

Seat No.	
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**M.B.A. (Sem - III) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Strategic Management**

Day & Date: Monday, 13-02-2023
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 alternatives from the options.

16

- 1) _____ cells are there in a SWOT Matrix.
 - a) Six
 - b) Nine
 - c) Five
 - d) Two
- 2) Strategic Management handles _____.
 - a) External Issues
 - b) Administrative Issues
 - c) Internal Issues
 - d) Management Issues
- 3) Retrenchment is _____.
 - a) When a company experiences declining profits and makes cutbacks to improve efficiency
 - b) When a company adopts a new strategic position for a product or service
 - c) the sale of the complete business either as a single going concern or piecemeal to different buyers or sometimes by auctioning the assets.
 - d) Implementing the marketing functions strategic planning and management decisions.
- 4) MacDonald's is deciding whether to expand into manufacturing kitchen equipment in China. At _____ level is this decision likely to be made.
 - a) Business
 - b) Corporate
 - c) Functional
 - d) International
- 5) When an industry relies heavily on government contracts _____ forecasts can be most important part of an external audit.
 - a) Economic
 - b) Competitive
 - c) Political
 - d) Multinational
- 6) Question Mark symbolizes _____ in BCG Matrix.
 - a) Remain Diversified
 - b) Invest
 - c) Stable
 - d) Liquidate
- 7) Marketing current products with possible modifications and range increases is also known as _____.
 - a) Retrenchment
 - b) Market Penetration
 - c) Product Development
 - d) Market Development
- 8) The slowest way to grow a business is likely to be through _____.
 - a) Merger
 - b) Outsourcing
 - c) Internal Development
 - d) Strategic Alliance
- 9) _____ type of strategies is of particular importance to global companies.
 - a) Corporate
 - b) Functional
 - c) Competitive
 - d) Corporate and Competitive

- 10) Two reasons for mergers and acquisitions are _____.
 - a) To increase managerial staff and to minimize economic of sale
 - b) To reduce tax obligations and increase managerial staff
 - c) To create seasonal trends in sales and to make better use of new sales force
 - d) To provide improved capacity utilisation and to gain technology
- 11) Firms with few competitive resources are more likely _____.
 - a) To not respond to competitive actions
 - b) respond quickly to competitive actions
 - c) Delay responding to competitive actions
 - d) responds to strategic actions but not to tactical actions
- 12) Competitors are more likely to respond to competitive actions that are taken by _____.

a) Differentiators	b) Larger companies
c) First Movers	d) Market leaders
- 13) _____ individuals are most responsible for the success and failures of an organization.

a) Strategists	b) Financial planners
c) Personnel directors	d) Human Resource Managers
- 14) Long term objectives should be all of the following except _____.

a) Measurable	b) Continually change
c) Reasonable	d) Consistent
- 15) _____ is guides to decision making.

a) Laws	b) Rules
c) Policies	d) Procedures
- 16) The vision and mission statement can often be found _____.

a) in the SEC report	b) in annual report
c) on customer receipts	d) on supplier invoices

Q.2 Answer the following short answers. 16
 a) Explain Mckinsey 7S Framework with an example.
 b) Explain Porter's 5 Force Model with an example.

Q.3 Answer the following short answers. 16
 a) Describe the GE Nine-Cell Matrix technique used for analysing corporate portfolio.
 b) Explain what does Resource Allocation deals with.

Q.4 Answer the following questions. (Any One) 16
 a) How do various values are related and ethical considerations affect behavioural implementation?

OR

b) What types of barriers are commonly faced in evaluation? How can these be avoided?

Q.5 Attempt the following case study.**THE STRATEGIC ASPIRATIONS OF THE RESERVE BANK OF INDIA**

The Reserve Bank of India (RBI) is India's central bank of the bank of the bankers. It was established on 1 April 1935 in accordance with the provisions of the RBI Act, 1934 and nationalised in 1949. The central office of the RBI initially set up in Kolkata is at Mumbai. The RBI is fully owned by the Government of India, there have been several attempts at reorganisation, restructuring and creation of specialised institutions to cater to emerging needs.

The Preamble of the RBI Act describes its basic functions like this – to regulate the issue of bank notes and keeping of reserves with a view to securing monetary stability in India and generally to operate the currency and credit system of the country to its advantage.' The vision stated that the RBI — aims to be a leading central bank with credible transparent, proactive and contemporaneous policies and seeks to be a catalyst for the emergence of a globally competitive financial system that helps deliver a high quality of life to the people in the country. The mission stated that RBI seeks to develop a sound and efficient financial system with monetary stability conducive to balanced and sustained growth of the Indian economy. The corporate values underlining the mission statement included public interest integrity excellence independence of views and responsiveness and dynamism.

The areas in which objectives of the RBI can be stated are as follows.

- a) Monetary policy objectives such as containing inflation and promoting economic growth, management of foreign exchange reserves and making currency available
- b) Objectives set for managing financial sector developments such as supervision of systems and information access and assisting banking and financial institutions to become competitive globally.
- c) Organisational development objectives such as development of economic research facilities creating information system for supporting economic decision-making financial management and human resource management.

Strategic actions taken to realise the objectives fall under four categories.

- 1) The thrust area of monetary policy formulation and managing financial sector.
- 2) Evolving the legal framework to support the thrust area.
- 3) Customer services for providing support and creation of positive relationships.
- 4) Organisational support such as structure, systems, human resource department and adoption of modern technology.

The major functions performed by the RBI are.

- i) Acting as the monetary authority
- ii) Acting as the regulator and supervisor of the financial system
- iii) Discharging responsibilities as the manager of foreign exchange
- iv) Issuing currency
- v) Playing a developmental role
- vi) Related functions such as acting as the banker to the government and scheduled banks.

The management of RBI is the responsibility of the central board of directors headed by the governor and consisting of deputy governors and other directors all of whom are appointed by the government. There are four local boards based at Chennai, Kolkata, Mumbai and New Delhi. The day- today management of RBI is in the hands of the executive directors, managers at various levels and support staff. There are about 17000 employees at RBI working in 26 departments and training colleges.

The RBI had identified its strengths and weaknesses as under.

- 1) Strengths: A large body of competent officers and staff, access to key data on the economy wide organisational network with 22 regional offices, established infrastructure ability to attract talent and financial self-sufficiency.
- 2) Weaknesses: Structural rigidity lack of accountability and slow decision-making eroded specialist know how strong employee unions with rigid industrial relations stance, surplus staff and weak market intelligence.

Over the years, the RBI has evolved in terms of structure and functions in response to the role assigned to it. There have been sweeping changes in the economic, social and political environment. RBI has had to respond to it even in the absence of a systematic strategic plan. In 1992 the RBI with the assistance of a private consultancy firm embarked on a massive strategic planning exercise. The objective was to establish a roadmap to redefine RBI role in and to review internal organisational and managerial efficacy, address the changing expectations from external stakeholders and reposition the bank in the global context. The strategic planning exercise was buttressed by departmental position papers and documents on various subjects such as technology, human resources and environmental trends. The strategic plan of RBI emerged with four sections dealing with the statement of mission, objectives and policy a review of RBI strengths and weakness and strategic actions required with an implementation plan. The strategic plan reiterates anticipation of evolving external environment in the medium term, revisiting strengths and weaknesses evaluation of capabilities and doing away with the outdated mandates for enhancing efficiency in operations in furtherance of best public interests. The results of these efforts are likely to manifest in attaining a visible focus, reinforced proficiency realisation of shared sense of purpose optimising resource use and build up of momentum to achieve goals.

In the mid 2013-2014 the RBI set a medium-term agenda of transforming the financial sector with the aim to create a more efficient and inclusive system. This agenda was built on five pillars the approach encompasses.

- 1) Strengthening the monetary policy framework
- 2) increasing diversity and competition in banking industry while improving governance in existing banks
- 3) Broadening the choice of financial instruments and deepening and enhancing liquidity in financial markets.
- 4) improving access to finance
- 5) Reinforcing the financial systems ability to cope with stress.

Historically, the RBI adopted the time-tested technique of responding to external environment in a pragmatic manner and making piecemeal changes. The dilemma in adoption of a comprehensive strategic plan was the risk of trading off the flexibility in the pragmatic approach to creating rigidity imposed by a set model of planning.

Questions.

- a) Consider the vision and mission statements of the RBI. Comment on the quality of both these statements. **04**
- b) Comment on the possibility of RBI achieving its agenda of transforming the financial sector in the light of its organisation structures, capabilities and strengths and weakness. **04**
- c) Should the RBI go for a systematic and comprehensive strategic plan in place of its earlier pragmatic approach of responding to environmental events as when they occur? Why? **08**

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**M.B.A (Semester - III) (New) (CBCS) Examination: Oct/Nov-2022
Management Accounting**

Day & Date: Tuesday, 14-02-2023
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 alternatives from the options. 16

- 1) The use of Management accounting is _____.
 - a) Compulsory
 - b) Optional
 - c) Obligatory
 - d) None of these
- 2) The audit has been derived from Latin word 'Audire' means _____.
 - a) To Hear
 - b) To Read
 - c) To Write
 - d) To Check
- 3) _____ is a plan expressed in quantitative, usually monetary terms covering a Specific period of time, usually one year.
 - a) Balance Sheet
 - b) Profit & Loss A/c
 - c) Budget
 - d) Cost sheet
- 4) _____ reports highlight the financial position, strength and structure of the business enterprise.
 - a) Routine
 - b) Special
 - c) Financial
 - d) Oral
- 5) _____ comprises the heads of various departments such as sales Manager, Production Manager etc.
 - a) Top Level Management
 - b) Middle Level Management
 - c) Lower Level Management
 - d) All of these
- 6) The Officer who is entrusted with management accounting in an organization is known as _____.
 - a) Cost Accountant
 - b) Financial Accountant
 - c) Management Accountant
 - d) Auditor
- 7) Labour Cost variance = (Standard Rate X _____) - (_____ X Actual Time)
 - a) Standard Time and Actual Rate
 - b) Actual Rate and Standard Time
 - c) Actual Quantity and Standard Quantity
 - d) Standard Quantity and Actual Quantity
- 8) When P/V ratio is 40% and sales value is Rs. 20,000/- the variable costs will be:
 - a) Rs. 4000
 - b) Rs. 12000
 - c) Rs. 8000
 - d) Rs. 14000
- 9) If Standard Quantity = 2000 Kg, Standard Price = Rs. 5/- per kg; Actual Quantity used is 2,200 Kg and Actual Price is Rs. 4.5/- Per Kg. Material Cost Variance will be _____.
 - a) Rs. 100 (Favorable)
 - b) Rs. 200 (Favorable)
 - c) Rs.100 (Adverse)
 - d) Rs. 200 (Adverse)

- 10) Managers utilizes marginal costing for _____.
 - a) Make or buy decision
 - b) Acceptance of foreign order
 - c) Selection of suitable Sales Mix
 - d) All of the above
- 11) At Break Even Point Contribution is Equal to _____.
 - a) Marginal Cost
 - b) Sales
 - c) Fixed Cost
 - d) Total Cost
- 12) When fixed cost is Rs. 5,00,000/- P/V ratio is 40% then break even point is Rs. _____.
 - a) Rs. 15,00,000
 - b) Rs. 17,25,000
 - c) Rs. 12,50,000
 - d) Rs. 10,00,000
- 13) In _____ type of report information may be supplied in the form of charts, diagrams, pictures, etc.
 - a) Graphic Report
 - b) Oral Report
 - c) Standard Report
 - d) All of these
- 14) Cost audit is a verification of cost records to estimate the _____ efficiency of a business.
 - a) External
 - b) Internal
 - c) Both internal and external
 - d) None of the above
- 15) _____ arise when a transaction is wholly or partly omitted to be recorded.
 - a) Error of Principle
 - b) Compensating Error
 - c) Error of Omission
 - d) Error of Commission
- 16) _____ Variance occurs due to change in number of budgeted days and actual days worked.
 - a) Capacity Variance
 - b) Calendar Variance
 - c) Price Variance
 - d) Mix Variance

Q.2 Attempt Following:

16

- a) Write short note on Financial Audit
- b) Mahendra Corporation Ltd. has prepared the following budget estimates for the year 2020:

Sales Unit	30,000 Units
Fixed Expenses	Rs. 60,000/-
Sales Price Per Unit Rs.	Rs. 10/-
Variable Cost Rs. 7 Per unit	

Calculate:

- 1) P/V Ratio, BEP (Sales) & Margin of safety. Also calculate revised P/V Ratio, BEP (Sales) & Margin of safety when:
- 2) Decrease of 5% in selling Price

Q.3 Attempt Following:

16

- a) Types of Report
- b) The following costs and sales of a manufacturing company for the first half and the second half of 2008-2009 are given:

Particulars	First Half (Rs.)	Second Half (Rs.)
Sales	24,00,000	30,00,000
Total Cost	21,80,000	26,00,000

Calculate:

- 1) PV Ratio
- 2) Annual fixed Cost

- 3) Break even Point (in sales)
- 4) Margin of Safety as percentage of sales

Q.4 Calculate:

16

- a) Total overhead Cost Variance
- b) Variable Overhead Cost Variance
- c) Variable Expenditure Variance
- d) Fixed Overhead Cost Variance
- e) Fixed Overhead Expenditure Variance
- f) Fixed Overhead Volume Variance
- g) Calendar Variance
- h) Capacity Variance

Particulars	Budget	Actual
No. of working days in month	20	22
Monthly Output (in units)	12000	13000
Fixed Overheads	36000	37500
Variable Overheads	84000	85000
Capacity	100%	102%

OR

What is Management Accounting? Explain the difference between Management Accounting and Financial Accounting.

Q.5 Case Study

16

For the production of 10000 units of a product, the following are the budgeted expenses:

	Rs.(per unit)
Direct material	30
Direct Labour	15
Variable overhead	12.50
Fixed overhead (Rs.75000)	7.50
Variable expenses (direct)	2.50
Selling expenses (10%fixed)	7.50
Administration expenses (Rs.25000 rigid for all production levels)	2.50
Distribution expenses (20%fixed)	2.50
Total cost of sale per unit	80.00

Prepare a budget for production of 12000, 14000 & 16000 units showing distinctly marginal cost & total cost.

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**M.B.A. (Semester - III) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Marketing Management - Brand Management**

Day & Date: Wednesday, 15-02-2023
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 alternatives from the options. 16

- 1) Features and Attributes of brands translate into benefits and _____ are also fulfilled along with these benefits.
 - a) Customer Values
 - b) Brand Values
 - c) Organizational goals
 - d) Brand Associations
- 2) The most important factor in brand management is to ensure that your _____ must be matching with consumers perceptions.
 - a) Brand Pinnacle
 - b) Brand Persona
 - c) Brand Associations
 - d) Brand Value
- 3) Brands are born out of the _____ strategies.
 - a) Segmentation and differentiation strategies
 - b) Promotion strategies
 - c) Good Purchasing strategies
 - d) Supply chain strategies
- 4) If two different brands are distributed by one company, it is considered under _____.
 - a) Wholesale
 - b) Co-branding
 - c) Joint Venture
 - d) Merger
- 5) Brand Identity is followed by _____ which is a reflection of what marketers planned to send to the public.
 - a) Brand Value
 - b) Brand image
 - c) Advertising
 - d) Brand Personality
- 6) Brand Assets include _____.
 - a) The name of the brand
 - b) Reputation, relevance, and loyalty
 - c) Less quality complaints
 - d) All of the above
- 7) Introduction of another strength of a medicine by a pharmaceutical company is an example of _____.
 - a) Brand Extension
 - b) Line Extension
 - c) Brand diversification
 - d) All of the above
- 8) The _____ relates to extra benefits that a brand offers to its customers.
 - a) Entire positioning
 - b) Point of difference
 - c) Definition of the business
 - d) Innovation

Q.5 Attempt the following case study.

A great example of brand positioning is Disney. With movies, TV shows, theme parks, Coloring books and baby clothing (to name only five of its many products).

One Successful brand extension is the Disney English Language training center. Though less ingrained in popular culture than other Disney products this particular extension has been incredibly successful in China. It is especially important to highlight because as an international brand, it faced even more obstacles than other extensions by navigating a vastly different culture and an audience with an entirely different set of values.

After identifying an international opportunity, Disney leveraged its unique strength, like its unparalleled customer experience and focus on entertaining children to break into an edibilityily lucrative niche in China. Disney English, centers forteaching young children the English language, opened in Shanghai in 2008, according to McKinsey & Company simultaneous with the development of the city's Disneyland park. Disney English is now in more than nine cities in China. With more than 30 locations. Further, the extensions is helping the main Disney brand to flourish in a country that is nt as familiar with its trademark "magic" As McKinsey & Company's article notes. "In a country where Disney's Films and merchandising have yet to establish a broad market presence, using language learning to attract small children and their families looks like a great entry point to the world's biggest market and a sound investment in nurturing a furure consumer base for Disney products" In this way the extension capitalizes on both leverage and logic bringing value to both consumers and the main brand in a number of ways.

Questions.

- a) Define brand extension. Explain the advantages that Disney will get from Brand extensions.
- b) 'Brand extensions have increased brand equity for Disney' Explain sources of brand equity in context of the given case.

- g) Clubs dues paid by bank as per standing instruction not recorded in Cash Book 1,200
- h) Uncredited check due to outstation 3,900

Q.5 Compute the total income of Mr. Rahul aged 60 years, a lecture of a college affiliated to Madras University, for the assessment year 2022-23 on the basis of the following particular.

16

Sr. No.	Particulars	Rs.
(i)	Salary @ per month	6,00,000
(ii)	Dearness allowance @ 50% of salary	3,00,000
(iii)	Warden ship allowance @, 500 per month	18,000
(iv)	Examiner ship remuneration from University	75,400
(v)	Royalty from books of artistic nature	2,73,000
(vi)	Income from card games	6,400
(vii)	Winnings from lottery (Gross)	20,000
(viii)	Expenses on lottery tickets	10,000
(ix)	Interest on saving bank deposit	7,000
(x)	Interest on term deposit with bank	1,50,000
(xi)	Deposit in recognized provident fund	1,22,000
(xii)	Life insurance premium paid	30,000

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**M.B.A (Semester - III) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Tourism and Hospitality Management
Fundamentals of Hospitality Management**

Day & Date: Tuesday, 21-02-2023
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 question.

16

- 1) ITDC and private sectors launched _____ hotels.
 - a) star hotel
 - b) four-star hotel
 - c) luxury hotels
 - d) two-star hotels
- 2) According to definitions of the tourist what is the maximum allowable length of stay in destination before you cease to be counted as a tourist _____.
 - a) 1 month
 - b) 1 year
 - c) 6 months
 - d) 1 day
- 3) A shuttle service to the airport is a typical feature of which type of hotel _____.
 - a) Resort
 - b) Airport Hotel
 - c) Casino Hotel
 - d) None of these
- 4) The _____ Industry is comprised of those businesses which practice the act of being hospitable.
 - a) Hospitality
 - b) Travel
 - c) Tourism
 - d) Commerce
- 5) In a _____ a single individual owns all of the business and is responsible for all of its debts.
 - a) Sole proprietorship
 - b) Partnership
 - c) General partnership
 - d) Corporation
- 6) _____ are the characteristic of hospitality industry.
 - a) Inseparability
 - b) Perishability
 - c) Labor-intensive
 - d) All of above
- 7) Boost was given to the country's hotel industry when India agreed to host the Asian Games in the year _____.
 - a) 1982
 - b) 1983
 - c) 1984
 - d) 1985
- 8) The _____ Industry is comprised of those businesses which practice the act of hospitable.
 - a) Hospitality
 - b) Travel
 - c) Tourism
 - d) Commerce
- 9) ITDC stands for _____.
 - a) International Tourism Development Corporation
 - b) India Tourism Development Corporation
 - c) India Tourism Destination Corporation
 - d) India Tourism Development Company

Q.5 Case study.

16

Good tourism planning provides profitable development and brings positive economic and social benefits to the community, it also carries inevitable drawbacks. Therefore, developers must incorporate ways to enhance human welfare and happiness. These include insistence on quality architectural, landscape, and environmental design; planning for transportation; and energy conservation and education. If such diverse goals are to be achieved, planners must implement a model that will guide their thinking by incorporating each aspect (including various political aspects) into a master plan. These include zoning, road maintenance, water and sewage treatment systems, and promotional expenses. An official body, financed through tourist earnings, is useful in keeping abreast of socio-economic activities in the industry as well as dealing with other problems such as stabilizing prices, forecasting demand, keeping an inventory of potential national tourist resources, and arranging publicity campaign.

Need for Tourism Planning

The decision to develop tourism or expand present tourism development in a community, a region, or a country must be studied carefully. The socio-economic benefits from tourism are powerful. Tourism development looks attractive to both developed and underdeveloped countries with the right preconditions- some combination of natural, scenic, historical, archeological, cultural, and climate attractions. Tourism is a growth industry; and while that growth may show some slowing in the short run, the long run prospects are good. The expected continued growth is based on continually rising per capita incomes, lower travel costs, increased leisure time, and changes in consumers' tastes and preferences toward travel, recreation and leisure goods and services. Many advocates look at tourism as a panacea for solving an area's development problems. This view is unrealistic because benefits may be accompanied by detrimental consequences.

A review of some advantages and disadvantages arising from tourism development will indicate why careful planning is necessary. Major arguments for tourism are that it. Consequently, tourism is not always a panacea. On the contrary, over development can generate soil and water pollution and even people pollution, if there are too many visitors at the same place at the same time. Consider automobile and bus traffic congestion, inadequate parking, hotels dwarfing the scale of historic districts, and displacement of the community-serving businesses by tourist serving firms, leading to degradation of the quality of life rather than improving it. Furthermore, too many visitors can have a harmful impact on life in the host country and on the visitors themselves. The beautiful landscape can suffer through thoughtless and unwise land development and construction methods. And customers and crafts can be vulgarized by over emphasis on quantity and cheapness. These responsibilities cannot really be blamed on tourism, but rather on over commercialization. Tourism is one of the world's greatest and most significant social and economic forces.

But government officials and business people must weigh economic benefits against the possible future degradation of human and natural resources. Tourism development must be guided by carefully planned policy, a policy not built on balance sheet and profit and loss statements alone, but on the ideas and

principles of human welfare and happiness. Social problems cannot be solved without a strong and growing economy that tourism can help to create. Sound development policy can have the happy result of a growing tourist business, along with the preservation of the natural and cultural resources that attracted the visitors in the first place. Planning is critical to have sustainable development and protecting the environment. Viewing comprehensively the relationship between tourism and community, state, regions, and countries requires consideration of many difficult issues: the quality of architecture, landscape and environmental design; environmental reclamation and amenity; natural conservation; land use management; financial strategies for long term economic development; employment; transportation; energy conservation; education, information and interpretation systems and more.

Questions for discussion

- a) Discuss the importance of planning in tourism.
- b) Explain the need for planning in Tourism.

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**M.B.A (Semester - III) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Production and Materials Management
Purchasing and Inventory Management**

Day & Date: Wednesday, 22-02-2023
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) Which is not a part of 5R's of buying?
 - a) Right Quality
 - b) Right Quantity
 - c) Right Source
 - d) None of the above
- 2) Purchasing responsibilities can be divided into Buying, Clerical and _____ division.
 - a) Packing
 - b) Traffic
 - c) Record
 - d) Follow up
- 3) Procuring an item in staggering deliveries according to the delivery schedule finished to the supplier by the buyer.
 - a) Seasonal Buying
 - b) Hand to mouth buying
 - c) Scheduled Buying
 - d) Tender Buying
- 4) _____ establishes the overall production, workforce and inventory levels.
 - a) Production activity control
 - b) Distribution requirements planning
 - c) Master production schedule
 - d) Sale and operations planning
- 5) The difference between a gross material requirement plan and a net material requirement plan is _____.
 - a) The net MRP includes consideration of the inventory on hand, whereas the gross MRP does not.
 - b) The gross MRP doesn't take taxes into account, whereas the net MRP includes the tax considerations.
 - c) The gross MRP may not be computerized, but the net MRP must be computerized.
 - d) The gross MRP includes consideration of the inventory on hand, whereas the net MRP does not.
- 6) The list of quantities of components, ingredients, and materials required to produce a product is the _____.
 - a) Bill-of-materials
 - b) Engineering change notice
 - c) Purchase order
 - d) Master schedule
- 7) The operations manager has several tools available to deal with MRP system nervousness. Thosetools are _____.
 - a) Pseudo bills and kits
 - b) Time fences and pegging
 - c) Buckets with back flush
 - d) Net and gross requirements

- 8) Policies based on ABC analysis might include investing.
- More in inventory security for C items.
 - More in supplier development for A items.
 - The most time and effort verifying the accuracy of records for B items.
 - Extra care in forecasting for C items.
- 9) The two most important inventory based questions answered by the typical inventory model are _____.
- When to place an order and what is the cost of the order.
 - When to place an order and how many of an item to order.
 - How many of an item to order and with whom the order should be placed.
 - How many of an item to order and what is the cost of this order.
- 10) The difference between the basic EOQ model and the production order quantity model is that _____.
- The production order quantity model does not require the assumption of known, constant demand.
 - There are no holding costs in the production order quantity model.
 - The production order quantity model does not require the assumption of instantaneous delivery.
 - The eoq model does not require the assumption of known, constant lead time.
- 11) The price reductions offered to customers for large orders, to encourage them to purchase in large quantities is known as _____.
- Freebies
 - Quantity discounts
 - Normal discounts
 - Premiums
- 12) The list of quantities of components, ingredients, and materials required to produce a product is the _____.
- Bill-of-materials
 - Engineering change notice
 - Purchase order
 - Master schedule.
- 13) Materials management is a coordinating function responsible for planning and controlling materials flow. Its objective(s) is/are:
- Maximize the use of the firm's resources
 - Provide the required level of customer service
 - Both of the above
 - Neither of the above
- 14) Inventory serves as a buffer between _____.
- Supply and demand
 - Finished goods and component availability
 - Customer demand and finished goods
 - All of the above
- 15) Storing inventory requires _____ and as inventory increases, so do these costs.
- space and workers
 - workers and equipment
 - space and equipment
 - space, workers, and equipment
- 16) A _____ is a legal offer to purchase.
- Quotation
 - purchase order
 - receiving order
 - supplier's invoice

- Q.2 Answer the following.** **16**
a) Discuss EOQ and ABC Analysis.
b) Explain concept- Make or Buy Decision.
- Q.3 Answer the following.** **16**
a) Write short note- Stores layout.
b) Write short note- Value analysis.
- Q.4 Answer the following Long answer. (any one)** **16**
What is vendor rating? Discuss Vendor Rating Techniques
OR
Discuss Characteristics of Good Coding System and Types of Coding in Material Management.
- Q.5 Analyze the following case:** **16**
Sure Service Inc., is a distributor of automobile parts. With no manufacturing capability, the firm purchases all the products it sells, assembles and repackages. Sure Service Inc., does have extensive inventory and final assembly facilities. Among its products are carburetors and ignition kits. The profit have fallen considerably and customer's service levels have declined, with late deliveries now exceeding 25% of the orders. Also, the customer returns have been rising at a rate of 3% per month.
- Phis Harris, Vice President of sales, claims that most of the problem with the assembly department. According to him, Sure Service has accurate bill of material including what goes into each product and it is not producing the proper product mix. He also believe that, the firm has poor quality control, low productivity and as a result its costs
- The finance manager Tom Dick, believes that problem are due to investment in wrong inventories. He thinks that marketing has too many options and products. Dick also thinks purchasing department buyers have been hedging their inventories and requirements with excess purchasing commitments.
- Assembly manager John Abraham says that the symptom that they have a lot of parts in inventory, but no place to assemble them in the production schedule. When they have the right parts they are not very good, but they use them any way to meet the schedule.
- John Burton, purchase manager has the opinion that purchasing has not let down Sure Service Inc. He has stuck by his old suppliers, used past data to determine requirements, maintained what he views as excellent prices from suppliers and evaluated new sources of supply with a view toward lowering cost. Where possible, John Burton reacted to the increases pressure for profitability by emphasizing low cost and early delivery.
- As president of Sure Service Inc., you must get the firm back on a course toward profitability.
- Questions:**
a) Identify both the symptoms and problems at Sure Service Inc.
b) What specific changes would you implement?

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**M.B.A. (Semester - III) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)**

**System Management
Management Information System**

Day & Date: Thursday, 23-02-2023
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 alternatives from the options.

