \_\_\_\_\_ of the following is a more effective tool for the promotion process.
- a) Advertisement  
b) Personal Sale  
c) Publicity  
d) Sales promotion
- 15) \_\_\_\_\_ of the following is price determination method.
- a) Cost price transfer  
b) Cost plus transfer  
c) Transfer price based on market  
d) All of these
- 16) \_\_\_\_\_ is an especially important strategy for goods and services that have a universal demand.
- a) retailing  
b) marketing  
c) international marketing  
d) None of these

**Q.2 Answer the following.**

- a) Explain global segmentation.  
b) Explain Social Media Marketing.

**Q.3 Answer the following.**

- a) Explain in detail global pricing strategies.  
b) Explain sales promotion in detail for international marketing.

**Q.4 Answer the following long question.**

- a) Explain in detail global marketing environment and its impact on marketing.  
b) Explain the concept of new products development in global marketing.

OR

16

16

16



## Q.5 Case study.

The Mysore Incenses is a tiny unit located in Mysore, manufacturing and selling agarbathies. It is owned and managed by Mr. Chnadrashkhar, who has had only high school education. Through lot of experiments Chnadrashkhar had developed a blend of incense that has been widely liked. During the last four years of existence of the Mysore Incenses, the two brands of agarbathi, *Bhagya* and *Sowbhagya*, have earned a very good reputation. Initially it introduced just one brand, *Bhagya*. *Bhagya* clicked well in the market. Though the product was regarded as very good, the price of 'Bhagya' was a bit lower than that of the popular branch of established manufactures. By selling at lower price, Chnadrashkhar hoped to generate more sales. Use of cheaper packaging and lower overheads enabled him to sell at lower but sufficiently remunerative price. Labelling was done in Kannada and English. The Mysore Incenses have not had any aggressive marketing programme. At the beginning free samples were supplied to some house-holds in residential localities. Slides were also exhibited in certain cinema theatres. The dealers were offered attractive terms. Initially, the product was sold only in and around Mysore city. Encouraged by its success in Mysore, sale of *Bhagya* was extended to all over Karnataka and the consumer response was favourable. On the advice of Mr. Sham, a close friend of Mr. Chnadrashkhar, the Mysore Incenses introduced a premium brand, *Soubhagya*. The ingredients and quality of the new brand were not significantly different from that of *Bhagya*. Instead of the rectangular package of *Bhagya*, a tubular package was used for *Soubhagya*. The new brand also got good market acceptance. Chnadrashkhar was thinking of expanding his market to outside Karnataka also. There was no problem to get additional workers to roll agarbathies; nor was there any problem of input availability. The problem was organizational. The Mysore Incenses was managed all alone by Mr. Chnadrashkhar. The distribution to dealers was done by agents who worked on commission basis.

As a birthday presentation Chnadrashkhar sent hundred packets each of *Bhagya* and *Soubhagya* to his good friend Aayub working in Saudi Arabia. Two months later, Chnadrashkhar received a letter from Aayub. The letter contained the following information of particular importance to Chnadrashkhar's business. Aayub distributed most of the agarbathies among his friends. His friends liked the products very well. Some of them ranked *Bhagya* and *Soubhagya* as good as the best brands available. Some even considered them as better than leading brands. Some of the foreigners found it difficult to pronounce and remember the words *Bhagya* and *Soubhagya*. Aayub suggested that Chnadrashkhar could think of entering the foreign markets.

Chnadrashkhar knew that a few agarbathi manufacturers who had started in a small way grew well in the domestic and foreign markets. Chnadrashkhar became enthusiastic about selling his products in the foreign markets. He was wondering how he could carry out this idea. He decided to consult Mr. Sham. From Chnadrashkhar's discussion with him, Sham conceived that Chnadrashkhar would like to have his advice on the International marketing channel suitable for the Mysore Incenses and Product modifications, including brand, packaging and labelling for the overseas markets.

- 1) Analyze the case study.
- 2) Identify the problem.
- 3) Generate possible alternatives for international marketing
- 4) Choose the best alternative.

04  
04  
04  
04



Seat No.	
----------	--

SLR-CD-61  
Set P

M.B.A. (Semester - IV) (New) (CBCS) Examination: Oct/Nov-2023  
COLLEGE AND UNIVERSITY CAMPUS  
Financial Management  
International Finance (20407408)

Day & Date: Thursday, 11-01-2024  
Time: 03:00 PM To 06:00 PM

Max. Marks: 80

- Instructions: 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

Q.1 Choose the correct alternative and rewrite the sentences again.