16

- 1) MIS should be _____.
 - a) Management Oriented and management directed
 - b) Economy Oriented and government directed
 - c) Industry expert directed
 - d) Research oriented & Academics directed
- 2) A set of procedures that collect, process, store and disseminate information to support decision making is known as _____.
 - a) Protocol
 - b) Rules and regulations
 - c) Information System
 - d) Computing system
- 3) Among the key reasons of Information system gaining strategic importance in business organization is/are _____.
 - a) Globalization of business operations
 - b) Technology revolution
 - c) Both a & b
 - d) None of a & b
- 4) One of the types of Decision Support Systems is _____.
 - a) Expertise Systems
 - b) Status Inquiry Systems
 - c) Interface system
 - d) Time management system
- 5) _____ employs graphics to present graphs and data from various resources using a Portal, a web interface to integrate and present business content from a variety of sources.
 - a) TPS
 - b) MIS
 - c) DSS
 - d) ESS
- 6) _____ Mechanism is a mechanism of predicting the possibility of achieving the goals before it is too late and allowing to take corrective actions.
 - a) Standardization
 - b) Early warning
 - c) Information Distribution
 - d) Information
- 7) Management information systems (MIS) is about _____.
 - a) Development and share documents that support day-today office activities
 - b) process business transactions (e.g., time cards, payments, orders, capture and reproduce the knowledge of an expert problem solver
 - c) use the transaction data to produce information needed by managers to run the business.
 - d) none of the above

Q.5 Analyze the following case and identify the problem, provide alternatives and justify the best solution. 16

In 1994, with a handful of programmers and a few thousand dollars in workstations and servers, Jeff set out to change the retail world when he created ABC.com. In July 1995, ABC opened its Web site for sales. Using heavily discounted book prices (20 to 30 percent below common retail prices); ABC advertised heavily and became the leading celebrity of the Internet and e-commerce.

ABC made its initial mark selling books, and many people still think of the company in terms of books. However, almost from the start, the company has worked to expand into additional areas—striving to become a global retailer of almost anything. Some of the main events include: 1995 books, 1998 music and DVD/video, 1999 auctions, electronics, toys, zShops/MarketPlace, home improvement, software, and video games [1999 annual report].

By the end of 1999, the company had forged partnerships with several other online stores, including Ashford.com, Audible, Della.com, drugstore.com, Gear.com, Green-light.com, HomeGrocer.com, Kozmo.com, living.com, NextCard.com, Pets.com, and Sothebys. Of course, most of those firms and Web sites later died in the dot-com crash of 2000/2001.

ABC also established partnerships with several large retailers, including Target, Toys 'R' Us, Babies 'R' Us, and Circuit City. Effectively, ABC became a service organization to manage the online presence of these large retailers. However, it also uses its distribution system to deliver the products. The Circuit City arrangement was slightly different from the others—customers could pick up their items directly from their local stores. After Circuit City went under, the relationship ended.

By mid-2003, the Web sales and fulfillment services amounted to 20 percent of ABC's sales. Bezos points out that most companies realize that only a small fraction of their total sales (5 to 10 percent) will come from online systems, so it makes sense to have ABC's run those portions.

In 2001, ABC took over the Web site run by its bricks-and-mortar rival Borders. In 2000, Borders lost \$18.4 million on total online sales of \$27.4 million. Also in 2001, ABC partnered with Expedia to offer travel services directly from the ABC site. However, in this case, the ABC portion consists of little more than an advertising link to the Expedia services. The deals in 2001 continued with a twist when ABC licensed its search technology to AOL. AOL invested \$100 million in ABC and paid an undisclosed license fee to use the search-and- personalization service on Shop@AOL. In 2003, ABC launched a subsidiary just to sell its Web-sales and fulfillment technology to other firms. Bezos noted that ABC spends about \$200 million a year on information technology (a total of \$900 million to mid-2003). The purpose of the subsidiary is to help recover some of those costs—although Bezos believes they were critically necessary expenditures.

With so many diverse products, and relationships, it might be tempting to keep everything separate. However, ABC perceives advantages from showing the entire site to customers as a single, broad entity.

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M.B.A. (Semester III) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Human Resource Management
Strategic Human Resource Management

Day & Date: Friday, 24-02-2023
 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 correct alternatives given below.**16**

- 1) Strategic Human Resource Management moulds the human resource in such a way to attain the _____.
 a) Profit
 b) Organizational goal
 c) Individual goal
 d) Market Share
- 2) Perception of human assets as higher risk investment is a barrier to _____.
 a) HRM
 b) SHRM
 c) HRP
 d) Economy
- 3) SHRM was first time evolved in the year
 a) 1964
 b) 1974
 c) 1984
 d) 1994
- 4) The primary source of competitive advantage in SHRM is _____.
 a) People
 b) Pattern
 c) Technology
 d) Process
- 5) Advantages of Outsourcing don't include _____.
 a) Avoid over staffing
 b) Avoid difference in HRM
 c) Reduce cost
 d) None of the above
- 6) _____ is the resources that provide utility value to all other resources.
 a) Finance
 b) Men
 c) Machine
 d) Capital
- 7) _____ is not a component of SHRM.
 a) Process
 b) Pattern
 c) Procedure
 d) People
- 8) SHRM develop an organizational culture that fosters _____.
 a) Innovation
 b) Flexibility
 c) Competitive advantage
 d) All of the above
- 9) SHRM is the linkage between the human resource strategy and _____.
 a) Organizational Goal
 b) Corporate-level strategies
 c) Organizational Policies
 d) All of the above
- 10) SHRM Considers people as a strategic resource for attaining _____.
 a) Organizational Goal
 b) Organizational Objectives
 c) Competitive advantage
 d) Top Position in the market.

HR Challenges.

- 1) Acquiring talents
- 2) Enhancing retention.

Strategy on Fresher

Campus

- 1) Visit to campuses ahead of competition to cover wider pool.
- 2) Increased hit rates.
- 3) Brand building
- 4) Summer internships from global campuses and select top Engineering schools.
- 5) Technical presentations to showcase technology expertise.
- 6) COMP IT 200o Initiative on some campuses
- 7) Interactive posters to enhance brand equity and brand recall.
- 8) Student visits to the Infosys campus before campus placement.

Strategy on Laterals

Sourcing

- 1) Aggressive advertising in print and web.
- 2) Employee referrals as an important source.
- 3) Returning Infoscions
- 4) Professionals returning from abroad.
- 5) Recruitment of senior EDP/MIS professionals from large business organizations
- 6) Domain experts for specialized.
Aggressive Follow Up for closure.
 - a) Active involvement of senior line managers.
 - b) Breakfast meetings with prospects
 - c) Encouraging visit of prospects to get a feel of infrastructure.
 - d) Champions from line to closely follow up with prospects.

Result

- 1) Employer of choice in India
- 2) Global sourcing efforts in place.
- 3) Strategy in place t scale up recruitment
- 4) Efforts on to enhance retention.

Case questions

- 1) Infosys has adopted Strategic HR initiative on recruitment and selection in a resource constrained environment. Explain with reference to above case.
- 2) What is Strategic Human resource? How is it different from Traditional Human Resource?

Q.5 Solve the following case study.

Founded in 1908, General Motors first commenced its international operations in the 1920s. GM is one of the world's first and largest MNEs and a full-line automobile manufacturer with annual revenue exceeding \$200 billion. More than one-third of the company's vehicles are produced and marketed outside its North American base.

For many years, GM's global operations were concentrated in Western Europe. Brand names like Opel, Vauxhall, Saab and Holden enabled the company to capture 12 per cent market share (2002) in the region, second only to that of Ford. GM also had long presence in Latin America and Asia, but, till recently, sales in those regions accounted for only a small proportion of the company's international business. GM, however, foresaw that Asia, Latin America and Eastern Europe would be the automobile industry's future growth markets. To exploit this big potential, the company decided to change its strategy. In 1997, GM embarked on an ambitious plan to invest \$2.2 billion in four manufacturing plants in Argentina, Poland, Thailand and China. This expansion plan is perfectly in tune with dramatic change in GM's philosophy towards management of its international operations.

The new philosophy holds that centres of excellence may be located anywhere in the company's global operations. GM is concentrating on exploiting these centres of excellence to provide latest technology to its global operations. The four new manufacturing facilities are clear example of this approach. All the plants are identical: each plant incorporates state-of-the-art technology; and each has been designed not by Americans but by a team of German and Brazilian engineers. By building identical plants, GM should be able to match Toyota whose plants are so similarly designed that a change in a car in Japan can be quickly replicated around the world.

These four plants are modelled after GM's Eisenach facility in Germany which is managed by the company's Opel subsidiary. This plant is the most efficient auto-manufacturing operation in Europe and the best within GM. Productivity in the plant is at least twice that of most North American assembly operations. Each of the four new plants of GM produces state-of-the-art vehicles for local consumption.

To achieve economies of scale and cost effectiveness, GM is also trying to design and make vehicles which share a common global platform. Engineering teams based in Germany, Detroit, Australia and South America are designing these common vehicle platforms. Management in the local plants is given the flexibility or choice to customize certain features of the cars to suit local needs, tastes and preferences. At the same time, adherence to a common global platform enables the company to distribute the cost of designing a car over greater volume and achieve scale of economies in the manufacture of common components. This should help GM to rationalize and improve its cost structure. The first successful result of this endeavour was the 1998 Cadillac Seville which was designed to be sold in more than 40 countries. GM estimates that the coordinated global approach to design cars will reduce the cost of developing a new model by 15 to 25 per cent.

In spite of bold moves for greater global integration, many problems still exist in GM. Compared to Toyota, GM still suffers from high cost, low perceived quality and proliferation of brands. Its aggressive penetration into the emerging markets may be based on the correct assumption that demand will grow strongly in these markets/countries. But, other automobile companies, particularly the Japanese, are also expanding their production facilities in the same markets / countries. This raises the fear of global excess capacity and consequent price competition. GM has not been very successful in India primarily because of competition from the Japanese car manufacturers Suzuki (Maruti-Suzuki), Honda and Toyota

Analyse the above case

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M.B.A. (Semester - III) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Agriculture & Co-Operative Management
Fundamentals of Agriculture & Co-Operative Management

Day & Date: Monday, 27-02-2023
 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) Which of the following type of irrigation methods uses artificial rain to irrigate the land?
 - a) Border Irrigation Method
 - b) Furrow Method
 - c) Sprinkler Irrigation method
 - d) Drip Irrigation Method
- 2) The members of a Co-operative Society have _____.
 - a) Unlimited Liabilities
 - b) Limited Liabilities
 - c) Joint and Several Liability
 - d) Joint Liabilities
- 3) The principle followed in a co-operative society is _____.
 - a) No vote
 - b) One man, one vote
 - c) Multiple votes
 - d) One share one vote
- 4) Which of the following crops is an example of kharif Crops?
 - a) Gram
 - b) Cotton
 - c) Pea
 - d) Wheat
- 5) In which year regional rural banks act was passed _____.
 - a) 1986
 - b) 1976
 - c) 1996
 - d) 1990
- 6) Co-operative movement originated first in _____.
 - a) Germany
 - b) England
 - c) France
 - d) Spain
- 7) One of the delivery channels for micro Finance is SHG model. SHG means _____.
 - a) Soar helps Group
 - b) Sake Help Group
 - c) Self Help Group
 - d) Self Hope Group
- 8) Which of the following pollutants causes soil erosion?
 - a) Cow dung
 - b) Skelton of Fish
 - c) Plastic
 - d) Old paper
- 9) Which one of the following is the first stage of water erosion?
 - a) Rill erosion
 - b) Sheet erosion
 - c) Splash Erosion
 - d) Gully erosion
- 10) Which of the following is a cash Crop?
 - a) Rice
 - b) Wheat
 - c) Sugarcane
 - d) Tea

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**M.B.A. (Semester-III) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)**

**Marketing Management
Sales and Distribution Management**

Day & Date: Tuesday, 28-02-2023
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 Select the appropriate alternative from the given alternatives: 16

- 1) _____ refers to the administration of the personal selling component of a company's marketing program.

a) Sales Management	b) Distribution Management
c) Promotion Management	d) Marketing Management

- 2) The step of personal selling process in which the sales person learns about potential buyer before making a call for sale is classified as _____.

a) Pre-approach	b) Sales nomination
c) Qualifying	d) Prospecting

- 3) The field sales force is also called as _____.

a) Inside sales force	b) Outside sales force
c) Channel intermediaries	d) None of the above

- 4) _____ is a distribution system that uses middlemen i.e. wholesalers and retailers to reach the ultimate buyer.

a) Direct Distribution	b) Indirect Distribution
c) Exclusive Distribution	d) Intensive Distribution

- 5) Sales and Distribution Management majorly focuses on the _____ aspect of an organization.

a) Buying	b) Selling
c) Negotiating	d) Producing

- 6) 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) Sales Planning
b) Personal Selling
c) Sales & Distribution Management
d) Oral Selling

- 7) _____ is the process of making a product available to the end consumer or business.

a) Sales	b) Distribution
c) Exchange	d) Barter

- 8) Which of the following is NOT one of the major factors affecting how compensation is structured for a sales force?
- Wage level in relation to salespeople in other organizations in the industry
 - Salesperson's individual wage
 - Wage structure for the sales force
 - number of new customers in each sales territory
- 9) _____ is teaching how to do the jobs.
- Sales personnel
 - Sales target
 - Sales force training
 - Induction
- 10) VMS stands for _____.
- Velocity moving system
 - Vertical marketing system
 - Vertical moving system
 - Very moveable system
- 11) In medium and large firms, one would find the _____ types of organization.
- Line sales organization
 - Line and staff sales organization
 - Functional sales organization
 - None of the above
- 12) The plans for sales compensation does not include _____.
- Salary only
 - Straight Commission
 - Salary plus Commission
 - Recognition award
- 13) Sales goals set for company division or product lines are referred as _____.
- Sales quota
 - Production quota
 - Demand potential
 - Marketing expenses quota
- 14) _____ is mainly deals with all activities associated with the flow and transformation and information of goods from the stage of raw material to the end user i.e., consumption.
- Production Line
 - Supply Chain
 - Inventory management
 - Marketing Channel
- 15) Sales performance evaluations are necessary to _____.
- Ensure management meets its goals
 - Supplement and enhance training
 - Provide feedback to salespeople
 - Keep salespeople on their toes
- 16) What is the full form of CIS?
- Channel information system
 - Channel induced system
 - None of these
 - Channel incorporated system

Q.2 Answer the following, (short answers)

16

- Process of Personal Selling
- Types of Sales Organization

Q.3 Answer the following, (short answers)

16

- Methods of Sales Forecasting
- Typology of Supply Chains

Q.4 Answer any one of the following, (long answers) 16

a) What do you mean by Sales Management and Explain in detail Characteristics of a Successful salesman?

OR

b) Define the term Marketing Channels and Describe Importance and functions of marketing channels.

Q.5 Case Study 16

“Sir, I think we need to have an incentive scheme for our field salespeople, so as to motivate them to put more than normal effort. This will help us to increase our market share and also make it possible for us to become number one player from number three position that we are currently at. We have declared in last annual marketing conference that we would become the leader in the JSW Steel industry Ltd. in three years. I believe we have to start working on that goal immediately. Do you agree, Sir?” asked Mr. Suraj Kumar, the newly appointed head of sales and marketing, to the executive director of JSW Steel Ltd, Mr. L. Prasad.

“I agree to the extent that we have to work on our long-term goal. That does not mean that we have to work without considering the long-term impact on the company’s profitability. So far, in last 15 years of our company’s operations, sales and other functional employees have been paid a fixed salary, fringe benefits and once a year bonus. Why should we pay incentives to only salespeople? Why not people in production, which also a line function? What about other support functions like accounts, administration and human resource? We need extra efforts from all employees, not salespeople. If we try to motivate salespeople by paying commission on achieving their sales quotas, other employees and particularly shopfloor workers and supervisors will demand extra money by some kind of incentive schemes. If we deny an incentive payment to other employees, they will not only get de-motivated, but may even go on a strike. Besides, the profit contribution per unit of our product sold is very low and any increase in cost due to incentive payments without substantial increase in sales volume will wipe out the thin profitability our company. We have considered the various factors before we take a decision on the incentive scheme for sales people. I hope you understand this,” responded Mr. L. Prasad.

“Yes, Sir, I suggest we discuss this subject later in our monthly budget review meeting, when other managers and also our chairman and managing director will be present. In the meantime, I will also apply my mind and prepare a specific proposal, which I will discuss with you before the budget review meeting,” Mr. Suraj Kumar said and thereafter left for his office.

Questions.

- a) Do you think this company needs an incentive scheme for motivating their salespeople?
- b) Suggest a suitable compensation plan for the salespeople. Make assumptions, if needed.

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**M.B.A (Semester - III) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)**

**Banking Management
Indian Banking Structure**

Day & Date: Wednesday, 01-03-2023
Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

Q.1 Multiple Choice Questions.

16

- 1) _____ allocates saving efficiently in an economy to ultimate users either for investment in real assets or for consumption.
 - a) Economic system
 - b) Banking system
 - c) Financial system
 - d) Market system
- 2) IDBI was established in _____.
 - a) 1948
 - b) 1954
 - c) 1992
 - d) 1964
- 3) _____ is an apex institution to coordinate, supplement and integrate the activities of all existing specialized financial institutions.
 - a) IFCI
 - b) IDBI
 - c) RBI
 - d) SEBI
- 4) Which of the following is not an asset held by Commercial Banks?
 - a) Bills of Exchange
 - b) Current Account Deposits
 - c) Money Lent at short Notice
 - d) Credit Balances with the Reserve Bank.
- 5) Which of the following is not an organized sector in India?
 - a) Nationalized Banks
 - b) Regional Rural Banks
 - c) Cooperative Banks
 - d) Chits and Money lenders
- 6) In which year was the Banking Regulation Act passed?
 - a) 1949
 - b) 1955
 - c) 1959
 - d) 1969
- 7) "Repo Rate" refers to the rate at which _____.
 - a) RBI borrows short term money from the markets
 - b) Banks keeps the money with RBI
 - c) Bills are discounted by RBI
 - d) Forex purchased by RBI
- 8) In India the Commercial Banks are given licence of operation by _____.
 - a) The Govt. of India
 - b) The Ministry of Finance
 - c) Reserve Bank of India
 - d) Banking Companies Regulation Act, 1949
- 9) Which of the following apex bodies regulates the RRBs?
 - a) RBI
 - b) NABARD
 - c) SIDBI
 - d) IFCI

Q.5 Case Study:

The two-tiered system puts the central bank in control of the commercial banks. Therefore, the government authorities have delegated some of the regulatory responsibilities to the central bank. It is the job of the central bank to ensure that commercial banks are conducting their business in a manner which is considered ethical as well as safe. In order to do so, the central bank has to undertake certain regulatory functions. In this case, we will describe the regulatory functions performed by the central bank.

Deposit Insurance

Financial stability is of paramount importance for any economy to be able to prosper. Thus, it is essential that people park their excess funds in banks and that banks are able to lend this money out to businesses which plan to use it productively. This process gets hindered when the average person loses trust in the solvency of the bank. This is where central banks step in. Central banks all over the world guarantee the deposits held by commercial banks up to a certain amount. They may do so directly or they may create a separate body backed by them, thereby insuring the deposits indirectly.

Granting Charter to New Banks

The central bank also plays an important part in the regulatory role as it decides whether or not to grant charters to new banks. In most countries around the world, charters are granted by judicial bodies and not by central banks. For instance, in the United States a banking charter can be granted either by federal authorities or by state authorities. However, the Federal Reserve cannot grant a banking charter on its own.

Reserve Requirements

The most important regulatory power that a central bank has is that it can modify the reserve requirements. "Reserves" is the percentage of deposits that any commercial bank has to maintain with the central bank. Thus if this percentage is increased, commercial banks have to deposit a larger portion of their money with the central bank and have a smaller percentage to lend out to the market. Hence, a scarcity of funds is created and interest rates begin to rise. On the other hand, if this reserve requirement is relaxed, banks will have more funds to lend and as a result the interest rates will go down given the abundance of funds.

Monitoring Risk

It is the duty of central banks to monitor the risks that the commercial banks under their purview are taking. Therefore, central banks have the power to conduct audits at regular intervals. These audits consist of a thorough investigation of the assets, liabilities and even the treasury operations of any bank. Risk is measured using complex models like Value at Risk (VaR) which have been specifically designed for this purpose.

Commercial banks have to ensure that their risk profile is within the limits prescribed by the central banks. They also have to ensure that they have enough capital on hand to meet the needs of the depositors, if required.

Anti-Discrimination Laws

Central banks also enforce anti-discrimination laws to ensure that the access to money and credit is not affected by communal and racist agendas. Central banks enforce laws which make it impossible for the banks to exclude communities from the banking system. For instance, in the United States, there were allegations that banks were "redlining" certain neighborhoods. This meant that banks would not make loans to residents of certain neighborhoods. Since the majority of the residents in these neighborhoods were Hispanics or African Americans, it was considered to be discrimination.

Conflict of Interest

The central bank carefully monitors the activities of commercial banks and scans them for conflict of interest. This means that if the senior officials on the boards of commercial banks are making loans to themselves or to entities controlled by them, then the central bank can and must take action to control such embezzlement. Loans which have an inherent conflict of interest have been a major reason behind the existence of non-performing assets (NPA's) and central banks, through their regulatory functions, ensures' money is not jeopardized by such risky and biased loans.

- a) What is two tier Banking System? explain various tools adopted by central bank to have control over commercial banks effectively?
- b) Explain the importance of Reserve requirements and Granting Charter to New banks, as effective monetary tools of Central Bank to streamline operations of Commercial Banks.

Seat
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**M.B.A. (Semester - III) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Financial Management
Financial Decision Analysis**

Day & Date: Thursday, 02-03-2023
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) _____ is/are features of capital Structure.
 - a) Solvency
 - b) Conservation
 - c) Flexibility
 - d) All of these
- 2) The role of finance manager can be described in _____.
 - a) Financing decisions
 - b) Dividend decisions
 - c) Investing decisions
 - d) All of these
- 3) _____ is/ are internal users of financial statements.
 - a) Government
 - b) Financial institutions
 - c) Management
 - d) All of the above
- 4) Combined leverage = _____.
 - a) $DOL * DFL$
 - b) $DOL / Sales$
 - c) DOL / DFL
 - d) DFL / EPS
- 5) 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) Common-size Statement Analysis
 - c) Trend Analysis
 - d) All of the above
- 6) Increase in sundry Creditors over last year leads to _____ in working capital.
 - a) Increase
 - b) No effect
 - c) Decrease
 - d) None of these
- 7) 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
- 8) If Percentage change in EPS = 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

Q.3 Answer the following questions.

16

- a) Firm XYZ planning to sale 1,00,000 units. Its selling price is Rs. 10/- per unit. Variable cost is 70%. Fixed cost of Rs. 60,000/-. Having 10% debt capital of Rs. 10,00,000/-.

Firm ABC planning to sale 1,00,000 units. Its selling Price is Rs. 100/- per unit. Variable Cost is 85%. Fixed cost of Rs. 6,25,000/- Having 10% debt capital of Rs. 17,50,000/-.

Assume both the firm at 40% tax bracket. Compute Operating Leverage, Financial Leverage and Combine Leverage of both firm.

- b) Write Short note on Bonus Share.

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

16

Modern Limited has following Capital Structure determine Weighted Average Cost of Capital (WACC) using book value and Market Value.

Source of Finance	Book Value (Rs.)	Market Value (Rs.)	Cost (%)
Equity Capital	3,00,000	6,00,000	15
Retained Earnings	1,00,000		13
Preference Capital	50,000	60,000	8
Debt Capital	2,00,000	1,90,000	6

OR

Explain the concept of dividend. Explain in detail determinants of dividend policy.

Q.5 Case study.

16

The comparative Balance Sheet of ABC Ltd. for 2 years are as follows:

Liabilities	2013 (Rs.)	2014 (Rs.)	Assets	2013 (Rs.)	2014 (Rs.)
Loan from Director	-	20,000	Cash	11,000	15,000
Bills Payable	12,000	8,000	Debtors	40,000	35,000
Creditors	25,000	52,000	Stock	25,000	30,000
Bank Loan	43,000	60,000	Machinery	20,000	14,000
Preference Share Capital	66,000	47,000	Land and Building	50,000	80,000
			Loss	-	13,000
	1,46,000	1,87,000		1,46,000	1,87,000

Additional Information:

- 1) During the year a machine costing Rs. 5,000/- (accumulated depreciation Rs. 2,000/-) was sold for Rs.2,500/-
- 2) The provision for depreciation against machinery was Rs. 6,000/- and Rs. 7,000/- for respective years.
- 3) Dividend paid during the year Rs.10,000/- and Tax paid during the Year Rs.8,000/-.

Prepare cash flow statement

Seat No.	
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**M.B.A. (Semester - III) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Tourism and Hospitality Management
Tourism and Travel Management**

Day & Date: Friday, 03-03-2023
Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

Q.1 Multiple Choice Questions.

16

- 1) Tourist are classified into _____ broad categories.
 - a) 1
 - b) 2
 - c) 3
 - d) 4
- 2) _____ means the total cost incurred on tourism product.
 - a) Tour cost
 - b) Travel cost
 - c) Trade cost
 - d) Trip cost
- 3) _____ is also called as responsible tourism.
 - a) Ecotourism
 - b) Religious tourism
 - c) Wildlife tourism
 - d) Medical tourism
- 4) Travel agency makes arrangement for _____.
 - a) Travel ticketing
 - b) Travel documentation
 - c) Both a and b
 - d) Neither a nor b
- 5) A _____ is a private retailer that provides travel related services to the public on behalf of suppliers such as hotels, flights, car hire or package holidays.
 - a) Tour operator
 - b) Travel agent
 - c) Business manager
 - d) Package tour
- 6) _____ is known as the Father of the Travel Agency Business.
 - a) Kox and king
 - b) kesari tour
 - c) Thomas Cook
 - d) Mahindra holidays
- 7) _____ is celebrated as world tourism every year.
 - a) September 24
 - b) September 25
 - c) September 26
 - d) September 27
- 8) Following condition is necessary for the growth of package tour.
 - a) Social
 - b) Political
 - c) Economical
 - d) Environmental
- 9) _____ refers to tourists of outside origin entering a particular country.
 - a) Inbound tourism
 - b) Outbound tourism
 - c) Domestic tourism
 - d) International tourism
- 10) _____ is represented as the total cost incurred or attributed to various elements of package tour.
 - a) Tour cost
 - b) Tour price
 - c) Tour deal
 - d) Tour money

Q.5 Attempt the following case.

The land to travel a heaven of tourism delights a civilization to tour through bounded by the majestic Himalayan range in the north and edged by an endless stretch of golden beaches. India is a vivid kaleidoscope of landscapes, magnificent historical sites and royal cities, misty mountains, retreats, colorful people, rich culture and festivals. Modern India is the home alike to the, tribal with his anachronistic lifestyle and to the sophisticated exist amicable with the microchip. Its ancient monuments are the backdrops for the world's largest democracy. Teaming with over a billion people who voice over a million concerns in fifteen hundred different language, India is where people live with variety thrive on diversity and are too familiar with largeness to let it boggle them. Mud huts and mansions faces off across the city street. Lurid luxury and limp living are inhabitants of the same lane. India's widespread diversity has always attracted both foreigners as well as its own citizen a like to explore its mirth and gaiety that it has to offer the world. Every nook and cranny of the country offers exquisite as well as exclusive tourism resource which echoes heritage as well as tradition of that particular area. There is hardly any country in the world which offers such wide variety of tourism. Tourism in India is the largest service industry; with a contribution of 5.9% to the national GDP in 2011 land this creates 8.78% of the total employment in India. In 1997, India received 2.37 million foreign tourists but as we reached to 2011, there is a phenomenal growth in foreign tourist arrivals to India i.e. 6.29 million. Our foreign exchange earnings from tourism in 1997 was only USD 2889 million and by 2011 we have a foreign exchange earning of USD 16564 million tourism business and that is expected to increase to US\$375.5 billion by 2018 at a 9.4% annual growth rate. Tourism is one economic sector in India that has the potential to grow at a high rate and ensure consequential development of the infrastructure at the destinations. As per the statistics of UNWTO, in 2011, there were over 983 million international tourist arrivals worldwide, representing a growth of 4.6% when compared to 940 million in 2010. International tourism receipts (the travel item of the balance of payments) grew to US\$1.03 trillion (€740 billion) in 2011, corresponding to an increase in real terms of 3.8% from 2010.

Question for discussion:

- a) Write about the flow of Tourism in India.
- b) Write about the richness of Tourism in India.
- c) Write about the types of Tourism possible in India through the case study.

Seat No.	
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**M.B.A (Semester - III) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Production and Materials Management
Logistics and Supply Chain Management**

Day & Date: Saturday, 04-03-2023
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) Which is the systematic, strategic coordination of the traditional business function _____.
 - a) SCM
 - b) Logistics
 - c) Transportation
 - d) Dispatching
- 2) Which can be defined by having the right item in the right quantity at the right time at the right place for the right price and is the science of process and incorporates all industry sectors.
 - a) Logistics
 - b) SCM
 - c) Transportation
 - d) Shipment
- 3) 3PL stands for _____.
 - a) three points logistics
 - b) third party logistics
 - c) three points location
 - d) none of the above
- 4) What are the elements of logistics system?
 - a) Transportation
 - b) Warehousing
 - c) Inventory management
 - d) All of the above
- 5) Logistics system are made up of 3 main activities.
 - a) order processing
 - b) inventory management
 - c) both 'a' and 'b'
 - d) none of these
- 6) _____ is most suitable for remote and hilly areas.
 - a) Road transport
 - b) Railway transport
 - c) Water transport.
 - d) Pipeline
- 7) _____ is the fastest mode of transport.
 - a) Road transport
 - b) Railway transport
 - c) Water transport
 - d) Air Transport
- 8) When air transport is used in combination with road or rail transport, it is called _____.
 - a) Piggy Back
 - b) Fishy back
 - c) Birdy back
 - d) Land bridge
- 9) The objective of outbound supply chain is to make the product available to the _____.
 - a) Customer
 - b) Retailor
 - c) Whole seller
 - d) Supplier
- 10) Supply chain management has its own origin in operation of _____ Enterprise.
 - a) Business
 - b) Trading
 - c) Non profit
 - d) Social

- 11) The typical aim of the push approach to supply chain management is to _____.
a) to reduce costs of distribution.
b) enhance product and service quality.
c) to reduce costs of new product development.
d) both the first and third answer above.
- 12) The purpose of supply chain management is _____.
a) provide customer satisfaction.
b) improve quality of a product
c) Integrating supply and demand management
d) increase production
- 13) Logistics is the part of supply chain involved with the forward and reverseflow of _____.
a) goods
b) services
c) cash
d) all of the above
- 14) VMI stands for _____.
a) vendor material inventory
b) vendor managed inventory
c) variable material inventory
d) valuable material inventory
- 15) The major decision areas in supply chain management are _____.
a) planning, production distribution, inventory
b) location, production, scheduling inventory
c) location production, inventory
d) location production, distribution, marketing
- 16) Distribution requirements planning is a system for _____.
a) inventory management
b) distribution planning
c) both 'a' and 'b'
d) none of the above

Q.2 Answer the following. 16

- a) Principles of Supply Chain Management.
b) 3PL and 4PL service providers.

Q.3 Answer the following. 16

- a) Lean Supply Chain Management.
b) Role of Logistics in Management.

Q.4 Answer the following Long answers. 16

Discuss warehousing decisions. Describe in detail layout and design principles of warehouse.

OR

Discuss in detail role and importance of IT in supply chain management.

Q.5 Case study.

Ace Dairies gives a home delivery service for milk, dairy products and a range of related goods. Roger Smitheram has run the dairy for the past twelve years. His product is a combination of goods (the items he delivers) and services (the delivery and associated jobs he does for customers). At the heart of operations is an information system which contains full details of all Roger's 500 customers, including their regular orders, special orders, where to deliver, how they pay, and so on. Every day the system calculates the likely sales of all products in two days' time. Roger adds some margin of safety, allows for likely variations and passes his order to Unigate Dairy in Totnes in Devon (about 150 km away). This Unigate depot acts as a wholesaler for milkmen in Wales and the southwest of England. The following evening it delivers to a holding depot in Camborne, and then takes Roger's goods 10 km to a cold store in Hayle. At 5.30 the following morning Roger collects the order from his cold store and starts delivering to customers. This normally takes until 1.30 in the afternoon, but on Fridays he spends more time collecting money and often finishes after 5.00 pm. There are several specific problems facing Ace Dairies. There is, for example, some variation in daily demand, so Roger has to carry spare stock. He cannot carry too much, as dairy products have a short life and anything not delivered quickly is thrown away. Roger aims at keeping this waste down to 2 per cent of sales. There are also problems maintaining a service during holidays, or when Unigate has difficulties with their deliveries. Perhaps Roger's main concern is maintaining his sales over the long term. Demand for doorstep deliveries is declining, as people buy more milk at supermarkets. The number of milkmen in Hayle has declined from ten in 1987 to three in 2002. Most of Roger's customers have been with him for many years, but he generates new custom by canvassing, delivering leaflets, special offers, carrying a range of other products, and so on.

Questions.

- a) Describe the supply chain for milk. **05**
- b) Where does Ace Dairies fit into this? What specific activities form the logistics in Ace Dairies? **06**
- c) What are the main problems that Ace Dairies has with logistics? **05**

Set No.	
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**M.B.A (Semester – III) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
SYSTEM MANAGEMENT
ERP and SPD**

Day & Date: Monday, 06-03-2023
Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

Q.1 Select the right option for each of the following from the choices given. 16

- 1) _____ is the phase where ERP is made available to the entire organization.
 - a) End User Training
 - b) Going Live
 - c) Testing
 - d) Reengineering
- 2) The _____ adapt any new technologies and changes in IT very quickly that makes changes in future business environments possible.
 - a) Management
 - b) Employees
 - c) ERP Vendors
 - d) Government
- 3) State which of the following statement(s) is/are true?
 - 1) BPR mandatorily includes automation and robotics in the processing activities.
 - 2) BPR disrupts existing business processes - workflows, roles, business policies and procedures, supporting technology and underlying business rules.
 - a) Only Statement 1 is true
 - b) Only Statement 2 is true
 - c) both statements 1 & 2 is true
 - d) both statements 1 & 2 is false
- 4) Which of the following is not a feature of ERP system?
 - a) An Ideal ERP System satisfies all types of needs of an organization.
 - b) An ideal ERP does not integrate business operations with accounting and financial modules.
 - c) An ideal ERP provides right data at right point of time to right users for their purpose.
 - d) An ideal ERP system is that system where a single database is used and stores all data for various modules.
- 5) Using _____ helps in dealings with customer for servicing, marketing, and selling in an organized, systematic way resulting in increasing customer loyalty and decreasing customer agitation.
 - a) ERP
 - b) SCM
 - c) CRM
 - d) MIS
- 6) Which of the following has the least integration of information systems?
 - a) Web-integrated enterprise resource planning
 - b) Materials requirements planning
 - c) Enterprise resource planning
 - d) Manufacturing resource planning

- 7) Which of the following allows individual ERP systems to communicate with each other?
- a) Global ERP
 - b) Web-integrated ERP
 - c) EMRP
 - d) Web-integrated MRP
- 8) At highest level, a DFD is referred to as _____.
- a) Scope Diagram
 - b) Context diagram
 - c) Level 1 DFD
 - d) Level 2 DFD
- 9) ERP utilizes the true potential of _____ computing to deliver an enterprise product and affects the nature of jobs in all functional areas of the enterprise.
- a) Network
 - b) Client Server
 - c) Cloud
 - d) Database
- 10) _____ is the predecessor of ERP.
- a) MRP
 - b) SCM
 - c) MIS
 - d) BPR
- 11) _____ is the radical Change in Business Processes.
- a) Decision Trees
 - b) Business Process Reengineering
 - c) Graphical user Interface
 - d) SDLC
- 12) The entity is represented in the E-R diagram by _____.
- a) rectangular box
 - b) Circle
 - c) Diamond
 - d) filled diamond
- 13) Business process reengineering disadvantages include:
- a) It doesn't suit every business need as it depends on factors like size and availability of resources
 - b) In some cases, the efficiency of one department was improved at the expense of the overall process.
 - c) This BPR approach does not provide an immediate resolution.
 - d) All of the above
- 14) Accuracy, relevancy and timeliness are the characteristic features of _____.
- a) Data
 - b) Knowledge
 - c) Networking
 - d) Information
- 15) _____ is the operational process.
- a) Procurement of Raw Material
 - b) Recruitment of Employees
 - c) Business Fund Flow
 - d) Sales Order.
- 16) _____ is the technology of sensing, coding, transmitting, translating and transforming.
- a) ERP
 - b) EIS
 - c) IT
 - d) MRP

Q.2 Answer the following question.**16**

- a) Customer Relationship Management.
- b) Role of CIO in ERP implementation process.

Q.3 Write Short Notes on the following**16**

- a) What are the reasons for the growth of ERP market?
- b) Describe in detail the process of designing forms and reports.

Q.4 Answer any ONE of the following **16**

a) What is ERP? What are the various phases of ERP implementation life cycle?

OR

b) Describe in detail - DFD, Decision tree and decision tables.

Q.5 Analyze the following case and answer the questions below: **16**

XYZ Co Ltd., a confectionary manufacturing and distribution operations, realized one bad day in 1999 that company's supply chain has ground to a halt, and it is impossible to fulfill \$100 million worth of orders.

In 1996, XYZ Co Ltd. set out to upgrade its patchwork of legacy IT systems into an integrated ERP environment. It chose SAP's R/3 ERP software, Manugistic's supply chain management (SCM) software and Seibel's customer relationship management (CRM) software. Despite a recommended implementation time of 48 months, XYZ Co Ltd. demanded a 30-month turnaround so that it could roll out the systems before Y2K. Based on these scheduling demands, cutover was planned for July of 1999. This go-live scheduling coincided with XYZ Co Ltd. busiest periods - the time during which it would receive the bulk of its Halloween and Christmas orders. To meet the aggressive scheduling demands, XYZ Co Ltd. implementation team had to cut corners on critical systems testing phases. When the systems went live in July of 1999, unforeseen issues prevented orders from flowing through the systems. As a result, XYZ Co Ltd. was incapable of processing \$100 million worth of Kiss and Jolly Rancher orders, even though it had most of the inventory in stock.

ERP Implementation Scheduling

XYZ first tried to squeeze a complex ERP implementation project into an unreasonably short timeline. Sacrificing due diligence for the sake of expediency is a sure-fire way to get caught.

XYZ timed its cutover during its busy season. It was unreasonable for XYZ Co Ltd. to expect that it would be able to meet peak demand when its employees had not yet been fully trained on the new systems and business processes. Even in best-case implementation scenarios, companies should still expect performance declines because of the steep learning curves.

By timing cutover during slow business periods, the company gives itself more slack time to iron out systems kinks. It also gives employees more time to learn the new business processes and systems. In many cases, we advise our clients to reduce incoming orders during the cutover period.

Questions:

a) From the above case what are the two reasons for failure of ERP solutions?

b) What should have been the realistic operating scenarios for success?

Seat
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M.B.A. (Semester - III) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Human Resource Management
Human Resource Initiatives

Day & Date: Wednesday, 08-03-2023
 Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

Q.1 Multiple Choice Questions.**16**

- 1) _____ is an important part in talent management.
 - a) Navigate initiative
 - b) Recruitment initiative
 - c) Selection initiative
 - d) Development initiative
- 2) _____ is not a component of emotional intelligence.
 - a) Self-awareness
 - b) Negation
 - c) Motivation
 - d) Empathy
- 3) _____ is about developing staff to meet both organizational and individual.
 - a) knowledge management
 - b) Talent management
 - c) Workforce Management
 - d) Criteria Management
- 4) When people wish to work with you it is termed as _____ of choice.
 - a) Employer
 - b) Employee
 - c) Colleague
 - d) Friend
- 5) _____ are the employees that exhibit the necessary skills for a leadership or management position.
 - a) Potential employees
 - b) High Potential employees
 - c) Good Employees
 - d) Bad employees
- 6) Information that is stored inside a person's mind is _____ knowledge.
 - a) Tactic
 - b) Explicit
 - c) Real
 - d) Unreal
- 7) _____ policies are made by HR department.
 - a) Management Policies
 - b) HR policies
 - c) General policy
 - d) LIC policy
- 8) _____ is a process to identify key competencies for an organization.
 - a) Recruitment and selection
 - b) Ruling
 - c) Competency mapping
 - d) HR policy
- 9) _____ refers to employees who excel in their current roles.
 - a) High potential
 - b) High performance
 - c) Both A and B
 - d) Neither A nor B
- 10) Information that is stored inside a person's mind is _____ knowledge.
 - a) Tactics
 - b) Explicit
 - c) Real
 - d) Unreal
- 11) Knowledge management revolves around _____.
 - a) People
 - b) Material
 - c) Machine
 - d) Money

- 12) Navigate initiative is an important aspect in _____.
 a) Knowledge Management b) Talent Management
 c) High potential employees d) Qualified Employee
- 13) Emotional intelligence is about being concerned about _____.
 a) Perception b) Attitude
 c) Ego d) Emotions
- 14) _____ are non- negotiable when you are working in a leadership role.
 a) Managerial Skills b) Technical skills
 c) Emotional skill d) Attitude
- 15) _____ facilitate in achieving the organizational objectives specifically about workforce in the organization.
 a) HR model b) HR policies
 c) HR work d) HR book
- 16) _____ is a capacity that exists in a person that leads to behavior that meets the job.
 a) Competence b) Behavior
 c) Knowledge d) Attitude

Q.2 Write short notes on. **16**
 a) High potential employees.
 b) Rightsizing of workforce.

Q.3 Write short notes on. **16**
 a) Emotional Intelligence.
 b) Knowledge management.

Q.4 Explain the concept and meaning of talent management. What are the objectives of talent management? **16**

OR

Define employee engagement. Who are the drivers of employee engagement?
 How is it measured.

Q.5 Attempt the following case study. **16**

Ranbir is the Chief executive officer of a company. The Company has been growing and has recruited quite a few specialists recently. The functional heads in the company have to meet their staff in an open meeting every two months. Ranbir detested these meetings. It was open to everyone in the office. The staff came up with a long list of trivial and tiresome complaints and grievances. They repeated the same things and spoke at length. Even when the staff knew of the constraints, they went on with their complaints. They wanted more space for lounge, for bathrooms and crèche. Ranbir pointed to lack of space, and yet the staff continued to complain. Ranbir cultivated a habit of sitting through the meeting with a cheerful face, but with his mind switched off from the proceedings. The meeting became a tiresome ritual he had to get through. Due these issues many employees had left the company and its further hampering the Business of the company.

Analysis the above case and answer the following questions.

- a) In Ranbir's situation what action would you have taken and why?
 b) Was Ranbir right in his behaviour?
 c) What measures would be taken to improve the situation.

Seat No.	
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**M.B.A (Semester - III) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
International Business Management
Export Policy, Procedures and Document**

Day & Date: Thursday, 09-03-2023
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 correct alternatives given below.

16

- 1) Exporters are required to open a _____ in the name of their firms or companies with a commercial bank which is authorized by the Reserve Bank of India (RBI) to deal in foreign currency transactions.
 - a) Current Account
 - b) Saving Account
 - c) Only B
 - d) A and B
- 2) Classification of Export and Import goods published by the directorate General of Foreign Trade (DGFT) is _____.
 - a) Prohibited goods
 - b) Restricted goods
 - c) State Trading Enterprises
 - d) All of these
- 3) _____ is issued by a financial institution when the seller wants the payment of the goods before shipment.
 - a) Pre-shipment finance
 - b) Post -Shipment Finance
 - c) Shipment Finance
 - d) None of these
- 4) Bill of lading is to be submitted within _____ from date of shipment, if no specific time is mentioned in the document.
 - a) 21 days
 - b) 15 days
 - c) 10 days
 - d) 25 days
- 5) A limited range of goods are prohibited or restricted at import and export. The following are the main categories of goods affected _____.
 - a) domestic cats or dogs
 - b) illegal or dangerous drugs
 - c) indecent or obscene goods
 - d) All of these
- 6) The primary role of _____ is to contain, protect and preserve a product as well as aid in its handling and final presentation.
 - a) Packaging
 - b) Labeling
 - c) Producing
 - d) All of these
- 7) _____ risk refer to the probability of loss due to a borrower's failure to make payments on any type of debt.
 - a) Credit
 - b) Financial
 - c) Profit
 - d) All of these
- 8) DGFT stand for _____.
 - a) Director General for Foreign Trade
 - b) Direct Goods Foreign Transfer
 - c) Directorate General for Fixed Trading
 - d) Director Generic Foreign Trade

- 9) EPC stand for _____.
 a) Export Promote control b) Export Promotion Council
 c) Export Production Centre d) External Production Centre
- 10) _____ as unwanted government interference with business operations.
 a) Political Risk b) financial Risk
 c) Commercial Risk d) All of these
- 11) The _____ are considered to be among the safest and most secure mode for payment available to the exporter and the importer for trade deals.
 a) letters of credit (LCs) b) Cash Payment
 c) bill of Exchange d) None of these
- 12) Export Promotion Organizations can play a very important role in _____ Indian Product abroad.
 a) trading b) promoting
 c) exchanging d) placing
- 13) _____ can help a company satisfy its customers, meet regulatory requirements, and achieve continual improvement.
 a) ISO 9000 b) ISO 14000
 c) BIC 14000 d) None of these
- 14) BIS stand for _____.
 a) Bureau of Indian Standards b) Branding of Indian strategy
 c) Branding of Institution Strategy d) Branding of Inventory State
- 15) The _____ is a transporter's document required to be submitted with customs for import customs approval.
 a) Letter of credit b) bill of lading
 c) Air way bill d) Cheque
- 16) _____ is a bill of lading used when the goods are shipped using airtransport.
 a) Airway bill b) Bill of lading
 c) Cheque d) Shipment Bill

Q.2 Write short Note. 16
 a) Types of Marin Insurance.
 b) Role of Export Credit Guarantee Corporation.

Q.3 Attempt the following question. 16
 a) Letter of Credit.
 b) Export Procedure/Steps.

Q.4 Answer the following Long answer. (any one) 16
 a) What is Pre-shipment and post Shipment finance. Explain the difference between the Pre-shipment and post Shipment finance and advantages of the Pre-shipment and post Shipment finance.

OR

b) What is Importing of Goods? Explain advantages, disadvantages of importing goods, and the steps involve in the Importing of goods.

Q.5 Attempt the following question.
Containerized Cargo: Safely into the Future?
Setting the Scene

In this case, the insured shipment comprised readymade garments, which were sold by a shipper in South-East Asia to a buyer in Durban, South Africa.

The goods were sold on a "DP at sight" (documents against payment) basis. Freight was prepaid and insurance was taken out by the shipper in South-East Asia. Ten separate Certificates of Insurance were issued, for a combined insured value in excess of 4 million US dollars.

The goods were packed into ten 40' containers. The containers were loaded onboard two vessels at a South-East Asian port. Ten separate Bills of Lading were issued. The vessels proceeded to Singapore, where the containers were transhipped onto five vessels for onward carriage to Durban.

The vessels arrived at Durban, and berthed at the Container Terminal. In every case, the containers were landed from the vessels shortly after arrival.

The containers were uplifted from the port by privately owned transport, within one week of having been landed, and were delivered to an address outside Johannesburg, 600 kilo-meters from Durban. The empty containers were turned in to the premises of various privately owned container depots in Johannesburg.

A claim for the theft of the entire shipment was instituted by the shipper. We were instructed by the Insurers some four months after the alleged theft had taken place.

Our starting point was to establish contact with the purported buyer.

The South African Buyer.

The buyer's premises were located in a small building situated within an industrial area near Durban. The building was in a state of considerable disrepair. After some difficulty, contact was made with the owner of the company.

He repeatedly refused to speak to us. However, after gentle persuasion, he eventually stated that:

1. He had not ordered the goods in question, nor had he ever heard of or had any dealings with this particular shipper;
2. The first time he had heard about the goods was when his bankers had contacted him and advised that they had received documents relating to the goods from the shipper's bankers;
3. He had instructed his bankers to return the documents to the shipper's bankers; He refused to say any more, and referred us to his lawyers. His lawyers refused to speak to us.

Although we were less than satisfied with his statement, we found no firm evidence during our investigation to suggest that he had taken delivery of any of the containers or goods.

The Shipping Line's Durban

Agents Upon contacting the shipping line's Durban agents, we were advised that they were not prepared to comment, or to provide any information whatsoever. We were further advised that the matter was in the hands of their liability insurers.

The Banks.

We turned our attention to three local banks, which had been named as the Consignees on the various Bills of Lading. Assuming that original Bills of Lading had been presented to the shipping line's agents for release of the containers, it followed that someone must have paid for the goods in order to obtain the original Bills of Lading from the banks.

The banks advised us that the original Bills of Lading, Supplier's Invoices, Packing Lists and Certificates of Insurance had been returned to the shipper's bank.

There had been a considerable exchange of correspondence between the banks and, ostensibly, the purported buyer, well after the containers had been removed. The correspondence related to requests by the purported buyer for extensions and/or amendments to the terms of payment.

We concluded that the shipping line's Durban agents had apparently released the containers without production of the original Bills of Lading.

The Container Terminal.

A Container Terminal Order (CTO) must be issued for containers to be released by the Container Terminal.

During the investigation, meetings were held with the Administration Manager at the Container Terminal. He stated that to his recollection, all the CTO's pertaining to the containers in question had been issued by the shipping line's local agents in Durban.

He was unable to provide us with copies of the CTO's or indeed any other documentation relating to the containers. He explained that he simply did not have the documentation, that he assumed this had been taken by the Police in the course of their investigation, and that no copies had been left on file.

He stated that the containers appeared to have been released in the normal manner.

Customs Documentation.

The Bill of Entry is a Customs clearance document, which is framed by the importer or his agent and presented to Customs & Excise.

The requirement for presentation of these documents is to prevent the release of containers before Customs duties have been paid.

We obtained copies of the Bills of Entry issued in respect of the containers, and noted the following:

1. Each Bill of Entry contained a Customs Export stamp.
2. The remover was shown as a company based in Mozambique.
3. The Bills of Entry were signed, ostensibly, by the South African buyer.
4. All the Bills of Entry were in the same handwriting and issued on the same date.

In discussions with representatives from the Department of Customs & Excise, it was confirmed to us that the Bills of Entry were fraudulent. We were advised that the Department was conducting its own investigation into the matter.

We concluded that the Bills of Entry had been fraudulently prepared and presented for the sole purpose of obtaining release of the containers from the Container Terminal in Durban.

The Road Transport Brokers.

In each and every instance, the instructions for delivery of the ten containers had originated from a single transport brokerage company in Durban.

The transport brokers advised us that their instructions had been received from an individual who we will refer to as "Mr X". The transport brokers maintained that the instructions had been given telephonically, and that they had never actually met Mr X. They also maintained that no written instructions had been received, and that the deliveries had been undertaken on a "cash on delivery" basis.

The transport brokers provided us with copies of their individual instructions issued to subcontractors who were, variously, other transport brokers or physical road transport companies.

This practice is quite customary in South Africa. A transport broker will receive an instruction from an importer or his agent, after which that broker may in turn subcontract to another transport broker who will in turn subcontract to the physical road transport company, each party taking his percentage at the various stages. It is not uncommon for five or six different transport brokers and/or road transport companies to be involved in the collection and delivery of a single container.

The transport brokers produced a copy of a cash cheque in the amount of '50.000 which was apparently given to them as payment for the delivery' of the containers. The cheque had been presented to the bank and dishonored.

The transport brokers advised us that they had subsequently met with an unknown party in a parking garage outside Johannesburg, and collected the amount of 50,000, in cash, in a brown paper bag.

The transport brokers maintained that they had heard no more from Mr X after the deliveries of the containers had been effected. They supplied a mobile telephone number for Mr X. This was found to have been disconnected.

The transport brokers stated that, in their opinion, the goods were long gone, and had been sent exactly where they were intended to be sent.

The Scene of the Crime.

We attended at the address outside Johannesburg to which the containers had been delivered. The address was that of a private house.

The owner of the house was interviewed. He confirmed that Mr X, who drove a red Porsche sports car, had rented the house from him. Mr X had subsequently disappeared without having paid the rent, and also after having removed some of the more expensive fittings from the house.

The owner was also aware that at least one shipping container had been delivered to the house. Cardboard cartons had been removed from the container and stacked against the house. The cartons had subsequently been removed by a fleet of light delivery vehicles.

The owner confirmed having reported the matters of outstanding rent and theft of fittings to the Police.

Police Investigation.

Initial attempts to contact the two Police detectives investigating the case were unsuccessful. We were subsequently advised that following a disciplinary enquiry, both detectives had been transferred out of the Police unit responsible for investigating matters of this nature.

A special Police task force, financed by local business interests, had been set up with a brief to investigate not only this alleged theft but also various other similar and possibly connected thefts of containers. We met with detectives assigned to the task force in Johannesburg.

They advised us that container theft in South Africa, as in other parts of the world, was believed to be the work of organized crime syndicates, some with international links. Outwardly respectable businessmen, Customs officials and policemen were believed to be involved in the criminal activities of the syndicates.

The detectives advised us that it would not be in their interests or ours for them to share any information with us. All the detectives were prepared to say was that Mr X was known to them, and was being sought by them in regard to the matter of the ten containers.

Restatement of Facts.

It is clear from the following restatement of facts that the movement of the containers was orchestrated as follows:

1. The shipper appeared to have believed that he had sold the goods to a buyer in Durban, South Africa. Freight was prepaid and insurance was taken out by the shipper.
2. The purported buyer was intended to receive the relevant original documentation on a "cash against documents" basis, the original documents being held by three South African banks.
3. The goods were packed into ten 40' containers which were loaded onboard two vessels in South-East Asia. The containers were transshipped onto five vessels at Singapore for onward carriage to Durban.
4. The containers were landed at the Container Terminal in Durban. The initial movement of the containers was controlled by the shipping line's Durban agents.
5. The initial sale between the shipper and the purported buyer (if there was in fact a sale, which is doubtful) apparently fell through, and the shipper intended that the containers should be held in bond pending the re-negotiation of the sale.
6. During these negotiations, the containers were uplifted by various road transport companies and delivered to premises outside Johannesburg.
7. Fraudulent Customs documents were prepared and presented to the Container Terminal in order for the containers to be uplifted.
8. The original sale documents, specifically the original Bills of Lading, were never released by the banks. There was evidence to suggest that the shipping line's Durban agents had released the containers without the presentation of the original Bills of Lading.
9. In every instance, the road transport instructions were issued by a single road transport brokerage, which was in turn acting in accordance with verbal instructions received from a Mr X. The deliveries were all undertaken on a "cash on delivery" basis.
10. There was no firm evidence to suggest that the purported buyer had received the goods. Similarly, there was no firm evidence to suggest that he was directly involved in the disappearance of the containers.

- a)** Discuss the fact of the case study.
- b)** Which is the customs document?
- c)** Discuss the importance of custom documentation in short.

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Set P

**M.B.A (Semester - III) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Agriculture & Co-Operative Management
Agriculture Marketing**

Day & Date: Friday, 10-03-2023
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 Select the appropriate alternative from the given alternatives.