- 1) The currency used to buy imported goods is \_\_\_\_\_.  
a) the buyer's home currency.      b) the seller's home currency.  
c) the currency of a third country.      d) special drawing rights.
- 2) A country records its international finance accounts in its \_\_\_\_\_.  
a) balance of payments accounts      b) import/export log accounts  
c) trade payments accounts      d) net exports payments account
- 3) The balance of payments accounts includes the \_\_\_\_\_.  
a) non-performing account      b) export bank account  
c) current account      d) Exim bank account
- 4) The account used to record changes in the official reserve is the \_\_\_\_\_.  
a) capital account      b) current account  
c) official settlements account      d) official reserves account
- 5) If a country during its entire history has invested more in the rest of the world than the rest of the world has invested in it, the country is a \_\_\_\_\_.  
a) net lender      b) net borrower  
c) creditor nation      d) debtor nation
- 6) If a country has a capital account surplus, that country's stock of international indebtedness is \_\_\_\_\_.  
a) increasing      b) decreasing  
c) zero      d) constant
- 7) The main source of fluctuations in the current account balance is \_\_\_\_\_.  
a) net interest income      b) net exports  
c) net taxes      d) net transfers
- 8) The private sector surplus or deficit equals \_\_\_\_\_.  
a) net taxes minus government purchases  
b) investment minus saving  
c) government purchases minus net taxes  
d) saving minus investment
- 9) Net exports equals \_\_\_\_\_.  
a) government saving plus private saving.  
b) imports of goods and services minus exports of goods and services.  
c) exports of goods and services minus imports of goods and services.  
d) Both answers A and C are correct.



- 10) The foreign exchange rate is the price at which the \_\_\_\_\_ of one country, exchanges for the \_\_\_\_\_ of another country.
- currency; goods
  - currency; financial instruments
  - currency; currency
  - goods; goods
- 11) As the exchange rate \_\_\_\_\_ the \_\_\_\_\_ is the value of U.S \_\_\_\_\_.
- rises; smaller; imports
  - falls; greater; imports
  - rises; greater; exports
  - falls; greater; exports
- 12) If the U.S. interest rate rises, the \_\_\_\_\_.
- there is a movement downward along the demand curve for dollars.
  - demand curve for dollars shifts leftward.
  - demand curve for dollars shifts rightward.
  - None of the above answers are correct.
- 13) One of the main reasons the supply curve for dollars slopes \_\_\_\_\_ includes the \_\_\_\_\_.
- upward; exports effect
  - downward; imports effect
  - downward; expected profit effect
  - upward; imports effect
- 14) The \_\_\_\_\_ the exchange rate, the \_\_\_\_\_ are foreign-produced goods and hence the smaller the quantity of dollars supplied.
- greater; cheaper
  - lower; cheaper
  - lower; more expensive
  - greater; more expensive
- 15) The capital account measures \_\_\_\_\_.
- capital used outside the United States but manufactured inside the United States.
  - capital produced outside of the United States minus capital produced inside the United States.
  - capital used inside the United States but manufactured outside the United States.
  - foreign investment in the United States minus U.S. investment abroad.
- 16) The private sector surplus or deficit is equal to \_\_\_\_\_.
- saving minus investment
  - income minus consumption
  - income minus consumption minus net taxes
  - income minus consumption minus investment

**Q.2 Answer the following.**

- Importance of International Finance. 08
- Characteristics of foreign exchange market. 08

**Q.3 Answer the following.**

- Types of transactions. 08
- Importance of Balance of Payments. 08

**Q.4 Answer the following.**

- Explain Factors influencing Exchange rates. 16
- OR**
- Explain Factors influencing international capital budgeting.

**Q.5 Answer the following.**

Cleto Srl (Spain) has just constructed a manufacturing plant in Ghana. The construction cost 9 billion Ghanaian cedi. Cleto intends to leave the plant open for three years. During the three years of operation, cedi cash flows are expected to be 3 billion cedi, 3 billion cedi, and 2 billion cedi, respectively. Operating cash flows will begin one year from today and are remitted back to the parent at the end of each year. At the end of the third year, Cleto expects to sell the plant for 5 billion cedi. Cleto has a required rate of return of 17 percent. It currently takes 8,700 cedi to buy one euro, and the cedi is expected to depreciate by 5 percent per year.

- a) Determine the NPV for this project. Should Cleto build the plant?
- b) How would your answer change if the value of the cedi was expected to remain unchanged from its current value of 8,700 cedi per euro over the course of the three years? Should Cleto construct the plant then?

Watermark: KPMIM (Solapur) 11/01/2024 01:47 PM



Seat  
No.Set **P**

**M.B.A. (Semester - IV) (New) (CBCS) Examination: Oct/Nov-2023**  
**COLLEGE AND UNIVERSITY CAMPUS**  
**Human Resource Management**  
**International Human Resource Management (20407417)**

Day & Date: Saturday, 30-12-2023  
 Time: 03:00 PM To 06:00 PM

Max. Marks: 80

- Instructions:** 1) All questions are compulsory.  
 2) Figures to the right indicate full marks.