16

- 1) _____ means the determination of the standards to be established for different commodities.
 - a) Standardization
 - b) Grading
 - c) Transportation
 - d) Packaging
- 2) Which of the following best describes an oligopoly?
 - a) many monopolistically competitive firms
 - b) a few firms sharing monopoly power
 - c) a former monopoly that has been broken up by the government
 - d) a government-granted franchise or monopoly
- 3) Classification of rural markets includes _____.
 - a) consumer market
 - b) industrial market
 - c) services market
 - d) all of the above
- 4) The process of assembling, storage, grading, packaging and distribution of different agricultural products is known as _____.
 - a) Agricultural marketing
 - b) Agricultural diversification
 - c) Agricultural management
 - d) Agricultural banking
- 5) Which of the following is not an agricultural input?
 - a) Seed
 - b) Tractor
 - c) Pesticide
 - d) None of the above
- 6) _____ is the act of storing goods that will be sold or distributed later.
 - a) Warehousing
 - b) Packaging
 - c) Transportation
 - d) None of these
- 7) Marketing agencies includes _____.
 - a) Farmers
 - b) Producers
 - c) Middlemen
 - d) All of the above
- 8) Marginal revenue is equal to price for which one of the following types of market structure?
 - a) Perfect competition
 - b) Monopolistic competition
 - c) Monopoly
 - d) Oligopoly
- 9) _____ distribution system can be used to penetrate the rural market.
 - a) Satellite
 - b) Selective
 - c) Exclusive
 - d) Intensive

Seat No.	
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**M.B.A. (Sem - IV) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Business Ethics & Corporate Governance**

Day & Date: Monday, 13-02-2023
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) _____ is the evaluation of business activities and behaviours as right or wrong.
 - a) Ethics
 - b) Conduct
 - c) Business Ethics
 - d) Ethical conduct
- 2) _____ are guides to moral behavior.
 - a) Beliefs
 - b) Ethical rules
 - c) Honesty
 - d) Stealing
- 3) _____ may refer to general areas of business conduct or may apply to a specific area of the firm's behavior.
 - a) Corporate
 - b) Business
 - c) Functional
 - d) Codes
- 4) The underlying principles of the combined code of corporate governance and conduct are _____.
 - a) Acceptability
 - b) Closeness
 - c) Integrity
 - d) Accountability and Responsibility
- 5) _____ is a tool for corporate governance.
 - a) Training
 - b) Recruitment
 - c) Communication
 - d) Consulting
- 6) Corporations are controlled and directed by _____.
 - a) Corporate ethics
 - b) Corporate codes
 - c) Corporate Governance
 - d) Corporate mechanism
- 7) A _____ is a problem situation or opportunities requiring an individual, group or organization to choose among several actions that must be evaluated as right or wrong.
 - a) Crisis
 - b) Ethical issue
 - c) Indictment
 - d) Fraud
- 8) A board that is elected in a classified system is known as _____.
 - a) Diversified board
 - b) Staggered board
 - c) Rotating board
 - d) Declassified board
- 9) Better access to certain markets, differentiation of products and the sale of pollution control technology are ways in which better environmental performance can _____ revenue.
 - a) Increase revenue
 - b) Increase costs
 - c) Decrease revenue
 - d) Decrease costs

- 10) The corporate governance structure of a company reflects the individual companies _____.
 - a) Cultural and Economic system
 - b) Legal and Business system
 - c) Social and Regulatory system
 - d) All of the above
- 11) The first step in the building process should be to secure the commitment of _____.

a) Employees	b) Top Executives and Directors
c) Stockholders	d) Customers
- 12) The Primary stakeholders are _____.

a) Customers	b) Suppliers
c) Shareholders	d) Creditors
- 13) _____ is not a corporate social responsibility theory.

a) Rights Theory	b) Legitimacy Theory
c) Stakeholder Theory	d) Enlightened self-interest
- 14) _____ is not one of the underlying principles of corporate governance combined code of practice.

a) Openness	b) Integrity
c) Accountability	d) Acceptability
- 15) _____ is not one of the elements of financial reporting.

a) Assets	b) Liabilities
c) Expenses	d) Cash flows
- 16) _____ is not an impact that underpins corporate social responsibility.

a) Social	b) Political
c) Economic	d) Environmental

Q.2 Answer the following short questions. 16
 a) Define Business Ethics? Explain the objectives of Business Ethics.
 b) Mention the stages of Ethical Consciousness.

Q.3 Attempt the following short answers. 16
 a) Teleological Ethical Theory
 b) Transcultural Issues

Q.4 Attempt any one of the following. 16
 a) Explain corporate social responsibility and its significance in business.
OR
 b) Explain the ethical issues in Finance.

Q.5 Attempt the following case study. 16
BHOPAL GAS TRAGEDY

December 3, 2009, marked the 25th anniversary of the world's worst ever industrial disaster - the gas leak that occurred at Union Carbide India Ltd's (UCIL) pesticide plant in Bhopal (Madhya Pradesh, India). The tragedy that instantly killed more than 3,000 people and left thousands injured and affected for life, occurred when water entered Methyl Isocyanate (MIC) storage tank No. 610 of the plant on December 3, 1984. MIC is one of the deadliest gases produced in the chemical industry and is known to react violently when it comes into contact with water or metal dust. Though the plant was closed down soon, the after-effects of.

The fact that UCC and then Dow had been able to evade the real costs of compensation and clean-up, was viewed by critics as an example of the power and impunity enjoyed by multinational corporations. The victims' struggle against UCC, and then Dow, were recognized as the world's longest running struggle against corporate excesses. Experts felt that the outcome of this struggle would have huge implications for globalization. And as such, the incident at Bhopal was not just an industrial disaster from the past century, but a very important issue of the new millennium of people's right, government responsibility, and corporate accountability.

Case Questions.

- a) Analyze and understand the world's worst industrial disaster, its reasons, and consequences (both short-term and long-term), and why it is relevant even today.
- b) Discuss and debate the stance taken by the multinational corporation, host government, and other stakeholders following the disaster.

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**M.B.A. (Semester - IV) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Total Quality Management**

Day & Date: Tuesday, 14-02-2023
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) Fourteen points frameworks for quality and productivity improvement was suggested by _____.
 - a) Crosby
 - b) Ishikawa
 - c) Deming
 - d) Juran
- 2) 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
- 3) Kaizen is a Japanese term meaning _____.
 - a) Continuous improvement
 - b) Just-in-time (JIT)
 - c) A fishbone diagram
 - d) Setting standards
- 4) 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
- 5) 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
- 6) Juran's quality management philosophy is based on three pillars namely planning, control and _____.
 - a) Implementation
 - b) Improvement
 - c) Monitor
 - d) Design
- 7) A _____ chart can be used to identify the most frequently occurring defect.
 - a) Pareto
 - b) Ishikawa
 - c) Histogram
 - d) Scatter
- 8) _____ is about supplying customers with what they want when they want it.
 - a) JUT
 - b) HET
 - c) JAT
 - d) JIT
- 9) Quality practices must be carried out _____.
 - a) At the start of the project
 - b) Throughout the life of the project
 - c) At the end of the project
 - d) No need to carry out quality practices

- 10)** The ISO created the ISO 14000 family of standards in the year ____.
- a) 1956
 - b) 1966
 - c) 1978
 - d) 1996

B)**06**

- 1) The defect concentration diagram can be used in the define stage of the DMAIC.
- 2) Pareto chart can be used to identify the most frequently occurring defect.
- 3) Kaizen is a Japanese term meaning just in time.
- 4) Quality is not only products and services but also includes people, processes, and the environment.
- 5) Malcolm Baldrige national quality award is for Total Quality Management.
- 6) ISO 14000 is not for environment management.

Q.2 Answer the following. (Short notes)**16**

- a) Deming award
- b) Cost of quality
- c) Types of quality
- d) Concept of Total quality management

Q.3 Answer the following. (Short notes)**16**

- a) ISO 14000
- b) Quality circles

Q.4 Answer the following. (Any One)**16**

- a) Define Just-in Time. Explain its objectives and methods.

OR

- b) Define benchmarking. Explain its objectives, advantages and obstacles to successful benchmarking.

Q.5 Answer the following. (Any One)**16**

- a) Write an explanatory note on concept and implementation of six sigma.

OR

- b) Explain the meaning of 5S. What are the benefits of 5S?

Q.5 Attempt the following case study.**Mercedes-Benz (2011)**

Mercedes-Benz is a widely recognised automobile manufacturer known for its luxury vehicles all over the globe. It is headquartered in Stuttgart city of Germany.

Objective

the campaign was aimed at increasing brand awareness amongst the younger generation.

Implementation

The company runs multiple Twitter accounts- the German (@Mercedes Benz) and the American (@MBUSA) handle take the lead with 1.6 million and 582,000 followers respectively. Regular tweeting of an average 6-8 times per day helped the brand keep its followers engaged.

The brand shared news about car races, images of its historical cars, and evolution of its vehicles. It used popular hash tags like #Midweek Motivation to make its messages more impactful and expand the reach of its content.

The company launched a campaign called "Mercedes Benz Tweet Race". The Campaign's tagline was "Get 4 Tweets, Drive 1 Mile: The Mercedes Benz Tweet race to the super Bowl". This competition was held for three days with four teams and 1400 miles. They called tweets as car's fuel. Four two person driving teams enlisted on Face book embarked on the challenge, powered only by their online followers' tweets/ Teams were in charge of generating engagement to indeed drive them forward in real Mercedes Benz Cars. The teams competed for a pair of new C-Class Coupes. The teams had Twitter celebrities as coach who rallied online support for their teams. The four drivers, each paired with a co-driver were chosen from about 2000 applicants on the basis of their social media authority. On a random basis, each team was assigned a city from where they had to start the race- Chicago, Los Angeles, New York and Tampa. The teams had to arrive at the super Bowl XLV in Dallas, Texas, Members of the team prepared for the race over three weeks mobilising their Twitter followers and urging them to join the team. Supporters who joined the team before the race starts were eligible to win a trip to the events sponsored by Mercedes Benz such as the US Open Fashion Week and PGA Championship. A virtual race was organised on Twitter and recorded a series of events LIVE on the website-www.mbtweetrace.com. it generated a huge number of unfiltered content from teams and their supporters. The race continued for a period of three days and teams earned points based on tweet activity and performance on social media challenges they faced along the way. The team that scored the highest points won the race and the driver and co-driver won the C-Class Coupe each.

Results.

The Mercedes Benz Tweet Race reached millions of people and allied the brand with a new set of young audience. More than 27000 active participants generated more than 150,000+ tweets reaching close to 25 million people worldwide.

Case Questions.

- a) Critique the tweet race campaign.
- b) Do you think Mercedes Benz succeeded in achieving its objective?
- c) How can you improve the campaign?
- d) What are the advantages of digital marketing?

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**M.B.A. (Sem - IV) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)**

Financial Management

Financial System of India, Markets & Service

Day & Date: Thursday, 16-02-2023
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) _____ is the central banking authority in India.
 - a) RBI
 - b) NABARD
 - c) Ministry of Finance
 - d) SEBI
- 2) _____ is a product whose value is derived from the value of underlying asset.
 - a) Repo
 - b) T-Bills
 - c) G.Sec
 - d) Derivatives
- 3) The capital market in India is controlled by _____.
 - a) RBI
 - b) NABARD
 - c) SEBI
 - d) IRDA
- 4) The payoffs for financial derivatives are linked to _____.
 - a) Securities that will be issued in the future
 - b) The volatility of interest rates
 - c) Previously issued securities
 - d) None of the above
- 5) The First player of the Mutual fund industry was _____.
 - a) ICICI MF
 - b) UTI MF
 - c) SBI MF
 - d) LIC MF
- 6) Indian financial service comprises of _____.
 - a) Scheduled commercial bank
 - b) No banking financial institutions
 - c) Urban co-operative bank
 - d) All of above
- 7) Financial derivatives include _____.
 - a) stocks
 - b) bonds
 - c) futures
 - d) none of the above
- 8) _____ is a link between savers & borrowers, helps to establish a link between savers & investors.
 - a) Marketing
 - b) Financial market
 - c) Money market
 - d) None of these
- 9) Primary market and secondary market _____.
 - a) Control each other
 - b) Complement each other
 - c) Compete with each other
 - d) Contradict each other
- 10) _____ instrument is issued by government as a means of financing it's cash requirements.
 - a) ADRS
 - b) Treasury bills
 - c) Equity
 - d) GDRS

Q.5 Attempt the following case study.

A complaint was received from the director of a securities firm stating that there was an unauthorized execution of a call option resulting in a loss to the complainant. The complainant company was dealing in sale and purchase of shares on behalf of clients. As a broker of the stock exchange, they were providing trading facilities of the equity and futures and options markets to their sub-brokers/ high net worth individual clients. This was done at the clients' premises through ISDN lines/ normal telephone lines/ VPN with predefined passwords and user IDs on their trading terminals. As per the complaint a fraudulent trade was executed by selling a call option by using the user ID and password provided to one of the complainant's client. An interesting aspect was that this call option was the most inactive for trading purposes and no trade had taken place except for the fraudulent trade.

Investigation

The stock exchange provided the details of the trade log for call option of buyer and seller. The user ID that was used to book the order could be traced from the information provided. Some of the information that was provided was:

Date - Buy Client Name/Address

- Trade Number - Sell Member Code
- Trade Time - Sell Trading Member Name
- Trade Quantity - Sell Client Code/Name/Address

The complainant's client was examined who stated that they had not executed this trade. The data of the computer installed at their premises was scrutinized for system error log, access log, event log, and broadcast server log. The analysis of the logs revealed that the computer system of the client was not logged during the days when the fraudulent trades were executed. The configuration indicated that for executing the transaction through the internet, access to the network was imperative. Such access was authorized by the firewall installed at the network of the complainant.

Analyze the above case in light of issues related with online trading.

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M.B.A. (Semester - IV) (New) (CBCS) Examination: Oct/Nov - 2022
(COLLEGE AND UNIVERSITY CAMPUS)
Tourism and Hospitality Management
Accommodation Management

Day & Date: Friday, 17-02-2023
 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.

16

- 1) _____ refers to a dining system where the guest serves themselves.
 - a) Back bar
 - b) Banquet
 - c) Cocktail
 - d) Buffet
- 2) The following takes care of complaint handling _____.
 - a) Travel desk
 - b) Receptionist
 - c) GRE
 - d) Both b & c
- 3) The department normally responsible for servicing rooms.
 - a) Reception
 - b) Housekeeping
 - c) porterage
 - d) Maintenance
- 4) _____ is the head of the housekeeping department.
 - a) Chef De Cuisine
 - b) Executive Housekeeper
 - c) Engineer
 - d) None of these
- 5) The person responsible for the landscapes and gardens of the hotel premises is _____.
 - a) Florist
 - b) Horticulturist
 - c) Public area supervisor
 - d) Gardener
- 6) The job of a _____ is a mammoth task because he keeps track of all linen as they would number in thousands.
 - a) Linen Room Supervisors
 - b) Uniform Room Attendants
 - c) Linen Room Attendant
 - d) Linen changer
- 7) _____ is responsible for the cleanliness, maintenance and presentability of all public areas.
 - a) Floor Supervisor
 - b) Public Area Supervisor
 - c) Helper
 - d) Head Houseman
- 8) _____ is responsible for the supply of clean dry towels, soaps and Perfumeries.
 - a) Night supervisor
 - b) Cleaner
 - c) Clock Room Attendants
 - d) House keeper
- 9) _____ are also known as chamber maids or room boys
 - a) Room attendants
 - b) Cleaners
 - c) House keepers
 - d) Receptionists
- 10) _____ a place where the washing and finishing of clothes and other washable articles are carried out
 - a) Spa
 - b) Kitchen
 - c) Laundry
 - d) Ironing place

- 11) _____ deals with the provision of restaurant services.
a) Food and beverages b) Reception department
c) Accommodation department d) Housekeeping
- 12) _____ procures out-of-stock items for housekeeping.
a) Reception counters b) Accommodation department
c) The purchase department d) Food and beverages
- 13) Room allocation means _____.
a) Having enough rooms b) Room status
c) Securing a vacant ready room d) Room diary
- 14) Important aspect in hospitality industry is _____.
a) HRM b) Accountancy
c) Engineering d) Architecture
- 15) _____ is necessary for improving and upgrading their knowledge and skills in relation to the respective jobs they are handling.
a) Recruitment b) Selection
c) Training and development d) Coordination
- 16) _____ function to keep the morale of the employees high.
a) Induction b) Recruitment
c) Motivation d) Control

Q.2 Write a short note on **16**

- a) Floor Lighting
b) Designing a customer feedback form

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

- a) Eco housekeeping
b) Induction and training in hospitality management

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

- a) What is meant by housekeeping department? What are the roles and responsibilities of housekeeping department?

OR

- b) Write an explanatory note on legal concerns for front office operations

Q.5 Answer the following question. **16**

What is the importance of interior designing and decoration in hospitality industry?

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**M.B.A. (Semester - IV) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)**

Production and Materials Management - Industrial Engineering

Day & Date: Monday, 20-02-2023
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 A) Multiple-choice question.

10

- 1) BPR stands for _____.
 - a) Business Product reengineering
 - b) Business Process reengineering
 - c) Better Process reengineering
 - d) Business Process resubmit

- 2) Productivity is defined as _____.
 - a) Number of items manufactured per day
 - b) Output per man-hour of labour
 - c) Cost per day
 - d) Cost per unit

- 3) Work study consists of _____.
 - a) Effective use of plant and equipment
 - b) Effective use of human effort
 - c) Evaluation of human work
 - d) All of the above

- 4) The objective of work measurement is _____.
 - a) Plan and schedule of production
 - b) Formulate a proper incentive scheme
 - c) Estimate selling price and delivery dates
 - d) All of above

- 5) Ergonomics' is related to human _____.

a) Comfort	b) Safety
c) Both 'a' and 'b'	d) None of the above

- 6) Objective of Work Study is to improve _____.

a) Cycle time	b) Productivity
c) Production	d) All of the above

- 7) The correct order of procedure in method study is _____.
 - a) Select - Record - Examine - Develop - Define - Install - Maintain
 - b) Select - Define - Examine - Develop - Record - Install - Maintain
 - c) Select - Record - Develop - Examine - Define - Install - Maintain
 - d) Select - Record - Examine - Define - Develop - Install - Maintain

Seat No.	
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**M.B.A. (Semester-IV) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Human Resource Management
Industrial Relations and Labour Laws**

Day & Date: Tuesday, 21-02-2023
Time: 03:00 PM To 06:00 PM

Max. Marks: 80

- Instructions:** 1) Question no. 1 and 2 are compulsory.
2) Attempt any three questions from Q. No. 3 to Q. No. 7.
3) Figure to right indicate full marks.

Q.1 A) Multiple choice questions.

10

- 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) Wage Legislation includes _____.
 - a) Minimum Wages Act
 - b) Payment of Wages Act
 - c) Payment of Bonus Act
 - d) All of these
- 3) Social Security Legislations includes _____.
 - a) Minimum Wages Act
 - b) Factories Act
 - c) Payment of Bonus Act
 - d) The Maternity Benefit Act
- 4) _____ refers to all types of relationship between all the parties concerned with industry.
 - a) Industrial relations
 - b) Human relations
 - c) General relations
 - d) All of these
- 5) Main aspects of industrial relations are _____.
 - a) Promotion and development of healthy manager and labor relations
 - b) Maintenance of industrial peace and avoidance of industrial dispute
 - c) Development of industrial democracy
 - d) All of these
- 6) 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
- 7) The objectives of trade union include _____.
 - a) Employee compensation
 - b) Working Condition
 - c) Recognition and participation
 - d) All of these

Seat No.	
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**M.B.A. (Semester - IV) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)**

International Business Management – International Marketing

Day & Date: Wednesday, 22-02-2023
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) The international market goes beyond the _____ marketer and becomes more involved in the marketing environment in the countries in which it is doing business.
 - a) Export
 - b) Import
 - c) Multinational
 - d) Domestic
- 2) The factors determining the international distribution relate to _____.
 - a) Product
 - b) Competition
 - c) Market
 - d) All of these
- 3) International product life cycle has important implications for a company's _____.
 - a) Product planning
 - b) Strategy
 - c) Brand image
 - d) All
- 4) International law was essentially an amalgam of: _____.
 - a) Treaties
 - b) Covenants & Codes
 - c) Agreement
 - d) All of the above
- 5) _____ is an integrated and comprehensive network of information relating to all areas of international business having a direct or indirect bearing on marketing.
 - a) international marketing data service
 - b) international marketing information system
 - c) international marketing intelligence system
 - d) international marketing artificial intelligence
- 6) Extension of marketing activities across the globe is called as _____.
 - a) International Business
 - b) Universal marketing
 - c) International Marketing
 - d) Borderless Marketing
- 7) _____ refers to the selling of the products below the cost of production or at below the ongoing price in the market.
 - a) Gate pricing
 - b) Dumping
 - c) Cheap pricing
 - d) Countertrade
- 8) Which of the following refers to the unauthorized sale of new, branded products diverted from authorized distribution channels or imported into a country for sale without the consent or knowledge of the manufacturer?
 - a) Grey marketing
 - b) Stealth marketing
 - c) Niche distribution
 - d) Authorized distribution

Q.5 Analyse the case.

Bharat Perfumes Ltd., a renowned company in India was manufacturing two types of perfumes, one based on essential oils and the other alcohol-based perfumes. Perfumes were being exported to Middle East countries. Particularly the essential oil traditional perfumes, also known as Attars, were directed on the orthodox segment of the society. These customers believe in strong perfumes with heavy smell. The perfumes, which were supplied to the customer, were high priced, ranging from Rs. 40,000 to Rs. 50,000 a kilogram. Some special perfumes were also sold at a much higher price ranging up to Rs. 4 lakh/kg. These perfumes were in great demand by various sections of the society. The other types of perfumes are alcohol based and were in the form of sprays with very good packing and were sold in most of the modern stores. The company was concentrating on both types of perfumes. There was more competition in alcohol based western type of perfumes from the western countries and big names English Leather, Yardley, Channel, etc.

The company started its business by sending its own sales representatives for booking orders for both type of perfumes. The salesmen were able to procure a few orders but these orders were not followed up by the customers. After every few months the company had to send its representatives for booking fresh orders. Their procedure was very cumbersome and a lot of expenses were involved. The management then thought of appointing local dealers in foreign countries who would book orders and send them to the company and charge a suitable commission. Another problem was that the customers did not retire some of the consignments and heavy damages and other expenses were also incurred. If the goods were not retired for a long time there were chances of them being spoiled? The company tried to negotiate this aspect with the local agents but no suitable solution was coming forth. The company was keen to establish its business in foreign countries and was looking for suitable selling strategy.

- a) Analysis of the case.
- b) Identification of the problem.
- c) Suggest alternative solution.
- d) Select best solution.

- 10) _____ organization developed BHIM Application.
 - a) NPCI
 - b) RBI
 - c) SBI
 - d) HDFC
- 11) UPI always used in _____ methods.
 - a) Mobile
 - b) Bank account no
 - c) VPA
 - d) All the above
- 12) UPI Stands for _____.
 - a) Unified Payment Interface
 - b) Unified Payment India
 - c) Union Public Interface
 - d) None of these
- 13) UPI service launched in _____.
 - a) 2016
 - b) 2017
 - c) 2018
 - d) 2020
- 14) Customer interface is maximum at the _____ level.
 - a) Zonal office
 - b) Branch office
 - c) Regional office
 - d) Head office
- 15) The objective of computerization in India is to _____.
 - a) replace men with machines
 - b) make the work-life more meaningful
 - c) control the manpower
 - d) control the economy
- 16) ATMs are primarily used for performing the _____ functions.
 - a) infrastructure
 - b) Computer-based
 - c) banking
 - d) hospitalized

Q.2 Answer the following short questions. 16

- a) Explain the problematic issues in e - banking management.
- b) Explain core banking system.

Q.3 Answer the following short questions. 16

- a) Explain managerial challenges in E- Banking.
- b) Discuss on information security, measures, policy & control.

Q.4 Answer the following questions. (Any One) 16

- a) Define E-banking? Explain barriers and risk in E- banking.
- b) Discuss on RBI Committee report on information system.

Q.5 Explain delivery channels in details with the help of following types/methods. 16

(ATM, EFT, POS, Phone Banking, Internet Banking, SMS Banking, Mobile Banking, Credit/Debit Cards, Smart Cards, E-Commerce-Secure Electronic Transfer).

Seat No.	
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**M.B.A. (Semester - IV) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)**

**System Management
Relational Database Management System**

Day & Date: Friday, 24-02-2023
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 right option for each of the following from the choices given. 16

- 1) What is a subquery?
 - a) A subquery is a select-from-where expression that is nested within another query
 - b) A subquery is any query that is nested within another query
 - c) A subquery is a relation that is externally specified which can be used to handle data in queries
 - d) A subquery is a condition that excludes all the invalid tuples from the database

- 2) In an ERD attributes are represented by _____.
 - a) rectangle
 - b) square
 - c) ellipse
 - d) triangle

- 3) ERD stands for _____.
 - a) Error Rectification Diagram
 - b) Entity Rational Diagram
 - c) Entity Relationship Diagram
 - d) Entity Ratio Diagram

- 4) _____ maintains the accuracy and consistency of data within a relationship
 - a) Entity integrity
 - b) Referential Integrity
 - c) Domain Integrity
 - d) Check integrity

- 5) _____ data type can store unstructured data.
 - a) Raw
 - b) Char
 - c) Varchar
 - d) Number

- 6) Modifying a structure of a table can involve which of the following tasks?
 - i) Deleting a field
 - ii) Renaming a field
 - iii) Adding a field
 - iv) Renumbering the record numbers.
 - v) Resizing a field
 - vi) Changing the data entered for a field.
 - a) i,ii,iii,v
 - b) i,ii,iv,vi
 - c) ii,iii,iv,v
 - d) i,iii,iv,v

- 7) Delete command is of _____ type.
 - a) DML
 - b) DCL
 - c) DDL
 - d) None of these

- 8) The _____ clause allows you to form groups based on the specified condition.
 - a) Order by
 - b) Group by
 - c) Having
 - d) CEIL

Q.5 Analyze the following case and answer the questions below:

A database is to be designed for a Car Rental Co. (CRC). The information required includes a description of cars, subcontractors (i.e. garages), company expenditures, company revenues and customers. Cars are to be described by such data as: make, model, year of production, engine size, fuel type, number of passengers, registration number, purchase price, purchase date, rent price and insurance details. It is the company policy not to keep any car for a period exceeding one year. All major repairs and maintenance are done by subcontractors (i.e. franchised garages), with whom CRC has long-term agreements. Therefore the data about garages to be kept in the database includes garage names, addresses, range of services and the like. Some garages require payments immediately after a repair has been made; with others CRC has made arrangements for credit facilities. Company expenditures are to be registered for all outgoings connected with purchases, repairs, maintenance, insurance etc. Similarly the cash inflow coming from all sources - car hire, car sales, insurance claims - must be kept in file. CRC maintains a reasonably stable client base. For this privileged category of customers special credit card facilities are provided. These customers may also book in advance a particular car. These reservations can be made for any period of time up to one month. Casual customers must pay a deposit for an estimated time of rental, unless they wish to pay by credit card. All major credit cards are accepted. Personal details (such as name, address, telephone number, driving licence, number) about each customer are kept in the database.

Questions:

- | | |
|--|-----------|
| a) Identify the various entities in the database. | 06 |
| b) Describe the attributes of identified entities. | 10 |

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**M.B.A. (Semester - IV) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Agriculture & Co-operative Management
Agricultural Production Management**

Day & Date: Saturday, 25-02-2023
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.

16

- 1) What is the drawback of traditional Farming?
 - a) Output is Low
 - b) Output is high
 - c) Output is high and Low
 - d) All of them
- 2) Which of the following is not a farming system on the basis of ownership and management classification?
 - a) Tenant farming
 - b) Co-operative farming
 - c) Mixed farming
 - d) State farming
- 3) Which of the following falls under physical farm record?
 - a) Sales register
 - b) Machinery use record
 - c) Stationary register
 - d) Auction Register
- 4) Which of the following falls under farm financial record?
 - a) Sales register
 - b) Farm inventory
 - c) Stationary register
 - d) Auction Register
- 5) Who started Mahalwari System?
 - a) William Bentinck
 - b) L. Cornwallis
 - c) Sir John Shore
 - d) None of the Above
- 6) When farmers pool their land, labor and capital and work jointly under the direction of an elected managing committee and divide the profit among themselves in proportion of land contributed and wages earned by each one of them it is called?
 - a) Co-operative fanning
 - b) Collective farming
 - c) Capitalist farming
 - d) Peasant farming
- 7) Farm Management deals with: _____.
 - a) Judicious Decision
 - b) Use of scarce resources
 - c) Profit Maximization
 - d) All of These
- 8) Which of the following is not correct with respect to drip irrigation?
 - a) It saves water wastage
 - b) Fertilizers can be used with high efficiency
 - c) It requires very less Installation
 - d) It prevents soil erosion
- 9) Demand of agriculture product found to be _____.
 - a) Elastic
 - b) Zero elastic
 - c) Inelastic
 - d) Infinite elastic

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**M.B.A. (Semester-IV) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Marketing Management
Services and Retail Marketing**

Day & Date: Monday, 27-02-2023
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 a) Multiple Choice Questions.

16

- 1) Services are characterized by all of the following characteristics except for _____.
 - a) Intangibility
 - b) Homogeneity
 - c) Perishability
 - d) Inseparability
- 2) Distinct characteristic of services is _____.
 - a) Intangibility
 - b) Inseparability
 - c) Variability
 - d) Perishability
- 3) In this pricing strategy mostly, services are sold at different prices by the same provider in different markets is known as _____.
 - a) Price differentiation
 - b) Price discrimination
 - c) Market Pricing
 - d) Marketing Myopia
- 4) "All human actors who play a part in service delivery and thus influence the buyer's perceptions: namely, the firm's personnel, the customer and other customers in the service environment."
 - a) Process
 - b) Physical Environment
 - c) People
 - d) Place
- 5) A good _____ plan helps retailer to react to various in sales plans.
 - a) OTB
 - b) OSB
 - c) OTP
 - d) TOB
- 6) Merchandise planning benefits _____.
 - a) Retailer
 - b) Customer
 - c) Both Customer and Retailer
 - d) None of these
- 7) Marketing mix for services includes _____.
 - a) 4Ps
 - b) 7Ps
 - c) 8Ps
 - d) 5Ps
- 8) The word Retail is derived from the _____ word.
 - a) Latin
 - b) French
 - c) English
 - d) German
- 9) _____ is not generally accepted as being part of the extended marketing mix for services.
 - a) Product
 - b) Price
 - c) Process
 - d) Practice

10) _____ includes all the activities involved in selling products or services directly to final consumers for their personal, nonbusiness use.

- a) Franchising
- b) Retailing
- c) Brokering
- d) Wholesaling

b) True or False

06

- 1) The lack of inventory capability in services is due to the service characteristic of intangibility.
- 2) A service firm's yield can be raised by increasing capacity used or by decreasing price.
- 3) Organized retailing in India are springing up in urban areas.
- 4) Consumer's choice of a retail store appears to be based almost entirely on economic needs.
- 5) The quality of service requires another tool for measurement.
- 6) Retailing includes all activities involved in selling goods to the final consumer.

Q.2 Write short note on -

16

- a) Product decisions for services
- b) Functions of Retailer
- c) Importance of services
- d) Distinction between services & goods

Q.3 Attempt the following. (Short Answers)

16

- a) Role and Responsibilities of Merchandiser
- b) Types of Store Layouts

Q.4 Attempt any one of the following.

16

- a) What do you mean by Retail and Describe types of retail formats in detail?
- OR**
- b) What is Store Design and Explain elements of Exterior and Interior design.

Q.5 Attempt any one of the following.

16

- a) What is Service Marketing? and Explain Classification of services.
- OR**
- b) Define the term Retail Merchandising and Buying Function of Merchandise Management.

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**M.B.A. (Semester - IV) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)**

**Financial Management
Investment Management**

Day & Date: Tuesday, 28-02-2023
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 A) Answer Multiple Choice Questions

10

- 1) The object of portfolio is to reduce _____ by diversification.
 - a) Return
 - b) Risk
 - c) Uncertainty
 - d) Percentage
- 2) Investment means _____.
 - a) Commitment of funds for future income
 - b) Net additions to economy capital stock
 - c) Short-term commitment of funds
 - d) Capital gain
- 3) Fundamental Analysis consist of _____.
 - a) Reading bar charts and graphs to find out the future value of shares
 - b) Efficient Market Theories
 - c) Combining a set of securities through Markowitz Model for an efficient Portfolio.
 - d) Making an analysis of economic factors and company analysis.
- 4) The efficient market theory states that _____.
 - a) The price movement of shares depends on previous prices
 - b) Prices of shares are indicated through patterns like line charts
 - c) Each successive change does not depend on previous share prices
 - d) Share prices move in the form of a trend
- 5) Which of the following is not a financial investment?
 - a) Purchase of shares
 - b) Purchase of bonds
 - c) Purchase of car
 - d) Purchase of debentures
- 6) Blue chip shares _____.
 - a) Are common stocks of large, financially sound corporations with a good history of dividend payments and consistent earnings growth
 - b) Are common stocks of medium-size firms having earnings growth in excess of the industry average
 - c) Have high growth potential but are very risky
 - d) Tend to do well in recessionary periods, but do not do well when the economy is booming
 - e) are common stocks of older, more mature firms that pay higher dividends and are not growing rapidly
- 7) Variance calculation and measuring the Standard deviation is one way of measuring the _____.
 - a) Risk
 - b) Return
 - c) Speculation
 - d) Gambling

- 8) Technical analysis is useful _____.
 a) To make an estimate of growth in stock market
 b) To find out the market forces influencing stock market
 c) To indicate the direction of overall market
 d) To analyze the economic activity of government
- 9) The annual coupon of a bond divided by its face value is called the bond _____.
 a) Coupon rate
 b) Face value
 c) Maturity
 d) Yield to maturity
- 10) Choosing stocks by searching for predictable patterns in stock prices is called _____.
 a) Fundamental Analysis
 b) Technical Analysis
 c) Index Management
 d) Random Walk Investment

B. State True or False

06

- a) The investment objective is high risk and high return.
 b) The statistical tool to measure a company's risk is standard deviation.
 c) Systematic risk is caused by the operating environment within an industry.
 d) Fundamental analysis is a simple and quick method of forecasting behavior of a share price over technical analysis.
 e) Random Walk Theory suggests that stock market readjusts itself quickly to new equilibrium levels.
 f) Unsystematic risk is avoidable through proper diversification.

Q.2 Write Short Notes

16

- a) Capital Asser Pricing Model
 b) Unsystematic risk
 c) Investment v/s Speculation
 d) Arbitrage pricing theory

Q.3 Attempt the following questions.

16

- a) Efficient market hypothesis
 b) i) An investor is considering to purchase a five year, Rs. 1,000 par value bond, bearing a nominal rate of interest of 7% p.a. The investor's required rate of return is 8%. What should he be willing to pay now to purchase the bond if it matures at par?
 ii) A 10-year bond of Rs. 1,000 has an annual rate of interest of 12%. The interest is paid half-yearly. What is the value of the bond if the required rate of return is 16%.? Consider Annuity factor at 8% for 20 years is 9.8181 and PV factor is 0.2145.

Q.4 Attempt following questions

16

- a) Mr. Khurana is currently holding five securities in his portfolio. The details of his 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 -

- i) Check the performance of present portfolio on the basis of expected return and standard deviation
- ii) Give the analysis of your answer

OR

b) Briefly discuss about fundamental analysis and technical analysis techniques.

Q.5 Attempt following questions

16

A) State the concept of investment. Explain various avenues of investment in detail.

OR

B) What is bond portfolio management? Explain different types and features of bond.

Seat No.	
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**M.B.A. (Semester-IV) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Tourism and Hospitality Management
Facility and Security Management**

Day & Date: Wednesday, 01-03-2023
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.

16

- 1) Air pollution leads to _____ diseases.

a) Respiratory Diseases	b) Gastro intestinal Diseases
c) Cancer	d) Hair loss
- 2) EIA stands for _____.

a) Ecological Impact Assessment	b) Effective Impact Assessment
c) Environment Impact Assessment	d) Effective Industry Assessment
- 3) _____ is not a part of maintenance of a hotel.

a) Plumbing work	b) Electric work
c) Civil work	d) Cleaning of guest room
- 4) In HVAC 'V' stands for _____.

a) Venture	b) Vending
c) Ventilation	d) Vacuum
- 5) Which of these is the first material that starts to burn in a fire caused by smoking?

a) Wastebasket contents	b) Bedding
c) Mattress	d) Upholstered furniture
- 6) Cloud base energy management system provides the ability to _____.

a) Remotely control HVAC
b) Collect real time data
c) Generate intelligent, specific and real time guidance
d) All of these
- 7) Occupancy sensors are used to switch off lights when there are no occupants. These are electronic devices and consume very little energy for their operation. Modern days occupancy sensors.

a) Uses infrared technology	b) Uses ultrasonic technology
c) Uses ultraviolet technology	d) Both a and b
- 8) In hotels now a days electrical geysers (water heaters) are replace with

a) Induction heater	b) Solar heater
c) Electrical coil heater	d) Microwave heater
- 9) Which of the following is required for guest room security _____?

a) Secured premises	b) key control
c) Security awareness	d) All of above

- 10) Which of the following options is not incorporated as sustainable development parameters?
 - a) Gender disparity and diversity
 - b) Inter and intra-generational equity
 - c) Carrying capacity
 - d) None of the above
- 11) Modern concept of sustainable development focuses more on _____.
 - a) economic development
 - b) social development
 - c) environmental protection
 - d) all of the above
- 12) Sustainable energy _____.
 - a) Is clean
 - b) Can be used over a long period of time
 - c) Both (A) and (B)
 - d) None of the above
- 13) _____ is a combination of actions carried out to retain an item/machine/equipment/system/plant in order to restore it to an acceptable working condition
 - a) Repair
 - b) Inspection
 - c) Maintenance
 - d) Testing
- 14) Maintenance consists of the following action(s) _____.
 - a) Replace of component
 - b) Repair of component
 - c) Service of component
 - d) All of the above
- 15) Maintenance techniques comprise of the following _____.
 - a) Prevention
 - b) Correction
 - c) Condition based
 - d) All of above
- 16) _____ is not amongst the three “E” of safety.
 - a) Education
 - b) Engineering
 - c) Enforcement
 - d) Enrichment

Q.2 Write short notes on. **16**
 a) Lighting system design and maintenance
 b) Fire safety

Q.3 Write short notes on. **16**
 a) Laundry system
 b) Types of maintenance and repair

Q.4 Attempt the following. **16**
 a) What is the meaning of facility management? Explain responsibilities of facility manager and facility department.
OR
 b) What is HVAC system. Explain all the components in HVAC system.

Q.5 Write an explanatory note on various types of pollution. What efforts should be taken to control them. **16**

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**M.B.A (Semester - IV) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Production and Materials Management
Quality Management**

Day & Date: Thursday, 02-03-2023
Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

Q.1 Multiple choice question.

16

- 1) A quality can be quantified as _____.
 - a) performance + expectations
 - b) performance x expectations
 - c) performance - expectations
 - d) performance / expectation
- 2) Traditional culture of quality requirements focuses on _____.
 - a) Product oriented
 - b) Process oriented
 - c) Customer oriented
 - d) Supplier oriented
- 3) Quality Trilogy is the contributions of _____.
 - a) Walter Shewhart
 - b) Philip Crosby
 - c) Joseph m Juran
 - d) W. Edward Deming
- 4) The contribution by quality guru Crosby was _____.
 - a) PDCA cycle
 - b) Quality trilogy
 - c) PDSA
 - d) Concept of zero defects
- 5) Cost of quality is given by costs of _____.
 - a) Prevention + appraisal + internal failure + external failure
 - b) Prevention + appraisal
 - c) Internal failure + external failure
 - d) Appraisal + internal failure
- 6) Quality is fitness for use. Identify the quality guru who said this.
 - a) Deming
 - b) Crosby
 - c) Juran
 - d) Taguchi
- 7) Six Sigma process not applicable in _____.
 - a) Healthcare
 - b) Business administration
 - c) Selecting the best employee of the year
 - d) Supply Chain
- 8) Which of the following statement is incorrect related to the QFD process?
 - a) Improves customer satisfaction
 - b) Promotes teamwork
 - c) Demotes better understanding of customer demands
 - d) Focuses on the design efforts
- 9) Which country gives The Deming Prize?
 - a) U.S.A.
 - b) India
 - c) South Africa
 - d) Japan

- 10) _____ is not a use of control chart.
- To evaluate process stability
 - To show source of variations
 - To identify when the process will go out of control
 - To decrease productivity
- 11) Is the latest ISO 9001 version in the ISO 9000 family?
- ISO 9001:1994
 - ISO 9001:2000
 - ISO 9001:2008
 - ISO 9001:2015
- 12) Which of the following is not a technique used during performance benchmarking?
- Reverse engineering
 - Analysis of operating statistics
 - Direct product or service comparison
 - To understand business strategy
- 13) Is not a technique used to capture customer requirements for the QFD approach?
- Market surveys
 - Customer surveys
 - Cash receipt
 - Customer complaints
- 14) Process Control and Regulatory is a part of _____.
- Quality Planning
 - Quality Control
 - Quality Improvement
 - Quality Assurance
- 15) The process of identifying the scope for process improvement is associated with _____.
- Quality Meet
 - Quality Control
 - Quality Planning
 - Quality Improvement
- 16) _____ is any systematic process of determining whether a product or service meets specified requirements.
- Quality assurance (QA)
 - Quality control (QC)
 - Quality performance (QP)
 - Quality focus (QF)

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

- Malcolm Baldrige National Quality Award
- Quality Circles

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

- ISO 9001
- Histogram

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

Explain the concept of Quality Function deployment. What are the advantages of Quality function deployment?

OR

Define quality. Explain the various dimensions of quality.

Q.5 Attempt the following case study.

Tata motors is a leading global automobile manufacturer who produces commercial and passenger vehicle with an estimated annual revenue of 50 billion. It's diverse portfolio includes and extensive range of cars sports utility vehicle, trucks, bus and defence vehicle. Tata has been household name in India for decades in the commercial vehicle segment. Having tested success in commercial vehicle segment it decides to enter the passenger car segment. In the year 1998 company launched Indica the very first indigenously designed and manufactured Indian car that went on to become a success in India. The Indica transformed Tata motors from being a successful truck maker to a modern automobile company that is sensitive to consumer needs. But from 2005 onwards there a raised problem. The projects like Nano, Indigo and sumo which showed good initial prospect did not move further. The company suffered from product portfolio quality and service responsiveness issues. It had an adverse effect on the brand. It also suffered from issues relating to quality and service responsiveness.

Tata acquired the famous Jaguar land rover in 2008 the technology and design changes of Tata cars had a positive impact on the acquisition process that eventually help the company this purchase which manufactured luxury vehicles. In 2015 many things changed for Tata motors. The company took many steps to achieve turn around in the passenger car segment. The first step of turnover started with the launch of Tiego, nexon and harrier cars. Tata motors holistic approach to turn around can be traced back to the design and launch of its range of salons and SUV cars.

Tata motors started the year on a higher note with sales reaching the highest point that the company has seen in almost 3 years. In January 2018 as the year passed Tata motors bolstered their sales with an array of new launch in private vehicle segment which help them to go strongly even during what was rather sluggish period for the entire auto industry. Living the clothes competition significantly behind Tata motors is taking appropriate steps towards creating and impact full image in the minds of car buyers. The success is due to factors such as product design, refined engines, technology improvements futuristic features, competitive price quality initiative and improve customer service.

- a) What are the challenges faced by Tata motors?
- b) Comment on the statement the Indica transformed Tata motors from a successful truck maker to a modern automobile company
- c) Explain the initiative taken by Tata motors to turn the wheels of fortune.

Set No.	
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**M.B.A. (Semester - IV) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Human Resource Management
Competence Based HRM**

Day & Date: Friday, 03-03-2023
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 A) Multiple-choice question. 10

- 1) _____ is the first step in the appraisal process.
 - a) Giving feedback
 - b) Defining the job
 - c) Administering the appraisal tool
 - d) Making plans to provide training
- 2) _____ is a component of remuneration.
 - a) Fringe Benefits
 - b) Excellence
 - c) External equity
 - d) Motivation
- 3) _____ is an objective assessment of an individual's performance against well-defined benchmarks.
 - a) Performance Appraisal
 - b) HR Planning
 - c) Information for goal identification
 - d) None of the above
- 4) _____ are the wages consistent to provide certain facilities as well as some basic necessities to the employee.
 - a) Minimum wages
 - b) Living wages
 - c) Fair wages
 - d) Total wages
- 5) _____ is the process of increasing the knowledge and skills for doing a particular job.
 - a) Education
 - b) Training
 - c) Selection
 - d) None of these
- 6) In the present business environment, HR plays a _____ role in realizing the business goals.
 - a) Strategic
 - b) Technical
 - c) Vital
 - d) Very important
- 7) Wages are paid to _____.
 - a) Employee
 - b) Labor
 - c) Manager
 - d) Board of director
- 8) Incentives depends upon _____.
 - a) Productivity
 - b) Sales
 - c) Profits
 - d) All of the above
- 9) _____ is a systematic process of understanding training requirements.
 - a) Development
 - b) Training needs analysis
 - c) Skill development
 - d) Compensation

- 10) _____ suite of software applications used to manage human resources and related processes throughout the employee lifecycle.
- a) PRMS
 - b) CRMS
 - c) HRMS
 - d) TRMS

B) True or False. 06

- 1) HRM and HRD are not the same.
- 2) Minimum wages are not compulsory.
- 3) Fringe benefits are benefits which are included in the salary of the employees.
- 4) Appraisal interview is an informal discussion process between an employee and his/her manager regarding performance and other aspects of job role.
- 5) Training helps improves the productivity of new employees.
- 6) Giving feedback is the first step in performance appraisal.

Q.2 Answer the following. (Short Notes) 16

- a) Components of HRMS.
- b) Analyzing organizational need for training.
- c) Potential Appraisal concept.
- d) Competency framework.

Q.3 Attempt the following. (Short Notes) 16

- a) Human Resource Development.
- b) Performance standards.

Q.4 Attempt any one of the following. 16

- a) Define remuneration. Explain the concept of minimum wage, fair wage and living wages

OR

- b) What is competency management. What are the various types of competencies?

Q.5 Attempt any one of the following. 16

- a) Explain the meaning of HRMS. What are the various components and modules of HRMS

OR

- b) Define training. Explain various types of training methodologies.

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**M.B.A (Semester - IV) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
International Business Management
EXIM Management**

Day & Date: Saturday, 04-03-2023
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 given below.

16

- 1) FEMA stand for _____.
 - a) Foreign Exchange Management Act
 - b) Fort Export Manager act
 - c) Foreigner Export Management act
 - d) None of these
- 2) DBK stand for _____.
 - a) Development Bank Kompany
 - b) Duty Drawback
 - c) Deputy Brand Kltd
 - d) None of these
- 3) One of the problems of Foreign Trade Policy is _____.
 - a) Payment of imports in Rupees
 - b) Increasing quality of Export
 - c) Unfavorable terms of trade
 - d) None of these
- 4) International trade and domestic trade differ because of _____.
 - a) Different government policies
 - b) Immobility of factors
 - c) Trade restrictions
 - d) All of the above
- 5) Which of the following is international trade ____?
 - a) Trade between countries
 - b) Trade between regions
 - c) Trade between provinces
 - d) Both (b) and (c)
- 6) _____ is a set of guidelines for goods and services imported and exported.
 - a) India's Foreign Trade Policy
 - b) Trade between regions
 - c) Trade between company within territory
 - d) Internal trade
- 7) FEMA replaced an act called _____.
 - a) Contract Act
 - b) Foreign Exchange Regulation Act (FERA)
 - c) RBI
 - d) SEBI
- 8) The Agricultural and Processed Food Products Export Development Authority (APEDA) was established by the _____.
 - a) Government of India
 - b) State Government
 - c) RBI
 - d) SBI

Q.5 Attempt the following question.**Exporting fruits and vegetables around the world**

For over 25 years, Multi Fruit USA, a small business headquartered in Haddon Heights, New Jersey, with field offices in the states of California and Washington, has been exporting US- grown apples, pears, citrus, sweet potatoes, russet potatoes, organics and other fruit and vegetables to customers in Asia, Central and South America, Europe, India and the Middle East. In addition to providing fruit and vegetables, Multi Fruit is an experienced logistics coordinator, organizing land, sea and air freight to ensure that the produce reaches its destination in time, while maintaining the highest level of quality.

Challenge

While exporting presents many opportunities for small businesses like Multi Fruit, it also carries some risk. The reality is that it is very difficult for a small U.S.- based business to initiate credit collections from a foreign company. Multi Fruit faced this challenge and had foreign receivables collection problems with several international clients. In addition to the negative financial impact of bad debt, the collections problems hindered the company's growth. Multi Fruit wanted to expand into new markets, but was concerned about the risk of nonpayment by new International Customers.

Solution

Export credit insurance from EXIM Bank protects Multi Fruit's foreign receivables from nonpayment by international buyers. In addition to protecting the company's assets, export credit insurance empowers Multi Fruit to offer credit terms to new and existing buyers, while mitigating the risk of nonpayment. With export credit insurance, Multi Fruit USA expanded into new markets with the confidence that their foreign receivables were protected. Finally, export credit insurance has a multiplier effect. Expanding into new markets provided new opportunities and growth for Multi Fruit and for the hundreds of growers, packers, freight handlers and other partners in their supply chain across the country.

- a) Analyze the case.
- b) Explain the Business of Multi Fruit USA.
- c) What the challenges faced by Multi Fruit?
- d) As per the case what is the role of EXIM Bank.

- 11) _____ is a method of renting assets.
- | | |
|------------------|------------------|
| a) Hire Purchase | b) Leasing |
| c) Hedge Finance | d) Credit Rating |
- 12) _____ Capital is needed for product development and initial marketing.
- | | |
|---------------------------|--------------------------|
| a) Seed capital | b) Startup capital |
| c) Second round financing | d) Third round financing |
- 13) _____ is the promotional technique used by most of the banks.
- | | |
|--------------------|----------------|
| a) Credit Rating | b) Advertising |
| c) Issue Marketing | d) Discounting |
- 14) Equipment leasing is _____ financial service.
- | | |
|-------------------|---------------------|
| a) fund based | b) fee based |
| c) non-fund based | d) any of the above |
- 15) In India, forfaiting is done by _____ bank.
- | | |
|--------------------|--------------|
| a) Foreign bank | b) RBI |
| c) Commercial bank | d) EXIM bank |
- 16) _____ is pay later product.
- | | |
|---------------|------------------|
| a) Debit card | b) Credit card |
| c) Both a & b | d) None of these |

Q.2 Answer the following question. 16

- a) Write a note on Merchant Banking.
b) Write a note on Leasing and hire purchase.

Q.3 Answer the following question. 16

- a) What is the purpose of segmentation of banks?
b) Discuss features of International bank marketing.

Q.4 Attempt any one of the following. 16

- a) What are various types of financial services? And discuss evolution of banking services in India.

OR

- b) Explain the concept of marketing of financial services? Explain Marketing Mix for banking services.

Q.5 Case Study: 16

Traditionally, banks were seen as the holders of the money, which gradually changed their role as the creators of money. Today, the scope of banks has widened phenomenally, now the banks are seen as the purveyor of finance for the entire nation. A sound banking system is the life blood of any developing economy and it reflects the growth of the economy. Of the 6.9 billion people on the planet, just 30 per cent (2.1 billion) have bank accounts while 75 percent 5.2 billion people have mobile phones. In India, only 200 million people have access to a bank account while 811 million have a mobile phone. For a population of 1.2 billion people, this translates into 68 per cent having a mobile phone and only 17 per cent having a bank account. Observing the above statistical data, it can be concluded that there is still an ample scope for the growth of banking sector. Hence, it requires sound and innovative marketing strategies to capture the untapped market.

Following trends have been observed in the marketing strategies of banks recently:

1. Advertising remains the undisputed promotional tool for banks so far among the other promotional tools. Advertising, which includes direct mail, accounted for the largest share of marketing expenditures at 52 percent, compared to 58 percent in 2007. Public relations accounted for 27 percent of marketing budgets compared to 21 percent in 2007.
 2. Consumer expectations are growing. With the increase in the education of the consumers, they are now demanding more and more value added services and are ready to pay premium for it.
 3. Mobile banking is the need for today. It has become the blessing for the consumers who don't have the time to visit the bank personally. The biggest advantage that mobile banking offers to banks is that it drastically cuts down the costs of providing service to the customers.
 4. Social media is also a tool for marketing the banking services. Forty percent of banks used social media for marketing purposes in 2009. Twenty-nine percent used social networking (i.e., Face book, Twitter, etc.). Face book, used by 76% of banks, is the most popular among various social media outlets, followed by Twitter at 37%.
 5. Due to increased use of technological bases has increased the operational efficiency of the Indian banks. By 2009, virtually all banks had embraced the Internet and most had websites. Marketer said e-newsletters were the most effective form of Internet marketing, followed by search engine marketing and then sponsorships.
 6. Marketing expenditure has witnessed the tremendous growth in last few years as the percentage of total banking expenditure. Despite the overall state of the economy and the banking industry, marketing expenditures were up in 2009. Nearly 60 percent of banks said they planned to increase their marketing expenditures in 2009, the same amount as in 2007
 7. Focus on Incremental New Customer Growth: Instead of generating as many accounts as possible, banks will be focusing on the potential value of relationships including engagement and retention
 8. Gathering Email Addresses: With other communication channel cost increasing and the improved results achieved when email is combined with more traditional channels, the importance of collecting (and using) email addresses has never been more important.
- a) Analyze the case. **06**
- b) Comment on the new trends in bank marketing. **05**
- c) Discuss the role of digital and social media in Bank marketing **05**

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**M.B.A (Semester - IV) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)**

**System Management
Security and Control Information System**

Day & Date: Wednesday, 08-03-2023
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 Choose the correct alternative from the options.

16

- 1) PAP is _____.
 - a) Protection for Authenticated Protocols
 - b) Post Assess Protocol
 - c) Password Authentication Protocol
 - d) None of the Above
- 2) If “Mary had a little ...” is presented as “Jack & Jill Went up the hill...” then “Jack & Jill...” will be known as _____.
 - a) Clear Text
 - b) Encryption
 - c) Cipher Text
 - d) Decryption
- 3) There are 2 types of cryptography systems _____ and _____.
 - a) Local and Global
 - b) LAN and WAN
 - c) Secret Key and Public Key
 - d) Primary Key and Foreign Key
- 4) _____ pretends to be a useful software/utility & then executes itself to cause damage in the computer.
 - a) Logic Bombs
 - b) Trojan Horse
 - c) Worms
 - d) Macros
- 5) With regard to methods of controlling computer based information systems, the use of locks and security doors are examples of _____.
 - a) Physical protection
 - b) biometric controls
 - c) telecommunications controls
 - d) auditing
- 6) Influencing computer users to reveal computer security or private information by exploiting the natural tendency of a person to trust and/or by exploiting a person's emotional response is known as _____.
 - a) internet bullying
 - b) Intrusion
 - c) deception
 - d) Social Engineering
- 7) CIA is an acronym for the Goals of Computer Security. CIA stands for:
 - a) Compatible, interoperable architecture
 - b) Common Identifier Authentication
 - c) Commercial Intelligent Assessment
 - d) Confidentiality, Integrity, Availability

- 8) A Malicious code that propagates itself through a network of computers as soon as the connectivity is established is known as
- a) Virus
 - b) Worms
 - c) Trojan Horse
 - d) Macros
- 9) Fault Tolerance of the system can be ensured by the following methods:
- a) Disk Mirroring
 - b) Hot-fixing
 - c) Transaction Logging
 - d) All of the above
- 10) A network of computers belonging to an organization and using the internet technologies for communication is known as
- a) Internet
 - b) WAN
 - c) LAN
 - d) Intranet
- 11) In computer System Security, _____ is an approach to restricting system access to authorized users.
- a) Discretionary access control
 - b) mandatory access control
 - c) Basic Access Control
 - d) Role based access control
- 12) Information is Valid, complete and accurate is called.
- a) Confidentiality
 - b) Integrity
 - c) Availability
 - d) None of the Above
- 13) To protect a system from Viruses, one should _____.
- a) not allow unauthorised use of floppy disks, cds, etc.
 - b) scan viruses in files received via network of floppies.
 - c) Isolate a system from networks
 - d) install a roll-back recovery program in a system.
- a) i & iii
 - b) i & ii
 - c) ii & iv
 - d) i, iii & iv
- 14) Boot up security can be ensured by securing access to the _____.
- a) CMOS / BIOS
 - b) Operating system
 - c) Hard disk
 - d) Terminal
- 15) To ensure Authenticity of encrypted data with the help of asymmetric key, the data will be encrypted using the _____.
- a) Public Key
 - b) Private Key
 - c) Secret Key
 - d) Hash Function
- 16) Control in design of an information system is used to _____.
- a) inspect a system and check that it is built as per specifications
 - b) protect data from accidental and internal loss
 - c) ensure that the system processes data as it was designed to and that the results are reliable.
 - d) ensure privacy of data processed by the system

Q.2 Answer the following**16**

- a) Discuss meaning of malicious software and its threat to information system.
- b) What is meant by Authentication? Discuss the concept of identification and authentication.

Q.3 Write Short Notes on the following**16**

- a) Data security and the threats to data security
- b) Security Policy

Q.4 Answer any one of the following

16

- a) Discuss in detail Cryptography and different types of cryptographic techniques.
- b) Describe the meaning of Access Control? Also Discuss Discretionary, Mandatory and role based access control in detail.

Q.5 Analyze the following case and answer the questions below:

16

- a) VJSBL is a cooperative bank having various branches all over the town. One such branch has a following setup.

As one enters a bank, there is a open space wherein a generator set is kept for power backup of the branch. Immediately turning left, we have large hall. On the left side is the office area and right side is the Customer area.