**Q.1 Multiple choice questions.**

- 1) When an international firm follows a strategy of choosing only from the nationals of the parent country, it is called \_\_\_\_\_.  
 a) Polycentric approach                      b) Geocentric approach  
 c) Ethnocentric approach                    d) None of the above
- 2) When the firms adopt a strategy of limiting recruitment to the nationalities of the host country where the branch is located, it is called \_\_\_\_\_.  
 a) Polycentric approach                      b) Geocentric approach  
 c) Ethnocentric approach                    d) None of the above
- 3) When the firms choose a strategy of recruiting the most suitable persons for the positions available in the firm, irrespective of their nationalities, it is called \_\_\_\_\_.  
 a) Polycentric approach                      b) Geocentric approach  
 c) Ethnocentric approach                    d) None of the above ✓
- 4) IHRM involves \_\_\_\_\_ of the right people at the right positions, irrespective of geographic locations.  
 a) Selection ✓                                      b) Employment ✓  
 c) Rejection                                        d) All of these
- 5) Knowledge sharing among expatriates is done under \_\_\_\_\_ strategy.  
 a) Individual strategy                        b) Group strategy ✓  
 c) organizational strategy                    d) National strategy
- 6) \_\_\_\_\_ approach is basically taken up while employing host country nationals in the subsidiary of the MNC Operating in that country.  
 a) Geocentric ✓                                    b) Regio centric  
 c) Polycentric ✓                                  d) Ethnocentric
- 7) Management describes organizational behavior within countries and culture.  
 a) Indo-cultural                                  b) Human resource  
 c) Cross cultural ✓                                d) Behavioral
- 8) Tendency of \_\_\_\_\_ company in case of MNC's to have some work culture in an overseas company.  
 a) Host    b) Parent ✓  
 c) Both    d) None of the above

- 9) Host country nationals are employed because they know the taste and preferences of the \_\_\_\_\_.
- a) Local workers ✓  
b) Local workers  
c) TCNs  
d) Home country nationals
- 10) \_\_\_\_\_ is not incorporated in major categories of Balance Sheet Approach.
- a) Housing  
b) Income Tax  
c) Goods and services  
d) Expatriate ✓
- 11) The term \_\_\_\_\_ failure has been defined as the premature return of an expatriate.
- a) Expatriate  
b) Non-expatriate  
c) Global expatriate ✓  
d) Repatriate
- 12) \_\_\_\_\_ are the managers who are citizens of countries other than the one in which the MNC is headquarters.
- a) TCNs ✓  
b) Host country nationals  
c) Parent country nationals  
d) None of the above
- 13) \_\_\_\_\_ is arranged to make the expatriate familiarize with the challenge of assignment.
- a) Work experience  
b) Online training  
c) Field experience ✓  
d) Off job training
- 14) The term \_\_\_\_\_ leads to a revolution in the global division of labour.
- a) Resource management  
b) Recruitment  
c) Selection  
d) Offshoring ✓
- 15) \_\_\_\_\_ are the people who travel internationally but they do not relocate to another country.
- a) Repatriates  
b) Expatriates  
c) Non-Expatriates ✓  
d) Third country nationals
- 16) \_\_\_\_\_ is the main issue in international labour relations.
- a) Labour participation  
b) Labour Turnover  
c) Labour Retention  
d) Labour Change ✓

**Q.2 Write short notes on.**

a) Training for expatriate.  
b) Causes of expatriate failure.

16

**Q.3 Write short notes on.**

a) Selection Technique.  
b) Participative management.

16

**Q.4 Answer the following question.**

What are the objectives of international compensation management. Explain the factors affecting international compensation.

16

OR

Explain the meaning of international HRM. What is the difference between domestic and international HRM.



**Q.5 Attempt the following case.**

Rajmudra textiles the leading market leader established in 2001 at Solapur. The main production of this organization was Cotton Yarn with excellent quality. After 5 years the Managing Director Mr. Vikram thought that he should start different yarns which would be export in other countries. With the dream of Vikram, Rajmudra textiles extended his business in Terrylen and Woolen yarn. In 2010 with the globalization of cotton industries Rajmudra textiles had started to acquire spinning mills at foreign land. At the time of acquisition, they determined to change human resource policies into international human resource policies for improvement in quality and quantity. But, the determination remained only a thought and vanished with the time. In 2014 again after the failure in market all directors came together at Solapur headquarter for discussion and all were confused about international human resource policies.

Analyse the above case and help Mr. Vikram to form international human resource policies for foreign branches.