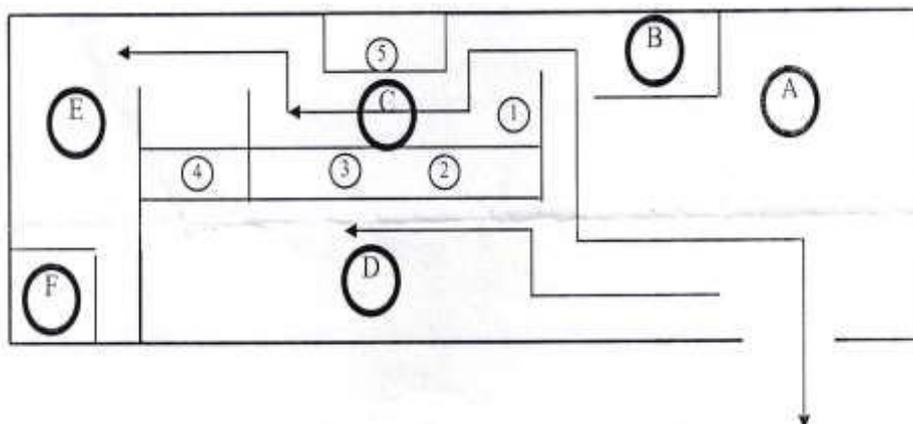
In the left part, there is a chamber for the Branch Manager, further connected to the office space meant for other bank personnel to work. The bank personnel enter the work area passing through the Manager’s cabin. The work area has 5 computers situated from the left part of the Manager’s cabin in single line. The first computer system is configured as the server and the rest of the systems are used by users. Any system can be used by any personnel to do necessary banking transaction activity.

The bank has locker facility for its customers. The locker room is situated after the work area is over. The pathway to locker room is through the Manager Cabin passing through workspace and then the locker. The washroom is exactly besides the locker room.

There are three regular employees in the bank The Manager, The Cashier cum Clerk and the Peon.

Bank does not keep any stock of Diesel for Generator set and the peon is rushed to purchase diesel after the power is cut until the branch operates on the battery backup provided to the server and one node terminal.

Below in the layout of the bank.



A	Open Space (Genset)	D	Customer Area
B	Manager Cabin	E	Locker Room
C	Work Area	F	Wash Room
1	Server	2-5	Computer System

- a) Analyze the Case 05
- b) Identify Risk elements in the layout and working of the bank 05
- c) Suggest Changes in layout for more secure work environment 06

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**M.B.A (Semester - IV) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Agriculture & Co-Operative Management
Agro- Processing Industries & Rural Industrialization**

Day & Date: Thursday 09-03-2023
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.

16

- 1) The co-operative movement for the sugar industry started in Maharashtra.
 - a) 1960
 - b) 1965
 - c) 1970
 - d) 1991
- 2) Non- Institutional sources of agriculture finance includes-
 - a) Money lender
 - b) Co-operation Societies
 - c) RBI
 - d) NABARD
- 3) Credit Taken for a period of 15 years is known as _____.
 - a) Short term Credit
 - b) Long Term Credit
 - c) Middle term Credit
 - d) All of the above
- 4) As per Government of India Size of small scale industry can be decided on the basis of _____.
 - a) Number of employees working
 - b) Volume of Output
 - c) Power consumed for business
 - d) Investment of plant and Machinery
- 5) Limit of Investment in small scale industry is _____.
 - a) One crore
 - b) Ten Crore
 - c) Two Crore
 - d) Five crore
- 6) When did the World Trade Organisation come into effect?
 - a) March 6, 1996
 - b) April 8, 1994
 - c) February 5, 1994
 - d) January 1, 1995
- 7) Which of the following is a main problem for small business?
 - a) Raw material
 - b) Finance
 - c) Managerial Skills
 - d) All of the above
- 8) Co-Operative society is _____ Sources of Credit.
 - a) Institutional
 - b) Non- Institutional
 - c) Both a and B
 - d) None of the above
- 9) Food processing is an example of _____ Industry.
 - a) Marine
 - b) agro
 - c) Mineral
 - d) Forest
- 10) "Blue Revolution "is related with the following _____.
 - a) Oil seed Production
 - b) Fish Production
 - c) Milk Production
 - d) Food Production

- 10)** Which of the following are Benefits of Big Data Processing?
 a) Businesses can utilize outside intelligence while taking decisions
 b) Improved customer service
 c) Better operational efficiency
 d) All of the above
- 11)** _____ refers to the policy measures adopted by a country with reference to its exports and imports.
 a) EXIM policy
 b) Economic policy
 c) Fiscal policy
 d) Monetary policy
- 12)** An analysis of the external environment enables a firm to identify _____.
 a) Strengths and opportunities
 b) Strengths and weaknesses
 c) Weaknesses and threats
 d) Opportunities and threats
- 13)** Which 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
- 14)** _____ plays a positive role in solving marketing problems.
 a) Marketing research
 b) customer behavior
 c) product concept
 d) management
- 15)** Select best description why international marketers focus on segmentation?
 a) To identify their similar need
 b) To identify their countries
 c) To identify their best location
 d) To identify their modern behaviour
- 16)** The study of international marketing should focus primarily on _____.
 a) Product
 b) Place
 c) Promotion
 d) All of the above

Q.2 Answer the following short questions. 16

- a) Holistic Marketing
 b) International Buying Decision Process

Q.3 Answer the following short questions. 16

- a) Sales Promotions in International Markets
 b) EXIM Policy

Q.4 Answer Any One of the following. (Long answers) 16

- a) Explain Pricing decisions for International Markets and Describe Factors affecting international price determination.

OR

- b) State the term Intermediaries for international markets. Describe in detail roles and functions of Intermediaries for international markets.

Q.5 Analyse the following case, identify the problem, generate possible alternatives and choose the best alternative.

Channel Selection and Product Modification.

The Brindavan Incenses is a tiny unit located in Mysore, manufacturing and selling agarbathies. It is owned and managed by Mr. Devappa, who has had only high school education. Through lot of experiments Devappa had developed a blend of incense that has been widely liked.

During the last four years of existence of the Brindavan 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, Devappa hoped to generate more sales. Use of cheaper packaging and lower overheads enabled him to sell at lower but sufficiently remunerative price. Labeling was done in Kannada and English. The Brindavan 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 theaters. 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 Kama taka and the consumer response was favourable.

On the advice of Mr. Shyam, a close friend of Mr. Devappa and who was doing his M.B.A. course, the Brindavan Incenses introduced a premium brand, Sowbhagya. 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 Sowbhagya. The new brand also got good market acceptance. Devappa 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 Brindavan Incenses was managed all alone by Mr. Devappa. The distribution to dealers was done by agents who worked on commission basis.

As a birthday presentation, Devappa sent hundred packets each of Bhagya and Sowbhagya to his good friend Nazeer working in Saudi Arabia. Two months later, Devappa received a letter from Nazeer. The letter contained the following information of particular importance to Devappa's business. Nazeer distributed most of the agarbathies among his friends. His friends liked the products very well. Some of them ranked Bhagya and Sowbhayga 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 Sowbhagya.

Nazeer suggested that Devappa could think of entering the foreign markets.

Devappa knew that a few agarbathi manufacturers who had started in a small way grew well in the domestic and foreign markets. Devappa 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. Shyam who has completed his M.I.B. programe. From Devapp's discussion with him. Shyam conceived that Devappa would like to have his advice on the international marketing channel suitable for the Brindavan Incenses and product modifications, including brand, packaging and labeling, for the overseas markets.

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**M.B.A. (Semester – IV) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)**

**Financial Management
International Finance**

Day & Date: Saturday, 11-03-2023
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 Choose the correct Alternative:

16

- 1) _____ mainly facilitates the imports & exports of their clients by arranging trade financing.
 - a) Central Bank
 - b) IMF
 - c) International bank
 - d) World Bank
- 2) A _____ relationship exists when two banks maintain deposits with each other.
 - a) correspondent Bank
 - b) Foreign Branches
 - c) Affiliate Bank
 - d) Representative Office
- 3) _____ are typically medium-term bonds with their coupon payments indexed to some reference rate.
 - a) Floating Rate Bond
 - b) Registered Bond
 - c) Fixed Rate Bond
 - d) Bearer Bond
- 4) The term _____ means simultaneous sale of spot currency for the forward purchase of the same currency or the purchase of spot for the forward sale of the same currency.
 - a) Option
 - b) Future
 - c) Swap
 - d) Arbitrage
- 5) _____ theory is used to analyze the relationship between at the spot rate and a corresponding forward (future) rate of currencies.
 - a) Purchasing Power Parity
 - b) Theory of one Price Law
 - c) Interest Rate Parity Theory
 - d) Exchange Rate Theory
- 6) _____ involves gain/loss arising out of the various types of transactions that require settlement in a foreign currency.
 - a) Translation Exposure
 - b) Transaction Exposure
 - c) Economic Exposure
 - d) Political risk exposure
- 7) _____ is an internal technique enterprise may reduce its exchange risk by making & receiving payment in same currency.
 - a) Money Market Operations
 - b) Swap
 - c) External Technique
 - d) Netting
- 8) _____ is a kind of tailor-made future contract.
 - a) Futures
 - b) Options
 - c) Swap
 - d) Arbitrage
- 9) _____ represents the potentially adverse impact of a country's environment on the MNC's cash flows.
 - a) Country Risk
 - b) Interest Rate Risk
 - c) Purchasing Power Risk
 - d) Global risk

- 10) _____ is the investment made by a transnational corporation to increase its international business.
- Foreign Institutional Investment
 - Depository Receipt
 - Foreign direct investment
 - International Equity Market
- 11) _____ is inherent in the businesses of all multinational enterprises as they are to make or receive payments in foreign currencies.
- Translation Exposure
 - Transaction Exposure
 - Economic Exposure
 - Exchange Rate Risk
- 12) A _____ is a small service facility staffed by parent bank personnel that is designed to assist MNC clients of the parent bank in dealings with the bank's correspondents.
- correspondent Bank
 - Foreign Branches
 - Affiliate Bank
 - Representative Office
- 13) The Purchasing Power Parity Theory was introduced by _____.
- Gustav Cassel
 - Adam Smith
 - Irving Fisher
 - Alferd Marshal
- 14) When country's exports more goods, services and capital than it imports, it is called _____.
- surplus balance of payments
 - deficit balance of payment
 - Net Cash inflow
 - Net cash outflow
- 15) _____ bonds are underwritten normally by the underwriters of the country where they are _____ issued.
- Foreign Bond
 - Euro Bond
 - Global Bond
 - Bearer Bond
- 16) Authorized foreign exchange dealers in India are licensed by _____.
- SEBI
 - RBI
 - Ministry of finance
 - Exam Bank

Q.2 Write Short Note on: **16**

- Purchasing Power Parity Theory
- Types of International Bond Market

Q.3 Answer the following **16**

- The US Inflation rate is expected to average about 8% annually, while the Indian Rate of Inflation is expected to 10% annually. If the Current rate for the Rupee is \$ 0.0385. What is the expected rate in 2 years?
- Importance of Balance of Payment.

Q.4 Define International business. Explain in detail scope and importance of International Finance. **16**

OR

Work out arbitrage gain under covered interest arbitrage assuming DM 1000 or \$ 5000 as the case may be for explaining your answer.

Spot Rate: DM \$ 1.317 Per US \$

6 Months Forward: DM 1.2950 Per US \$

Interest Rates:

US \$ = 10% Germany DM = 6 %

Q.5 Case Study:

Royal Enterprises Ltd. is planning to set up a project in England involving initial investment of Rs. 50,00,000/-Scrap Value £ 6000 Pound. Project also needs additional working capital of Rs. 10,00,000/-which will be recovered in full at the end of life of project. Cost of capital 10%.

Present Exchange Rate 1 British Pound = Rs.80/-. It is forecasted that Rupee likely to be depreciate by 3% by every year against pound.

Following is the CFAT to be generated from the project in terms of Pound:

Year	CFAT (£)
1	12500
2	13800
3	17000
4	18400
5	19100

Calculate PBP and NPV and PI both in terms of Pound and Indian Rupees suggest whether the project should be accepted or not

- 11) Which one of the following is not a prerequisite for a good MIS?
 a) Database
 b) Support from Staff
 c) Control and maintenance of MIS
 d) MIS executives
- 12) _____ pricing in tourism occurs when company sells different tourist product at different prices in different locations.
 a) Promotional
 b) Mark-up
 c) Differential
 d) Follow the leader
- 13) _____ is a push marketing strategy in tourism.
 a) Trade Shows
 b) Personnel selling
 c) Advertisement
 d) Sales Promotion
- 14) Selecting suitable promotional mix element _____ in sales of tourism product.
 a) Aids in decreasing
 b) Aids in increasing
 c) Aids in maintaining
 d) Does nothing
- 15) Which one is an example of non-marketing trade barrier in tourism marketing?
 a) Cultural barriers
 b) Socio-political barriers
 c) Environmental barriers
 d) Technological barrier
- 16) Marketing boom' means _____.
 a) Production is more than demand
 b) Production is less than demand
 c) Production and demand is equal
 d) None of these

Q.2 Write short Note. 16

- a) Influencing factors in tourism pricing
 b) Role of Digital Marketing in Hospitality and Tourism

Q.3 Write short notes. 16

- a) Market Research
 b) E-Marketing in tourism

Q.4 Answer the following questions. 16

- a) Define marketing mix in tourism marketing. Explain 7 P's of production.

OR

- b) Explain the major tools of promotion mix in tourism industry.

Q.5 Write an explanatory note on market segmentation in tourism marketing. 16

Set No.	
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**M.B.A. (Semester - IV) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Production and Materials Management
World Class Manufacturing**

Day & Date: Tuesday, 14-03-2023
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 A) Multiple Choice Questions.

16

- 1) Which was the first company to adopt SIX SIGMA?
 - a) Motorola
 - b) Fuji
 - c) General Electric
 - d) Suzuki
- 2) Which of the following is a pull factor in emigration?
 - a) Political Crisis
 - b) Job opportunities
 - c) Food shortage
 - d) War
- 3) _____ typically offer more flexibility in international markets.
 - a) SME's
 - b) LSE's
 - c) MNE's
 - d) None of the above
- 4) Capacity =
 - a) (Average production rate/Hour) x (Number of hours worked/Period)
 - b) (Maximum production rate/Hour) x (Number of hours worked/Period)
 - c) (Maximum production rate/Hour) x (Period/Number of hours worked)
 - d) None of the above
- 5) Which is/are the benefit of Automated material handling systems _____.
 - a) Improved Quality Control
 - b) Better workplace safety
 - c) Faster time to market
 - d) All of the above
- 6) Strategic benchmarking deals with _____.
 - a) Management
 - b) Managers
 - c) Workers
 - d) All of the above
- 7) Process of studying and collecting information about a job is known as _____.
 - a) HRP
 - b) Job design
 - c) Job analysis
 - d) Job evaluation
- 8) _____ arranges the job in numerical order from highest rank to lowest rank on the basis of duties and responsibilities.
 - a) Ranking method
 - b) Grading method
 - c) Point rating method
 - d) Factor comparison method

- 9) _____ is a performance measure of both efficiency and effectiveness.
a) Organisational behavior b) Organisational citizenship
c) Employee productivity d) None of these
- 10) _____ is a performance appraisal technique in which appraisers rate critical employee behavior.
a) MBO b) BARS
c) BOS d) BOSS
- 11) DPMO stands for _____.
a) Defects per meter opportunities
b) Defects per million opportunities
c) Defects per month of opportunities
d) Defects per millimeter of opportunities
- 12) The combination of Six Sigma and lean manufacturing is known as _____.
a) Lean Sigma b) Lean Two Sigma
c) Lean Six Sigma d) Lean Three Sigma
- 13) System reliability for components kept in parallel _____ as the number of components increases.
a) Increases b) Decreases
c) Remains unchanged d) Cannot be determined
- 14) Reliability is the probability of a system or service to perform its intended function satisfactorily over a specific period of time under specific conditions.
a) True b) False
c) Cannot say d) None of the above
- 15) A Flexible Manufacturing System (FMS) is a group of _____, interconnected by a central control system.
a) special purpose machines
b) numerically-controlled machine tools
c) general purpose machines
d) any of the above
- 16) Which one of the following is not normally a pollutant?
a) Carbon dioxide b) Carbon monoxide
c) Sulphur dioxide d) Hydrocarbons

Q.2 Answer the following. 16

- a) Explain Role of IT in World Class Manufacturing.
b) Discuss Benefits of Total Productive Maintenance.

Q.3 Answer the following. 16

- a) Explain in detail Six Sigma Philosophy.
b) Flexible Manufacturing System.

Q.4 Answer the following Long answers. 16

- a) Explain how quality is an important aspect in global competition? What quality factors a company need to focus to make the company world class?

OR

- b) What are the factors causing pollution? What are the various measures used to control environmental pollution?

Q.5 Case Study:

Six Sigma best practices are designed to help companies reduce the number of defects in business processes. Here is one example of how Six Sigma was successfully used in a business.

3M strives to prevent pollution in its organization by implementing Six Sigma best practices. With the help of Six Sigma, the company became a leader in corporate pollution prevention. 3M believes in preventing pollution through proactive measures and addressing the pollution at the source rather than being reactive and addressing the issue once it has already entered the environment. In 31 years, the company has prevented 2.6 million pounds of pollutants from entering the environment and also saved over \$1 billion.

To achieve Six Sigma standards, 3M enrolled over 55,000 employees in Six Sigma training. These 55,000 earned Six Sigma certification and Six Sigma black belt status, Six Sigma green belt status or Six Sigma yellow belt status. With the help of trained professionals, over 45,000 Lean Six Sigma projects were completed.

In 2007, the company trained two Six Sigma black belts and a master black belt. The black belts provided coaching to the organization. All of the team members were required to have at least a Lean Six Sigma green belt. Two weeks of training was required to become a Six Sigma green belt.

3M's Six Sigma projects focus on reducing waste, air emissions, greenhouse gas emissions and energy use. By 2006, over 70 percent of the 3P projects in the organization were operating according to Six Sigma methods. The results were favorable.

The company used Six Sigma to reduce volatile air emissions. 3M's goal was 25 percent reduction in volatile air emissions. The company achieved 61 percent reduction. 3M also strove to reduce the U.S. Environmental Protection Agency Toxic Release Inventory (TRI). The goal was 50 percent reduction, but the company achieved 64 percent reduction. Improving energy efficiency was also of importance to 3M. A goal of 20 percent reduction was set and 27 percent was achieved. In general, the company tried to double the number of Pollution Prevention Pays (3P) projects from 194 to 400. Instead, the company reached 1262 projects, which is more than double the goal.

3M proved that Six Sigma best practices can save companies money. If the processes are implemented appropriately, companies become more efficient, productive and profitable.

Questions

- a) Analyse the case, identify problem.
- b) suggest alternatives and identify best alternative.

Seat No.	
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**M.B.A. (Semester - IV) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Human Resource Management
International Human Resource Management**

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

Max. Marks: 80

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

Q.1 Multiple choice question.

16

- 1) _____ is simply the process involved in the searching and hiring of talented candidates from anywhere across the globe.
 - a) Recruitment
 - b) International recruitment
 - c) National Recruitment
 - d) International appointment
- 2) PCN in International HRM is _____.
 - a) Post Country Network
 - b) Position Country National
 - c) Past Country Network
 - d) Parent country nationals
- 3) _____ is an organization which operates in more than one country.
 - a) MNC
 - b) TNC
 - c) PCN
 - d) HCN
- 4) _____ is the formal and systematic modification of behaviour through learning.
 - a) Training
 - b) Education
 - c) Instruction
 - d) None of the above
- 5) Salary level in host country approach is also called as _____ approach.
 - a) Globalization
 - b) Localization
 - c) Nationalization
 - d) Internationalization
- 6) _____ is not a component of international compensation package.
 - a) Base salary
 - b) Housing allowance
 - c) Gratuity
 - d) Mutual fund
- 7) In _____ approach the domestic companies view foreign market as an extension to domestic market.
 - a) Ethnocentric
 - b) Polycentric
 - c) Regeocentric
 - d) Geocentric
- 8) The scope of international human resource management (IHRM) includes _____.
 - a) Staff recruitment
 - b) Staff development
 - c) Compensation
 - d) All of the above
- 9) A major difference between domestic and international HRM is the result of _____.
 - a) Increased complexities such as currency fluctuations, foreign HR policies and practices, and divergent labour laws.
 - b) The number of employees covered by the hr policies.
 - c) The ease with which employees adjust to new cultures.
 - d) The emergence of effective cross-border management styles.

- 10) Expatriate failure is best defined as: _____.
 a) A failure to recoup the costs of investment in an expatriate
 b) Early return of the expatriate
 c) Repatriation
 d) Re-assimilating the expatriate
- 11) _____ 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
- 12) _____ is the main issue in international labour relations.
 a) Labour participation
 b) Labour Turnover
 c) Labour Retention
 d) Labour Change
- 13) _____ are less likely to be offered international assignment due to prejudice mind.
 a) Males
 b) Females
 c) Qualified candidates
 d) TCNs
- 14) PCN in International HRM is _____.
 a) Post Country National
 b) Position Country National
 c) Past Country National
 d) Parent country nationals
- 15) _____ is the parent country or usually the country in which the headquarters of the MNC is located.
 a) Host country
 b) Home country
 c) Other country
 d) Foreign country
- 16) Differences between management practices in various countries is _____.
 a) Cultural management
 b) Adjustment management
 c) Cross cultural management
 d) Practice management

Q.2 Write short notes on. 16

- a) Quality circles.
 b) Pre-departure training.

Q.3 Write short notes on. 16

- a) Domestic Vs international HRM.
 b) Complexities in international compensation.

Q.4 Answer the following question. 16

What are the challenges for international performance management?

OR

What is global training. What are the different areas of global training

Q.5 Attempt the following case.

'American Energy Solutions' a multinational organization has its name and fame in Asian market and leader to provide non-traditional energy solutions at global level. Mr. Willy and Mr. John started this organization in 2000 with the objective 'To generate environment friendly energy at a low cost' such objective helped this organisation to enrich their product innovatively and provide within time. Mr. Willy is working as managing director and Mr. John is handling 'Research and Development' department. American solutions provided their different products to various Asian countries like Kuwait, Thailand, Kyrgyzstan, Jordan and India. This organization is not only provided products but service assistance in the form of care taker team for 10 years. The care taker team includes expatriates who were selected for 10 years on foreign assignment. The same strategy is used by this organization in Mumbai (India) in 2009 and the work is going on. Gujarat (India) wants to invite the same organization to establish solar plants in various western parts.

The state government invited American for total investment and energy will be brought by Mahvitran on annual increasing rate according to contract for 20 years. The same contract will include filling up 90 percent human resource from host country and 10 percent from parent country (managerial positions). Mr. Woodman is appointed as branch manager. He is confused about recruitment and selection.

Questions:

Help Mr. Woodman by analysing the case and prepare recruitment and selection module for him.

Seat No.	
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M.B.A. (Sem - IV) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
International Business Management
International Logistics

Day & Date: Thursday, 16-03-2023
 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) _____ includes design and administration of systems to control the flow of materials WIP and finished inventory to support business unit strategy.
 - a) Logistics Management
 - b) Materials Management
 - c) Bill of Materials
 - d) None of the above
- 2) Which is not a part of basic systems of codifications?
 - a) Alphabetical System
 - b) Numerical System
 - c) Colour Coding System
 - d) None of the above
- 3) _____ and physical distribution are the two major operations of logistics.
 - a) Supply Chain Management
 - b) Materials Management
 - c) Logistics Management
 - d) None of the above
- 4) _____ is the time that elapses between issuing replenishment order and receiving the material in stores.
 - a) Replenishment time
 - b) Lead time
 - c) Idle time
 - d) None of the above
- 5) _____ is the task of buying goods of right quality, in the right quantities, at the right time and at the right price.
 - a) Supplying
 - b) Purchasing
 - c) Scrutinizing
 - d) None of the above
- 6) Which of the following is not a component of 4PL?
 - a) Control Room (Intelligence)
 - b) Resource Providers
 - c) Information
 - d) Recycling
- 7) Which of the following is not a part of Supply chain Management system?
 - a) Supplier
 - b) Manufacturer
 - c) Information Flow
 - d) Competitor
- 8) _____ is the provision of service to customers before, during and after a purchase.
 - a) Customer Service
 - b) Product Management
 - c) Purchase management
 - d) None of the above
- 9) Buying according to the requirements is called _____.
 - a) Seasonal Buying
 - b) Hand to mouth buying
 - c) Scheduled Buying
 - d) Tender Buying

- 10) The purpose of supply chain management is _____.
 a) Provide customer satisfaction
 b) Improve quality of a product
 c) Integrating supply and demand management
 d) Increase production
- 11) Logistics is the part of supply chain involved with the forward and reverse flow of _____.
 a) Goods
 b) Services
 c) Cash
 d) All of the above
- 12) VMI stands for _____.
 a) Vendor material inventory
 b) Vendor managed inventory
 c) Variable material inventory
 d) Valuable material inventory
- 13) The major decision areas in supply chain management are _____.
 a) Planning, production, distribution, inventory
 b) Location, production, scheduling, inventory
 c) Location, production, inventory
 d) Location, production, distribution, marketing
- 14) Distribution requirements planning is a system for _____.
 a) Inventory management
 b) Distribution planning
 c) Both 'a' and 'b'
 d) None of the above
- 15) Reverse logistics is required because _____.
 a) Goods are defective
 b) Goods are unsold
 c) The customer simply change their minds
 d) All of the above
- 16) PL stands for _____.
 a) Three points logistics
 b) Third party logistics
 c) Three points location
 d) None of the above

Q.2 Answer the following short notes. 16

- a) Objectives and functions of warehousing
 b) Approaches to Inventory Management in Global Supply Chain Management.

Q.3 Answer the following short questions. 16

- a) Components, Importance and meaning of international logistics.
 b) Chartering Kinds of Charter, Charter Party, and Arbitration

Q.4 Answer the following long answer. (Any One) 16

- a) What is the importance of Packing and Labelling in international logistics?
 Explain functions of Packaging, importance of good Designs, Kinds of Packaging in international logistics?

OR

- b) What is International Marketing? Explain the Basis and Process of International Trade, also explain Importance of good International Marketing Channel.

Q.5 Case study.

Since its inception in 1990, International Logistics Group (ILG) has become a market leader in fulfilment and courier services. During this time, it has evolved alongside the e-commerce sector and major developments in the courier and freight industries. ILG currently operate out of four sites in Crawley, Burgess Hill, London (SE1) and the newest site in Gatwick which opened in June 2015 specifically as an e-commerce fulfilment centre to service their clients in the demanding fashion and beauty sector. The original layout of the facility was logical and effective to meet the immediate needs of the clients, however ILG wanted to ensure that they could increase the volume of customer product orders through the facility to meet their client's substantial growth targets. Without a specific strategy in place to optimise layouts (including better use of the facility height) and workflows there was the potential that a rapid and large increase in volumes could create significant bottlenecks, subsequently affecting efficiency and capacity output. ILG instructed the Warehouse and Distribution Centre Specialists at The Supply Chain Consulting Group (SCCG) to carry out a detailed review of the site processes (including how e-commerce and wholesale orders are processed), layouts, workflows, equipment (as there was a mix of racked and floor based picking) and systems with a view to providing a strategy and recommendations for a fully optimised facility to meet current and future requirements. 'We are really impressed with the excellent work done by the Warehouse Specialist from The Supply Chain Consulting Group, the whole process was invaluable and will greatly assist us with our growth plans for this sector' said ILG's Operations and IT Director. The SCCG consultants provided a revised operational layout designed to deliver the most efficient flow of products in and out of the building and introduced new Standard Operating Procedures (SOPs) to optimise the use of the new equipment, facility layouts and workflows. The improvements include extending the flow rack picking faces and introducing mobile flow racks for multi-purpose use across all customer products. The packing operation has been centralised with new packing stations fed by conveyors from the pick face and using 'checkout' lanes. The bulk picking area has been re-configured to 'pick by line' to increase pick efficiency and the inbound and outbound marshalling areas have been split into separate defined floor locations with a separate dedicated returns processing area.

- a) Through which major cities does ILG Carry out its operations? What is e-commerce, how does an logistics firm help e commerce business.
- b) How did recommendations of SCCG Consulting group help ILG group to improve on its operations?

Seat No.	
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**M.B.A (Semester - IV) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)**

**Banking Management
Retail & Universal Banking**

Day & Date: Friday, 17-03-2023
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.
3) Draw neat labeled diagrams wherever necessary.

Q.1 Choose correct alternatives given below.

16

- 1) Retail banking is also called _____.

a) Consumer Banking	b) Customer Banking
c) Financial Banking	d) All of these
- 2) Credit card is _____ product.

a) Private banking	b) Liability
c) Lending	d) Wealth
- 3) Overdraft is – product _____.

a) Private banking	b) Liability
c) Lending	d) Wealth
- 4) Derivative is _____ product.

a) Private banking	b) Liability
c) Lending	d) Trade
- 5) Customer not gaining any interest from _____.

a) Current ac	b) FD
c) RD	d) Savings ac
- 6) Payment gateway is / are _____.

a) Visa	b) RTGS
c) NEFT	d) None of these
- 7) Banking is _____ modern commerce and trade.

a) Backbone	b) Blood
c) Both a & b	d) None of these
- 8) Foreign banks operating in India-se the trend in the _____ and _____ and came out lab consumer banking models.

a) Late 1950s: early 1960s	b) Late 1960s: early 1970s
c) Late 1970s: early 1980s	d) Late 1970s: early 1990s
- 9) Redesigning of their products and services model/paradigm are _____ and _____ banking.

a) Retail, wholesale	b) Wholesale, corporate
c) Corporate retails	d) None of these
- 10) Full form of PSB is _____.

a) Police service bank	b) People's service bank
c) Public savings bank	d) Public sector bank

- 11) With evolution of banking the customer base changed from _____ to _____ over a period of time.
- a) heterogeneous, homogenous b) Homogenous, heterogeneous
c) A and B d) None of these
- 12) The evolution of retail banking in India can be traced back to the entry of _____.
- a) retail-banks b) wholesale bank
c) RBI d) Foreign banks
- 13) The conventional banking business by PSBs was done on a more _____ approach.
- a) specialized b) Moderate
c) generalized d) none of these
- 14) _____ and _____ segmentation was adopted within the overall business plan of banks.
- a) Industry, agriculture b) Agriculture customer
c) A & B d) Customer, Industry
- 15) Consumer backings models with hybrid liabilities and assets specifically targeted at the _____.
- a) industrial segment b) Personal segment
c) A & B both d) none of these
- 16) The entry of new generation of _____ in early 1990s has created a new approach to retail banking by banks.
- a) foreign banks b) Wholesale banks
c) Private sector bank d) None of these

- Q.2 Attempt the following questions. 16**
- a) Write note on retail loan.
b) Write note on commercial banking.
- Q.3 Attempt the following questions. 16**
- a) Write note on development banking.
b) Explain trends in retails banking
- Q.4 Attempt the following questions. (Any One) 16**
- a) Explain selling process in retail products.
- OR**
- b) Explain retail strategies in bank.
- Q.5 Explain retail product of banking and study of these products in terms of eligibility? 16**
(Purpose, Amounts, Margin, Security, Disbursement, Moratorium, Prepayment issues, Repayments/Collection ;)

Set No.	
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**M.B.A (Semester - IV) (New) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
AGRICULTURE & CO-OPERATIVE MANAGEMENT
International Trade and Agriculture**

Day & Date: Monday, 20-03-2023
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.

16

- 1) AGMARK is related to _____.
 - a) Industry
 - b) The Indian Railway
 - c) Agriculture Goods
 - d) agriculture finance
- 2) The international Bank for Reconstruction And development is also known as _____.
 - a) World Bank
 - b) International Monetary Fund
 - c) World Trade Organisation
 - d) None of the above
- 3) Special Drawings Rights (SDRs) is related to _____.
 - a) World bank
 - b) Reserve bank of India
 - c) World trade Organisation
 - d) International Monetary Fund
- 4) How is comparative advantage defined?
 - a) You produce the things you are especially good at, and buy from others, the goods you are less efficient in producing.
 - b) To produce and consume all goods without trade.
 - c) How the world actually works.
 - d) Globalization, growing economic linkages among countries
- 5) _____ Is the largest producer of pulses in the world.
 - a) India
 - b) United States
 - c) Canada
 - d) China
- 6) The headquarters of International Monetary Fund (IMF) is located at _____.
 - a) Geneva
 - b) London
 - c) Paris
 - d) Washington D.C
- 7) Bilateral Trade means _____.
 - a) The trade between two nations
 - b) The trade between three or more nations
 - c) The trade among many nations
 - d) None of the above
- 8) Which of the following is known as the paper Gold?
 - a) US Dollar
 - b) Pound
 - c) Demand Draft
 - d) Special Drawing Right
- 9) UNCTAD means _____.
 - a) United Nations Conference on Trade and Development
 - b) United Nations Cultural and Tourism Advisory Department
 - c) United Nations Confederation on Travel and Development
 - d) United Nations Conference on tariffs and transport

Set No.	
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**M.B.A. (Semester - II) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Marketing Management**

Day & Date: Saturday, 11-03-2023
Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

Q.1 A) Multiple Choice Questions.

10

- 1) 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
- 2) _____ is NOT an element of the marketing mix.
 - a) Distribution
 - b) Product
 - c) Target market
 - d) Pricing
- 3) The use of price points for reference to different levels of quality for a company's related products is typical of which product-mix pricing strategy?
 - a) Optional-product pricing
 - b) Captive-product pricing
 - c) By-product pricing
 - d) Product line pricing
- 4) Newsletters, catalogues, and invitations to organization-sponsored events are most closely associated with the marketing mix activity of _____.
 - a) Pricing
 - b) Distribution
 - c) Product development
 - d) Promotion
- 5) The stage is 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
- 6) The _____ function of marketing makes the products available in different geographic regions.
 - a) Production
 - b) Selling
 - c) Distribution
 - d) Promotion
- 7) _____ 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

- 8) The major focus of the social marketing concept is _____.
a) Profit only
b) Society's wellbeing only
c) Satisfaction of Customers only
d) All of these
- 9) _____ is the oral presentation in a conversation with one or more prospective buyers for the purpose of making sales.
a) Advertising
b) Branding
c) Personal selling
d) None of these
- 10) Digital marketing is often referred to as _____.
a) online marketing
b) internet marketing
c) web marketing
d) All of the above

B) True or False.**06**

- 1) Marketing managers usually don't get involved in production or distribution decisions.
- 2) Consumer behaviour is about making people buy things.
- 3) A positioning statement effectively communicates the property's advantages to its target markets.
- 4) Packaging and materials handling decisions can be made in isolation from other logistics activities.
- 5) Target marketing requires market segmentation.
- 6) Testing before launching a product is known as acid test.

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

- a) Components of Holistic Marketing.
- b) Product Life Cycle.
- c) Importance of Logistics Management.
- d) Types of Retailing.

Q.3 Attempt the following. (Short Answers)**16**

- a) Stages of New product development.
- b) Process of Marketing Research.

Q.4 Attempt any one of the following.**16**

- a) What is Marketing Environment and Describe factors of Micro and Macro Environment.

OR

- b) Define the term Promotion Mix and Explain in detail factors influencing promotion mix.

Q.5 Attempt any one of the following.**16**

- a) Define the term Consumer behavior and Write in detail Consumer decision making process.

OR

- b) Describe the term Distribution channel and Explain Major types of Distribution channels in detail.

Seat No.	
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**M.B.A. (Semester - II) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)**

Financial Management

Day & Date: Monday, 13-03-2023
Time: 11:00 AM To 02:00 PM

Max. Marks: 80

- Instructions:** 1) Q. Nos. 1 and. 2 are compulsory.
2) Attempt any three questions from Q. No. 3 to Q. No. 7
3) Figure to right indicate full marks.

Q.1 A) Fill in the blanks by choosing correct alternatives given below. 10

- 1) The capital budget is associated with.
 - a) Long terms and short terms assets
 - b) Long terms assets
 - c) Short term assets
 - d) None of these
- 2) What is the primary goal of financial management?
 - a) To minimize the risk
 - b) To maximize the owner's wealth
 - c) To maximize the return
 - d) To raise profit
- 3) The concept that value of a rupee to be received in future is less than the value of a rupee on hand today is named as what
 - a) Recovery factor concept
 - b) Time value of money
 - c) Compounding factor concept
 - d) None of these
- 4) The Nature of capital expenditure decisions may be

a) Reversible	b) Routine
c) Irreversible	d) None of these
- 5) The creditorship security with specified period, fixed rate of return, low capital uncertainty with perfect income certainty is known as _____.

a) Debentures/Bonds	b) Preference shares
c) Ordinary/Equity Shares	d) All of these
- 6) Inventory ratio is a relationship between _____.
 - a) Cost of goods purchased and cost of average inventory
 - b) Cost of goods sold and cost of average inventory, and cost of goods purchased and cost of average inventory
 - c) Cost of goods sold and cost of average inventory
 - d) None of the options is correct
- 7) The process of calculating future value of cash flows is known as _____.

a) Discounting	b) Compounding
c) Both of these	d) None of these

You are required to appraise the proposal on the basis of:

- 1) Payback period method
- 2) Average rate of return method
- 3) Net present value method
- 4) Profitability Index

OR

- b)** Following is the financial information of RK Co. Ltd. For the year ending 31st march 2022 and balance sheet as on that date.

Trading, Profit and Loss A/c
For the year ending 31st March 2022

Particulars	Rs	Particulars	Rs
To Opening Stock	30,000	By Sales	19,50,000
To Purchases	12,00,000		
To wages	70,000		
To Gross Profit	7,00,000	By Closing Stock	50,000
	20,00,000		20,00,000
To Administration Exp.	1,50,000	By Gross Profit	7,00,000
To Selling & Distribution	2,00,000	By Dividend on investment	1,00,000
To Loss on sales of Assets	50,000		
To Net Profit	4,00,000		
	8,00,000		8,00,000

Balance Sheet As on 31st March 2022

Liabilities	Rs.	Assets	Rs.
Equity share capital (Rs.100 each)	30,00,000	Land	10,00,000
Reserve & Surplus	5,00,000	Building	20,00,000
Profit & Loss A/c	7,00,000	Plant & Machinery	31,00,000
Loan	12,00,000	Stock in Trade	50,000
Debentures	8,00,000	Sundry Debtors	5,00,000
Creditors	4,00,000	Cash and Bank Balance	3,50,000
Bills payable	3,00,000		
Bank overdraft	1,00,000		
	70,00,000		70,00,000

From the above statement you are required to compute the following ratios and state the purpose they serve.

- 1) Gross Profit Ratio
- 2) Net Profit Ratio
- 3) Current Ratio
- 4) Operating Ratio
- 5) Stock Turnover Ratio
- 6) Fixed Assets Turnover Ratio
- 7) Debt-equity Ratio
- 8) Liquidity Ratio

Q.5 Answer the following.

- a) You are required to prepare a forecast of working capital requirements from the following data.

Output- 10,000 units per annum

Elements of cost	Rs. (Per Unit)
Raw materials	6
Direct Labor	4
Overheads	5
Total Cost	<hr/> 15
Profit	03
Selling Price	<hr/> 18

Additional information:

Raw Material is kept in stock on an average of one month.

Work-in-process is on an average half month.

Finished goods are in stock on an average 1 and 1/2 month.

Credit allowed to debtors is 2 months

Credit allowed by creditors is 1 month

lag in payment of wages is 1.5 month

OR

- b) State in detail about various sources of long-term finance.

Set No.	
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**M.B.A. (Semester - II) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Human Resource Management**

Day & Date: Tuesday, 14-03-2023
Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

Q.1 A) Multiple Choice Questions.

10

- 1) The recruitment functions of HRM is _____.
a) Productive function b) Managerial function
c) Operative function d) Regular function
- 2) _____ gives details regarding the person who would perform the job.
a) Performance appraisal b) Job description
c) Job evaluation d) Job specification
- 3) _____ is broad concept of PM and HRD.
a) Management b) HRM
c) Personnel Management d) Research & development
- 4) _____ is the process of selecting amongst the recruited employees for the organization.
a) Selection b) Recruitment
c) Training d) Development
- 5) A good _____ program helps to take care of this problem & reduce the costs associated with it.
a) Job Analysis b) Induction
c) Physical Examination d) Interview
- 6) _____ is one of the methods of training.
a) Job enrichment b) Job enlargement
c) Job rotation d) None of these
- 7) _____ refers to a vertical move in rank and responsibility.
a) Demotion b) Transfer
c) Promotion d) Separation
- 8) _____ is modern method of performance appraisal.
a) Essay evaluation b) MBO
c) 360 degree appraisal d) Critical incident method
- 9) _____ is off the job training method.
a) Coaching b) Simulation
c) Practical d) Lecture
- 10) _____ is the process of searching for prospective employees & stimulating them to apply for jobs in the organizations.
a) Appointment b) Recruitment
c) Selection d) Promotion

- B) True or False.** **06**
- 1) Organizing is operative function of management.
 - 2) 360-degree feedback is a method of performance appraisal.
 - 3) Employee orientation is about introducing new employees to the workplace.
 - 4) Career planning is an ongoing process through which an individual sets career goals and identifies the means to achieve them.
 - 5) Job description and job specification are same.
 - 6) Competency mapping deals with judging the competencies in employees.
- Q.2 Answer the following. (Short Notes)** **16**
- a) Flexi Time.
 - b) On the job training.
 - c) Job Specification.
 - d) Importance of HRD.
- Q.3 Attempt the following. (Short Notes)** **16**
- a) Competency Mapping.
 - b) Induction and orientation of employees.
- Q.4 Attempt any one of the following.** **16**
- a) Define Recruitment and selection. Explain the steps in recruitment and selection.
- OR**
- b) Define performance appraisal. Explain various methods of performance appraisal.
- Q.5 Attempt any one of the following.** **16**
- a) Define HRM. Explain various functions of HRM in details.
- OR**
- b) What is the meaning of Human Resource Planning? Write in details about its objectives and importance.

Set No.	
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**M.B.A (Semester – II) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Production Management and Operational Research**

Day & Date: Wednesday, 15-03-2023
Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

Q.1 Choose the correct Alternative:

16

- 1) Which of the following is defined as a set of activities which help to keep plant, machinery and other facilities in good working condition?
 - a) Management
 - b) Maintenance
 - c) Materials
 - d) Mechanical
- 2) _____ includes raw materials, work in progress, finished goods and spares.
 - a) Store
 - b) Inventory
 - c) Supply
 - d) Research
- 3) ABC analysis aims for _____.
 - a) All Better control
 - b) Always Better Control
 - c) Always best Cost
 - d) Always Bad Cost
- 4) _____ is a set of international standards on quality management and quality assurance.
 - a) TQM
 - b) ISO 20000
 - c) ISO 14000
 - d) ISO 9000
- 5) The primary function of plant maintenance does not include _____.
 - a) Maintenance of existing plant and equipments
 - b) Repairs to existing equipments and buildings
 - c) Selling of old machineries
 - d) Equipment inspection and lubrication.
- 6) _____ is one of the secondary functions in maintenance management.
 - a) Assembly
 - b) Manufacturing
 - c) Waste Disposal
 - d) Training
- 7) _____ layout groups machines into cells which function somewhat like product layout.
 - a) Cellular Manufacturing
 - b) Product
 - c) Process
 - d) Straight
- 8) _____ function of PPC relates to checking the quality of production and evaluating efficiency.
 - a) Routing
 - b) Inspection
 - c) Scheduling
 - d) Testing
- 9) Greater _____ is the benefit of process layout.
 - a) Effort
 - b) Product
 - c) Process
 - d) Efficiency

Q.4 Attempt any one of the following

16

A company has three manufacturing plants and goods are distributed to four markets. Table shows transportation cost from each plant to each market. Find optimum cost of transportation using MODI method. Use VAM for initial basic feasible solution.

Markets Plants	P	Q	R	S	Demand
A	2	2	2	4	1000
B	4	6	4	3	700
C	3	2	1	0	900
Supply	900	800	500	400	

OR

What is the need of Operations Research? Discuss applications of operations research in business and industry.

Q.5 Answer the following

16

A Company sells two different products A and B. The company makes a profit of Rs. 40 and Rs. 30 on the two Products respectively. They are produced by a common production process. The production process has a capacity of 30000 man-hours. It takes 3 hours to produce a unit of A and one hour to produce a unit of B. The maximum number of units of A and B that can be sold in the markets are 8000 and 12000 respectively. Formulate LPP and solve graphically to maximize profit

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**M.B.A. (Semester - II) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Research Methodology**

Day & Date: Thursday, 16-03-2023
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 alternatives from the options.

16

- 1) Research conducted to find solution for an immediate problem is _____.
a) Fundamental Research b) Analytical Research
c) Survey d) Action Research
- 2) Fundamental Research is otherwise called as _____.
a) Action Research b) Survey
c) Pure Research d) Pilot study
- 3) Population Census is an example of _____ Research.
a) Survey b) Empirical
c) Clinical d) Diagnostic
- 4) _____ is a way to systematically solve the research problem.
a) Technique b) Operations
c) Research methodology d) Research Process
- 5) _____ is an example of primary data?
a) Book b) Journal
c) News Paper d) Census Report
- 6) Converting a question into a Researchable problem is called _____.
a) Solution b) Examination
c) Problem formulation d) Problem Solving
- 7) The Academic purpose is to have _____.
a) Information b) Knowledge and information
c) First-hand knowledge d) Models
- 8) A Hypothesis which develops while planning the research is _____.
a) Null Hypothesis b) Working Hypothesis
c) Relational Hypothesis d) Descriptive Hypothesis
- 9) The first variable is _____ variable.
a) Abstract b) Dependent
c) Independent d) Separate
- 10) Survey is always a _____ study.
a) Field b) Laboratory
c) Office d) Class room
- 11) Final stage in the Research Process is _____.
a) Problem formulation b) Data collection
c) Data Analysis d) Report Writing
- 12) Sampling which provides for a known non zero chance of selection is _____.
a) Probability sampling b) Non probability sampling
c) Multiple Choice d) Analysis

B) State True or False. 06

- 1) Creating a tagline can be effective tool for branding of an event.
- 2) Procurement and resource management is the work of security manager.
- 3) Scientific approach is not the characteristic of event management.
- 4) College get togethers are formal in nature.
- 5) The main job of event coordinator is to supervise the various stages of planning in an event management.
- 6) The first step of an event is to do budgeting.

Q.2 Write Short Notes. 16

- a) Types of media.
- b) Scope of Event management.
- c) Need for entertainment in corporate events.
- d) Benefits of computer aided event management.

Q.3 Attempt the following. (Short Notes) 16

- a) Roles and responsibilities of event manager.
- b) Job opportunities in event management.

Q.4 Attempt following questions. 16

- a) Discuss about various factors of successful conduct of an event and state different utilities to be considered for the event.

OR

- b) Prepare event plan in detail for Wedding ceremony.

Q.5 Attempt following questions. 16

- a) Explain the concept of Public Relations. Briefly discuss about nature, importance and limitations of Public Relations.

OR

- b) What is corporate event? Discuss about job responsibilities of corporate events organizer.

Set No.	
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**M.B.A. (Semester - II) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Hospitality & Tourism Management**

Day & Date: Saturday, 18-03-2023
Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

Q.1 A) Multiple-choice question. 10

- 1) _____ hotels offer more spacious accommodations that include well appointed rooms and decorated lobbies.
 - a) One Star
 - b) Two Star
 - c) Three Star
 - d) Five Star
- 2) A room to a guest means _____.
 - a) Security
 - b) Privacy convenience
 - c) Cleanliness and hygiene
 - d) All of these
- 3) Two rooms which shares a common door, mostly used by families are called as _____.
 - a) Double room
 - b) Twin room
 - c) Interconnecting room
 - d) Double bed room
- 4) ITDC came into existence in _____.
 - a) 1966
 - b) 1976
 - c) 1986
 - d) 1996
- 5) IATA stands for _____.
 - a) Internal Air Transport Association (IATA)
 - b) International Air Transport Association (IATA)
 - c) International Airport Transport Association (IATA)
 - d) International Air Transportation Association (IATA)
- 6) _____ does not come under the scope of tourism.
 - a) Hotel
 - b) Restaurant
 - c) Travel agency
 - d) Iron and steel
- 7) The components of tourism include _____.
 - a) Accessibility
 - b) Amenities
 - c) Attractions
 - d) All of above
- 8) _____ industry is a service-oriented industry.
 - a) Hotel
 - b) Iron and Steel
 - c) Cement
 - d) Shoe making
- 9) _____ is a person travelling to another location, away from their usual social environment, for business, pleasure or social reasons.
 - a) Tour operator
 - b) Tourist
 - c) Traveler
 - d) Visitor
- 10) Visit to holy places is _____.
 - a) Adventure tourism
 - b) Leisure tourism
 - c) Religious tourism
 - d) Wildlife tourism

- B) True or False.** **06**
- 1) Employment generation is not an objective of tourism.
 - 2) Visit to temples is known as adventure tourism.
 - 3) Five-star hotels have only 5 facilities.
 - 4) The peak season of international tourism in India is April and May.
 - 5) Hotel is situated near to the airport are called motels.
 - 6) Tourist are classified into four broad categories.
- Q.2 Answer the following. (Short Notes)** **16**
- a) Alcoholic and non-alcoholic beverages.
 - b) Palace on wheels.
 - c) Tour operator and travel guide.
 - d) Concept of domestic and international tourism.
- Q.3 Attempt the following. (Short Notes)** **16**
- a) Importance of tourism and hospitality industry in India.
 - b) Eco tourism in India.
- Q.4 Attempt any one of the following.** **16**
- a) Write an explanatory note on forms of tourism in India
- OR**
- b) Write an explanatory note on various types of transportations used in tourism industry.
- Q.5 Attempt any one of the following.** **16**
- a) Define tourism. Explain about the evolution of tourism industry and various components of tourism.
- OR**
- b) Explain the organization structure of hotels. How are hotels classified.

- 10) The purpose of supply chain management is to _____.
 - a) Increase the production level
 - b) Manage and integrate supply and demand management
 - c) Enhance the quality of a product and services
 - d) Provide satisfaction to the custom
- 11) 3PL in logistics stands for _____.
 - a) Three points logistics
 - b) Third party logistics
 - c) Three points location
 - d) None of the above
- 12) Reverse logistics is required because _____.
 - a) Goods are defective and have to be Replaced
 - b) Goods are unsold
 - c) Goods are not as per specifications
 - d) All of the above
- 13) The business activity of giving out identified non-core activities to external agencies is _____.
 - a) Logistics
 - b) SCM
 - c) Outsourcing
 - d) Distribution
- 14) Time between a customer order and placement is called _____.
 - a) Lead time
 - b) JIT
 - c) Delivery time
 - d) Transport time
- 15) Blue Dart is an example for _____ company.
 - a) 3rd Party logistics
 - b) Marine cargo
 - c) Marketing
 - d) None of these
- 16) Integrated Logistics Systems include _____.
 - a) Materials Management
 - b) Material flow systems
 - c) Physical distribution supported by information technology
 - d) All of the above

Q.2 Answer the following. 16
 a) Concept and Importance of Logistics Information System (LIS)
 b) Third-Party Logistics, Fourth-Party Logistics

Q.3 Answer the following. 16
 a) Coordination in Supply Chain
 b) Outsourcing Supply Chain Operations

Q.4 Attempt the following. 16
 a) What is logistics Management? Explain importance of transportation, warehousing and packaging in logistics management.?

OR

b) Define the concept of Supply Chain Management. Explain Evolution of the Concept of Supply Chain Management and Key Drivers of Supply Chain Management. Also explain problems in smooth functioning of supply chain management?

Q.5 Attempt the following.

A leading producer of fine luxury products required a partner who could improve their warehouse and distribution operations and reduce the theft they were encountering with their high-value products. The organization does the bulk of their business throughout the Midwest and Eastern United States, which includes over 30 retail stores and 400 wholesale accounts.

Due to the high dollar value and small size associated with their products, they struggled with theft. Implementing stricter security and inventory management plans to protect inventory and control costs was a priority.

Because they serve customers in the luxury market, the company offers many value-added services that provide a personalized touch, including monogramming, gift-wrapping, engraving and even handwritten gift cards. The provider needed to build these offerings into the solution as well. And because nearly 50% of the manufacturer's business is done within the two-month holiday window, a plan needed to meet their exceptional level of customer service even during the busiest time of the year.

Penske was contracted to oversee and stabilize their entire operation, including their workforce, and improve their overall distribution and warehouse strategy. Over eight months, Penske evaluated their operations and incorporated all the necessary changes to decrease inventory shrinkage, increase efficiency and reduce employee turnover.

Penske supplied a warehouse and distribution strategy that was flexible, responsive and efficient, as well as dedicated and experienced personnel to run the facility.

Initially, their warehouse could not efficiently accommodate their level of value-added services and throughput. Penske brought in several engineers and a product line expert to integrate a wide range of engineering, racking and IT solutions to move product through the warehouse more efficiently and control expenses.

The company struggled with high employee turnover within operations management. As a result, they wanted to establish a defined career path and make the company a great place to work. To accomplish this, Penske realized the employees needed to be part of the solution. Penske engaged workers at the employee level and encouraged them to suggest process improvements and provide constant feedback, which included development of the warehouse and distribution line procedures. Not only did this produce a better overall solution, but it also developed trust, which reduced employee turnover and theft and provided better control of expenses.

- a) Analyse the case study.
- b) Identify the problem.
- c) Find alternate solutions.
- d) State Best Solution.

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**M.B.A (Semester - II) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Employability skills**

Day & Date: Tuesday, 21-03-2023
Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

Q.1 A) Multiple-choice question.

10

- 1) SWOT stands for _____.
 - a) Strength, weakness, Opportunity, Threat
 - b) Strong, weakness Opportunity, Threat
 - c) Strength, weakness, Opportunity, Thrust
 - d) Strength, Wishful, Opportunity, Threat
- 2) Time Management has a rule of _____.
 - a) 20:80
 - b) 80:20
 - c) 30:70
 - d) 70:30
- 3) Good manners are _____.
 - a) Only words
 - b) Only action
 - c) Both words and action
 - d) None of these
- 4) The objective of negotiation is to arrive at _____.
 - a) Agreement
 - b) Fighting
 - c) Communication
 - d) Problem
- 5) _____ without action plans are just words.
 - a) Planning
 - b) Organizing
 - c) Goals
 - d) Communication
- 6) KPO stands for _____.
 - a) Knowhow process outsourcing
 - b) Knowledge process outcome
 - c) Knowledge private outcome
 - d) knowledge process outsourcing
- 7) Which of these can be considered thinking critically _____?
 - a) Thinking emotionally
 - b) Thinking logically
 - c) To think actively and being aware of potential problems
 - d) None of above
- 8) ITES stand for _____.
 - a) Information Technology Enabled Station
 - b) Informal Technology Enabled Services
 - c) Information Technic Enabled Services
 - d) Information Technology Enabled Services

- 9) _____ is the first step in negotiation.
- a) Discussion
 - b) Preparation
 - c) Clarification of goals
 - d) Negotiate towards a Win-Win outcome
- 10) A proposal is a medium aimed at _____.
- a) Instruction
 - b) Persuasion
 - c) Prevention
 - d) Advice

B) True or False.

06

- 1) One should not follow time in his life.
- 2) The objective of negotiation is meeting.
- 3) Business proposal contains details about business to be done.
- 4) SWOT analysis can be done only for organizations.
- 5) The 80:20 rule of time management was framed by Kotler.
- 6) The objective of critical thinking is to form judgement.

Q.2 Answer the following. (Short Notes)

16

- a) The 80: 20 rules
- b) KPO
- c) Importance of knowing yourself
- d) Good manners

Q.3 Attempt the following. (Short Notes)

16

- a) SWOT Analysis.
- b) Supply chain management.

Q.4 Attempt any one of the following.

16

- a) Define critical thinking. Explain its importance and ways to improve critical thinking.

OR

- b) What are etiquettes? Explain the classification of etiquettes.

Q.5 Attempt any one of the following.

16

- a) Define business proposal. What are the different types of business proposal?

OR

- b) Define BPO. Explain its scope. State the importance of 24/7 work environment.

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**M.B.A (Semester – I) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Principles of Management**

Day & Date: Tuesday, 21-03-2023
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 Choose the correct Alternative:

16

- 1) _____ is the process of ensuring that actual results are in accordance with planned results.
 - a) Controlling
 - b) Coordinating
 - c) Planning
 - d) Directing
- 2) _____ is not one of the eight steps in the decision-making process.
 - a) Identifying the problem
 - b) Analyzing alternative solutions
 - c) Implementing the decision
 - d) Delegating the decision making
- 3) _____ is an individual's capacity to handle number of people at a given time.
 - a) Span of control
 - b) Line authority
 - c) Staff authority
 - d) Power
- 4) Trait theories most accurately predict _____.
 - a) Distinguishing features of an effective leader
 - b) Differences between an effective and an ineffective leader
 - c) The success of a leader
 - d) The emergence of a leader
- 5) What is the last step in the controlling process?
 - a) Setting Performance Standards
 - b) Taking corrective action
 - c) Comparing actual performance with standards
 - d) Measurement of actual performance
- 6) MBO was developed by _____.
 - a) Peter. F. Drucker
 - b) Chester Bernard
 - c) Fayol
 - d) None
- 7) The two-factor theory is based on _____ factors.
 - a) Hygiene and behavioral
 - b) Safety and self - esteem
 - c) Self - actualization and status quotient
 - d) None of the above
- 8) A strategic plan is also called _____.
 - a) Long term plan
 - b) Short term plan
 - c) Both a) and b)
 - d) None of above
- 9) _____ is the process of ensuring that everything is working according to plans.
 - a) Planning
 - b) Controlling
 - c) Organising
 - d) Directing

- 10) Departmentation is a part of the _____.
 a) organization process b) control process
 c) planning process d) staffing process
- 11) Controlling function finds out how far _____ deviates from standards.
 a) Actual performance b) Improvement
 c) Corrective actions d) Cost
- 12) Rules, duties and responsibilities of workers are given in writing in _____.
 a) formal organization b) informal organization
 c) business organization d) strategic organization
- 13) Workforce analysis would enable to know whether the organisation is _____.
 a) Understaffed b) Overstaffed
 c) Optimally staffed d) All of the above
- 14) Need's Theory was Who propounded the _____.
 a) Frederick Herzberg b) Alderfer
 c) Abraham Harold Maslow d) None of the above
- 15) are the approaches to the study of leadership which emphasize the personality of the leader:
 a) Contingency theories b) Group theories
 c) Trait theories d) Inspirational theories
- 16) _____ is known as the primary function of management?
 a) Controlling b) Planning
 c) Organizing d) Staffing

Q.2 Write Short Note on: **16**
 a) Departmentalisation
 b) Characteristics of creative people

Q.3 Write Short Notes on the following **16**
 a) Maslow's hierarchy of needs
 b) Staffing function

Q.4 Answer the following question **16**
 Define control. Explain its importance and process.

OR

Explain the concept of environment. What are the various factors affecting environment?

Q.5 Case Study: **16**

Manny Flavour's CC, Inc. is a family-owned company now in its fourth generation. The company began in 1889 making only one standard sugar cookie. Over the years it has prospered, and now it produces over 50 flavors of cookies. The company's motto is "cookies for any occasion." Rising sales revenues have brought in a lot of dough, so now money can be allocated to increasing line personnel and managerial staff. Manny, who is addressed as "Mr. Flavors" by employees, has finally added an HR specialist (you) to help with personnel and organizational behavior problems.

He has asked you to help with what he feels is a problem of worker morale in the operations division. Willie Keepum, VP of operations, has complained to Manny that most of his workers have bad attitudes and don't seem to want to work. He says he's prepared to fire them all if they don't shape up. Willie has informed Manny of his intentions, and believes he (Willie) needs to "clean house"

to show them who's boss. Besides, he thinks a lot of them have become complacent and don't care about quality. Willie also pays little attention to the mid-level managers' opinions stating that, "I'm ultimately responsible, so I'll make the decisions."

Manny knows that Willie can be heavy-handed in his management style and that he believes workers come to work either motivated or not. Willie has told him "There's nothing you can do to make them work if they don't want to." Knowing everything about cookies, but nothing about people, Manny isn't sure whether it's the workers or Willie that's creating the problem. He wants to know that if it is Willie, can he be changed. Or is it hopeless? He wants you to tell him if you think Willie or the workers should go. If you think neither should, then what are the ingredients needed to cook up a solution? This thing's getting on his nerves. He wants to get it behind him and get back to his cookies.

Therefore, Manny asks you to analyze the situation using your knowledge of leadership theories, and recommend at least two possible solutions so he can decide what to do

Analyse the above case

- 11) Organize the order of the process of final accounting _____.
 - a) Final accounts, journal, ledger
 - b) Ledger, journal final accounts
 - c) Journal, ledger, final accounts
 - d) They do not have an order
- 12) _____ is not a component of the final accounts.
 - a) Balance sheet
 - b) Trading Account
 - c) Profit and Loss Sheet
 - d) Transaction receipts
- 13) When you hear the term depreciation, what comes to your mind?
 - a) Distribution or allocation of fixed assets among the rightful owners
 - b) Depletion of the price of assets following the modern market demand
 - c) Reduction in the quoted price of any fixed in a set pattern
 - d) Increase in value of assets over time
- 14) Depreciation = _____.
 - a) Fixed assets * % of Depreciation
 - b) Cost – Scrap / Life
 - c) Cost + Erection – scrap/Life
 - d) All of these
- 15) Strait line method of depreciation calculate depreciation as _____.
 - a) Changing every year
 - b) Fixed
 - c) Both
 - d) None of these
- 16) Reducing balance method of depreciation calculates depreciation as _____.
 - a) Changing every year
 - b) Fixed
 - c) Both
 - d) None of these

Q.2 Answer the following short questions.

16

- a) What do you mean by Journal book? Draw format of Journal book and discuss on it?
- b) Prepare Bank Column Cash Book from the following information for December 2022.

2022	Particulars	Rs.
Dec 1	Cash in hand	10,500
1	Bank Overdraft	9,500
4	Paid Wages	400
6	Cash Sales	10,000
9	Cash deposited into Bank	5,000
13	Purchased Goods and paid by cheque	6,000
15	Cash deposited into Bank	4,000
18	Paid Trade Expenses by cheque	1,200
22	Rent paid	2,300
25	Received Cash from Rahul	1,500
27	Commission paid	2,000
29	Salary paid	3,500
31	Bought Goods by Cheque	3,000

Q.3 Answer the following questions.

16

- a) Explain company features and configuration in computerized accounting (tally)?
- b) On January 1, 2012 X Ltd. purchased a machinery by cheque for ' 12, 00,000. On July 1,2014 a part of the machinery purchased on January 1,2012 for' 80,000 was sold for ' 45,000 and new machinery at a cost of' 1,58,000 was purchased and installed on the same date. The company has adopted the method of providing 10% p.a. depreciation on the original cost of the machinery. Prepare machinery Account and Necessary working on it.

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

- a) Explain Accounting Principles, Concepts & Conventions in detail.
 b) Following are the transactions of Dhani Ramand Sons for the month of July 2021. Make journal entries, post them into ledger and balance the account.

2021		
July 1	Commenced business with cash	60,000
July 2	Paid into bank	40,000
July 5	Purchased furniture for cash	5000
July 7	Purchased Goods and paid for them by cheque	20000
July 10	Sold Goods to Lata Gupta for cash	12000
July 12	Sold Goods to Mahavir on credit	24000
July 18	Purchased Goods from Harish	30000
July 19	Withdrew cash for domestic use	2500
July 20	Received a cheque from Mahavir on account	18900
July 20	Allowed him discount	100
July 27	Paid to Harish cash on account	16800
July 28	Discount allowed by him	200
July 31	Paid salary by cheque	1800
July 31	Paid cash for telephone bill	600

Q.5 Attempt the following.

From the following Trail Balance, Prepare the Trading and Profit & Loss A/c for the year ended March 31, 2020 and the balance sheet as on that date.

Debit balance		Credit Balance	
Salaries	10,600	Sales	66,420
Bills Receivable	6,000	Capital	50,000
Investments	40,000	Pro. for Doubtful Debts.	2,500
Furniture	12,000	10% Loan (1.10.2013)	10,000
Opening Stock	4,500	Discount Received	400
Purchases	30,000	Sundry Creditors	9,300
Sundry Debtors	20,000	Bills Payable	5,000
Interest on Loan	400	Outstanding Salaries	500
Insurance Premium	900	Bad Debts Recovered	200
Wages	4,600	Interest on Investments	2,000
Rent	1,520	Commission	7,000
Bad Debts	1,200		
Carriage Outwards	600		
Cash at Bank	10,000		
Depreciation on Furniture	2,500		
Accrued Commission	1,000		
Advertisement	7,500		
	1,53,320		1,53,320

Adjustments:

- Closing Stock - 6,000.
- Goods costing 1,000 were distributed as free samples while goods costing 500 were taken by the proprietor for personal use.

- 3) A credit sale of 2,000 was not recorded in the sales book.
- 4) Closing Stock included goods costing 1,000 which were sold and recorded as sales but not delivered to the customer.
- 5) Maintain provision for Doubtful Debts @5%.
- 6) Only one-third advertising expenses are to be written off.

Seat No.	
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**M.B.A (Semester - I) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Managerial Economics**

Day & Date: Friday, 24-03-2023
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 given below.

16

- 1) _____ for a product is a statement of the relation between the quantity supplied and all factors affecting that quantity.
 - a) Market demand function
 - b) Production function
 - c) Market supply function
 - d) All of the above
- 2) Product differentiation is an important feature of _____.
 - a) perfect competition
 - b) monopolistic competition
 - c) Monopoly
 - d) none of these
- 3) Generally demand curve have _____.
 - a) negative slope
 - b) positive slope
 - c) horizontal line
 - d) vertical line
- 4) Following is not included in functions of managerial economics _____.
 - a) Sales forecasting
 - b) Industrial market research
 - c) Advice on foreign exchange
 - d) None of the above
- 5) The proportionate change in the quantity demanded of a commodity in response to change in the price of another related commodity is called _____.
 - a) Price elasticity
 - b) Related elasticity
 - c) Cross elasticity
 - d) Income elasticity
- 6) The number of firms under oligopoly is _____.
 - a) 1
 - b) 2
 - c) many
 - d) few
- 7) Car and petrol are _____.
 - a) Complimentary goods
 - b) Substitute goods
 - c) Supplementary goods
 - d) Reserve goods
- 8) The concept of Elasticity of Demand was introduced by _____.
 - a) Alfred Marshall
 - b) Lionel Robbins
 - c) Adam smith
 - d) J M Keynes
- 9) The number of banks which were nationalized in 1969 was _____.
 - a) 12
 - b) 13
 - c) 14
 - d) 15
- 10) _____ in economics means demand backed up by enough money to pay for the goods demanded.
 - a) Utility
 - b) Consumption
 - c) Supply
 - d) Demand

- 11) The Capital account of the Balance of Payments includes transactions like _____.
- a) Changes in foreign exchange reserves
 - b) Investments to and from abroad
 - c) Borrowings and lending to and from abroad
 - d) All of the above
- 12) _____ refers to economies that are unique to a firm.
- a) External economies
 - b) Internal economies
 - c) Economies of scales
 - d) Diseconomies of scales
- 13) The Reserve Bank of India was established on _____.
- a) April 1, 1935
 - b) July 12, 1982
 - c) May 26, 2006
 - d) September 30, 2005
- 14) _____ works as RBI's agent at places where it has no office of its own?
- a) State Bank of India
 - b) Ministry of Finance
 - c) Government of India
 - d) International Monetary Fund
- 15) A multinational is a firm that controls and manages production facilities in _____.
- a) both developed and developing countries
 - b) at least two countries
 - c) one country but relies on multiple markets for the consumption of goods it produces
 - d) at least two developed countries and one developing country
- 16) The relationship between price and quantity demanded is _____.
- a) Direct
 - b) Inverse
 - c) Linear
 - d) Non linear

Q.2 Write short notes. 16

- a) Role of MNC
- b) Major problems of Indian Economy

Q.3 Write short notes. 16

- a) Market structure
- b) Economies of scale

Q.4 Answer the following question. 16

- a) Explain demand forecasting. What are the different methods of demand forecasting?

OR

- b) What is Balance of Payment? Explain equilibrium and disequilibrium in BoP and measures to correct disequilibrium in BoP.

Q.5 Attempt the following case study.

The Indian economy was characterized by relatively high inflation prior to the introduction of economic reforms in 1990-91. During the post reform era, however, inflation grew more moderate once the reforms percolated deeper into the economy. Average inflation, which was 9.6% during the 5-year period between 1991-92 and 1996-97, slipped to 4.6% in the next five years, before slightly increasing to 5.3% between 2003-04 and 2007-08. Inflation which was under control for almost a decade, and even went below zero for a brief period in mid-2009, started increasing at a quick pace from mid 2008-2009. It spiraled, reflecting both supply and demand pressures. Supply pressures stemmed from elevated domestic food prices and rising global prices of oil and other commodities. The source of demand pressures was an economy with low per capita income which recovered sharply from the crisis. The supply pressures and demands pressures collided, triggering a wider inflationary process according to D. Subbarao, Governor of RBI.

A severe drought in 2009 was considered to be the chief reason for the inflation, along with post-crisis monetary and fiscal policies characterized by various fiscal stimulus measures which resulted in easy credit. The monsoon rainfall in 2009 was 679.3 millimetres against the normal rainfall of 884.1 millimetres or 23% below normal, - the worst in 37 years. With the drought, food supplies fell. The growth rate of agriculture and allied sectors declined by 0.15% (negative growth) in 2008-2009, and recorded a growth of 0.44% the following year. On the other hand, lenient monetary and fiscal policies ensured abundant liquidity in the economy. Sustained demand due to policy measures during and post crisis, coupled with supply constraints in food produce resulted in food inflation.

The Commission for Agricultural Costs and Prices in its report on the price policy for the 2011-2012 kharif season, identified that inflation in primary articles, particularly food articles, was the main contributor to inflation in the economy.

Analyse the above case with reference to the food inflation in Indian economy

Seat No.	
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**M.B.A. (Semester - I) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Organizational Behaviour**

Day & Date: Saturday, 25-03-2023
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) _____ Is the systematic study of attitudes, actions and behaviour of individuals and groups in Organization.
 - a) Organisational Behaviour
 - b) Individual Behaviour
 - c) Group Behaviour
 - d) Social Behaviour
- 2) A study of the culture and practises in different societies is called _____.
 - a) Personality
 - b) Anthropology
 - c) Perception
 - d) Attitudes
- 3) Organizational behaviour focuses at 3 Levels _____.
 - a) Individuals, Organisation, Society
 - b) Society, Organisation, Nation
 - c) Employee, Employer, Management
 - d) Individual, Groups, Organisation
- 4) A Process of receiving, selecting, organizing, interpreting, checking and reacting to sensory stimuli or data so as to form a meaningful and coherent picture of the world is _____.
 - a) Attitude
 - b) Thinking
 - c) Perception
 - d) Communication
- 5) The destructive forms of conflict that hinder group performance are called _____ conflicts.
 - a) Functional
 - b) Dysfunctional
 - c) Perceived
 - d) Latent
- 6) Trust, nature, cooperative is part of _____ Personality Trait as per big 5 personality Trait.
 - a) Agreeableness
 - b) Emotional Stability
 - c) Openness to experience
 - d) Introversion
- 7) At the norming stage, the team is involved in defining _____.
 - a) Goals
 - b) Roles
 - c) Relations
 - d) None of the above
- 8) The group formed by an organization to accomplish narrow range of purposes within a specified time is a _____.
 - a) Formal Group
 - b) Task Group
 - c) Interest Group
 - d) Functional Group
- 9) Linking rewards with willingness to change and punishment with unwillingness to change is accomplished by _____.
 - a) Refreezing
 - b) Enforcing
 - c) Changing
 - d) Unfreezing

- 10) Which of the following is not a symptom of employee resistance to change?
 a) increase in employee absenteeism
 b) non-participative and indifferent behavior
 c) increase in performance and productivity
 d) unprofessional conduct
- 11) Ivan Pavlov has developed the learning theory of _____.
 a) Operant Conditioning b) Classical Conditioning
 c) Cognitive Learning d) None
- 12) “The combination of characteristics or qualities that form an individual’s distinctive character” is the definition of _____.
 a) Personality b) Motivation
 c) Attitude d) Behavior
- 13) _____ prefers private reflection, self-examination, and self-discovery. They hide their feelings, prefer to work alone, and learn by watching.
 a) Private personalities b) Introverts
 c) Extroverts d) None of the above
- 14) MBTI stands for _____.
 a) Myers- Briggs Test indicator b) Myers- Briggs Test investigator
 c) Myers- Briggs Type indicator d) Myers- Briggs Type investigator
- 15) Stress can be reduced with the help of _____.
 a) Over time b) Hard work
 c) Meditation d) All of the above
- 16) A pervasive underlying set of beliefs, assumptions, values shared feelings and perception, which influences the actions and decisions taken by an organisation is known as _____.
 a) Organisational development b) Organisational culture
 c) Organisational change d) Social culture

Q.2 Answer the following short answers. 16
 a) Big five model of personality
 b) Types of teams

Q.3 Answer the following short answers . 16
 a) Process of Organisational Change
 b) Stages of group development

Q.4 Answer the following long answers . (Any One) 16
 a) Define the term Individual Behaviour and Explain in detail factors affecting individual behaviour.

OR

b) What is stress management? Explain factors causing stress and consequences of stress.

Q.5 Case Study.

Mr. Arvind Patil, plant manager of frame manufacturing company, is the chairperson of the ad hoc committee for space utilization. The committee is made up of various departmental heads of the company. The general manager of the company has given Patil the responsibility for seeing whether the various office, operations and warehouse facilities of the company are being optimally utilized. The company is beset by rising costs and the need for more space. However, before approving an expensive addition to the plant, the general manager wants to be sure that the currently available space is being utilized properly. Patil opened up the first committee meeting by reiterating the charge of the committee. Then Patil asked the members if they had any initial observations to make. The first to speak was the office manager. He stated "well I know we are using every possible inch of room that we have available to us. But when I walk out into the plant, I see a lot of open spaces. We have people piled on top of one another, but out in the plant there seems to be plenty of room." The production manager quickly replied, "We do not have a lot of space. Your office people have the luxury facilities. My supervisors don't even have room to descend a file cabinet. I have repeatedly told the plant manager we need more space. After all, our operation determines whether this plant succeeds or fails, not like you people in the front office pushing paper around." Patil interrupted at this point and said, "Obviously we have different interpretations of the space utilization around here. Before further discussion I think it would be best if we have some objective facts to work with. I am going to ask the industrial engineer to provide us with some statistics on plant and office layouts before our next meeting. Today's meeting is adjourned.

Questions:

- 1) What perceptual principles are evident in this case?
- 2) What concept was brought out when the production manager labelled the office personnel bunch of "paper pushers"?
- 3) Do you think that Patil's approach to getting "objective facts" from statistics on plant and office layout will affect the perceptions of the office and production managers?
- 4) If you were in Patil's position, how would you have handled the situation?

Set No.	
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**M.B.A. (Semester - I) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Business Statistics**

Day & Date: Monday, 27-03-2023
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 Choose correct alternative.

16

- 1) In the exclusive method of classification _____ is/are excluded from the class.
 - a) Lower limit
 - b) upper limit
 - c) Both limits
 - d) none of these Limits
- 2) Tally marks determine _____.
 - a) Class width
 - b) Class boundaries
 - c) Class limits
 - d) Class Frequency
- 3) Find the median of the given Values.
2,8,4,3,4,3,11
 - a) 4
 - b) 8
 - c) 2
 - d) 1
- 4) _____ is not a measures of central tendency.
 - a) Mode
 - b) Mean
 - c) Range
 - d) Median
- 5) Which of the following diagram is used to find the value of Mode Graphically?
 - a) Pie Chart
 - b) Bar Graph
 - c) Histogram
 - d) None of the above
- 6) The Index no for base year is always _____.
 - a) 1000
 - b) 200
 - c) 100
 - d) None of the Above
- 7) Which of the following is the index that is used to measure changes in total money value?
 - a) Value Index
 - b) Price Index
 - c) Quantity Index
 - d) None of the above
- 8) If the values of two variables move in the opposite direction, _____.
 - a) The correlation is said to be linear
 - b) The correlation is said to be non-linear
 - c) The Correlation is said to be positive
 - d) The Correlation is said to be negative
- 9) In chain base method, the base period is _____.
 - a) Fixed
 - b) Not Fixed
 - c) Constant
 - d) Zero
- 10) A qualitative characteristic is called _____.
 - a) Attribute
 - b) Constant
 - c) Association
 - d) Variable

Q.4 Attempt any one of the following.

16

- a) Calculate Median and Mode for the following data pertaining to marks in statistics out of 140 marks for 80 students in a Class.

Marks	0-20	20-40	40-60	60-80	80-100	100- 120	120-140
No of Students	4	26	22	10	9	6	3

OR

- b) Compute spearman's rank correlation for the following observations.

Candidate	1	2	3	4	5	6	7	8
Judge X	20	22	28	23	30	30	23	24
Judge Y	28	24	24	25	26	27	32	30

Q.5 Attempt the following.

16

The prices of a Tea company shares in Mumbai and Kolkata marks during the last ten months are recorded below.

Sr No	Month	Mumbai	Kolkata	Sr no	Month	Mumbai	Kolkata
1	January	105	108	6	June	127	125
2	February	120	117	7	July	109	125
3	March	115	120	8	August	110	120
4	April	118	130	9	September	104	110
5	May	130	100	10	October	112	135

Determine the Arithmetic Mean and Standard Deviation of the prices of shares. In which market are the share prices stable?

Set No.	
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**M.B.A (Semester – I) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Computer Operations and Management**

Day & Date: Tuesday, 28-03-2023
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.

16

- 1) _____ is the program that manages all the other application program in a computer.
 - a) ms office
 - b) operation system
 - c) application drivers
 - d) software
- 2) A local area network is collection of devices connected together in _____.
 - a) one physical location
 - b) geographic region
 - c) around the world
 - d) in a city
- 3) _____ is a software designed to provide a platform for other software's.
 - a) drivers
 - b) applications
 - c) system software
 - d) ms office
- 4) _____ is an input device.
 - a) speaker
 - b) pen drive
 - c) printer
 - d) keyboard
- 5) _____ is the component which processes all the commands in a computer.
 - a) ram
 - b) hard disk
 - c) processor
 - d) cd rom
- 6) Effects provided to an object in a power point presentation is called
 - a) transition
 - b) animation
 - c) theme
 - d) none of above
- 7) Full form of man is _____.
 - a) main area network
 - b) major area network
 - c) metropolitan area network
 - d) major area network
- 8) The shortcut key to copy content from upper cell to current cell is _____.
 - a) ctrl + v
 - b) ctrl + s
 - c) ctrl + shift + v
 - d) ctrl + d
- 9) Maximum number of power point slides that can be printed on one handouts page is
 - a) six
 - b) eight
 - c) nine
 - d) twelve
- 10) _____ is a complete location or name of where a computer file, folder or application is located.
 - a) folder
 - b) desktop
 - c) drive
 - d) path

Various technological solutions were evaluated and tested to transfer the pos data back to the company's main data server for intelligent data processing. The watch industry is quite dynamic in nature as the styles, textures, and trends keep changing very fast. In order to keep analysing the buying patterns and demand analysis, the company needs the complete pos data on real time basis for data analytics. To achieve this, the company decided to implement power builder software to connect its pos terminals with the central databases. The proposed system was e-mail based batch processing system, which will send an e-mail to the data centre at the end of the day. All e-mail received from various vendors are validated and uploaded into the oracle erp for managers to view and analyse. The biggest challenge of implementing this system was to cut implementation and running costs as they had limited funds available for too many technological developments.

- 1) Analyse the above case
- 2) What was the strategy being followed by cio of timex?
- 3) Was it a correct strategy to follow at this stage?
- 4) Why timex concentrated on developing pos network?

Set No.	
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**M.B.A (Semester – I) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Disaster Management**

Day & Date: Wednesday, 29-03-2023
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 Choose the correct Alternative:

16

- 1) _____ is seasonally related hazard.
 - a) Earthquake
 - b) Volcanic eruption
 - c) Terrorist attack
 - d) None of the above
- 2) The Disaster Management Act was made in _____.
 - a) 2006
 - b) 2003
 - c) 2005
 - d) 2009
- 3) Disaster Management includes _____.
 - a) Mitigation
 - b) Reconstruction
 - c) Rehabilitation
 - d) All of the above
- 4) Bhopal Gas Disaster is a kind of _____.
 - a) Natural disaster
 - b) Manmade disaster
 - c) Terrorist attack
 - d) None of the above
- 5) _____ is the objective of pre-disaster management.
 - a) Collect information
 - b) Participation of people
 - c) First aid
 - d) Mock drill
- 6) _____ is considered as geological disaster.
 - a) Earthquake
 - b) War
 - c) Famine
 - d) Terrorism
- 7) _____ is the chairman of the district disaster management authority.
 - a) Mayor
 - b) Collector
 - c) President
 - d) Common people
- 8) _____ is the first phase of the three aspects of disaster.
 - a) Phase of emergency
 - b) Transitional Phase
 - c) Reconstruction Phase
 - d) Mock drill
- 9) Disasters can be broadly termed as _____ types.
 - a) 2
 - b) 4
 - c) 5
 - d) 3
- 10) _____ is an example of slow-onset disaster.
 - a) Earthquake
 - b) Tsunami
 - c) Cyclone
 - d) Draught
- 11) The first step in preparedness planning is _____.
 - a) Analysis of data collected
 - b) Determination of objectives
 - c) Development of implementing device
 - d) Determination of strategy

- 12) Effective hazard management largely rely on _____.
a) Govt. agencies b) Emergency responses
c) Pre-disaster planning d) Volcanoes
- 13) The extent to which a community, structure, services or geographic area is likely to be damaged or disrupted by the impact of particular hazard is termed as _____.
a) Capacity b) Vulnerability
c) Risk d) Hazard assessment
- 14) Vulnerability analysis comes in _____ part of the Disaster Management Cycle
a) Mitigation b) Preparedness
c) Response d) Recovery
- 15) _____ is not a component of disaster management cycle
a) Preparedness b) Response
c) Construction d) Recovery
- 16) A hazard is a situation where there is _____.
a) Threat of natural calamity
b) Threat to property and lives from calamities
c) Threat for consequences of disaster
d) All of the above

Q.2 Write Short Note on: **16**
a) National Disaster Management Authority.
b) Climate change and urban disasters

Q.3 Write Short Notes on the following **16**
a) Economical and political impact of disaster
b) Hazards

Q.4 Answer the following question **16**
Write an explanatory note on natural disaster giving examples.
OR
What is the role of government, NGO's local authorities in disaster risk reduction

Q.5 Write in details about the post disaster environmental response. **16**

Seat No.	
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**M.B.A. (Sem - I) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Business Law**

Day & Date: Friday, 31-03-2023
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) The following is correct _____.
a) Indian Contract Act 1882 b) Indian Contract Act 1872
c) Indian Contract Act 1888 d) Indian Contract Act 1972
- 2) _____ is a game of chance.
a) Contingent Contract b) Wagering Contract
c) Quasi Contract d) Conditional Contract
- 3) Contract be discharged _____.
a) By performance b) By Operation of Law
c) By Lapse of time d) By all the above
- 4) Sale of Goods Act classifies 'goods' under the following categories _____.
a) Existing Goods b) Future Goods
c) Contingent Goods d) All of these
- 5) _____ is what buyer pay for the value of goods.
a) Price b) Value
c) Money d) None of these
- 6) The Consumer Act provides for a three-tier quasi-judicial redressal machinery at the _____ for redressal of consumer disputes.
a) District Level b) State Level
c) National Level d) All of these
- 7) Section 9 of the Act provides for the establishment of a _____ by the State Government in each district of the State.
a) District Forum b) State Forum
c) National Forum d) All of these
- 8) District Forum to entertain complaints where the value of goods or services and the compensation, if any, claimed does not exceed rupees _____.
a) Twenty Lakhs b) Fifty Lakhs
c) Twenty Five Lakhs d) None of these
- 9) _____ deals with the rights of intellectual creators in their creation.
a) Copyright b) Patent Right
c) Trade Mark d) Consumer Right
- 10) The Copyright Board is a body constituted by _____ to discharge certain judicial function under the Act.
a) Central Government b) State Government
c) Both A and B d) None of these

- 2) A agrees to sell to B one packet of salt out of the lot of one hundred packets lying in his shop.
 - 3) T agrees to sell to S all the oranges which will be produced in his garden this year.
- d)** Suraj sold his car to Sohan for Rs. 75,000. After inspection and satisfaction, Sohan paid' 25,000 and took possession of the car and promised to pay the remaining amount within a month. Later on Sohan refuses to give the remaining amount on the ground that the car was not in a good condition. Advise Suraj as to what remedy is available to him against Sohan.

Seat No.	
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**M.B.A. (Sem - I) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Banking Operations & Services**

Day & Date: Saturday, 01-04-2023
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) Bank rate is the rate at which _____.
 - a) Commercial banks can borrow money from the RBI
 - b) The rate at which commercial banks lend money to customers
 - c) The rate at which commercial banks lend money to RBI
 - d) None of these
- 2) Repo rate is an abbreviation of _____.
 - a) Return Rate
 - b) Repurchasing Rate
 - c) rate of repayment
 - d) None of these
- 3) Banks are required to maintain a certain percentage of their deposits as cash and can use only the remaining amount for lending/investment. This percentage is known as _____.
 - a) Cash Reserve Ratio (CRR)
 - b) Repurchase Rate
 - c) Bank rate
 - d) Cash return ratio
- 4) Banks are required to invest a particular percentage of their deposits in specified financial securities such as Gold, Cash or State Government /Central Government securities. This percentage is called as _____.
 - a) State liability rate
 - b) Statutory Liquidity Ratio (SLR)
 - c) Standard Liquid Rate
 - d) None of these
- 5) _____ are the types of deposits.
 - a) Savings account
 - b) Fixed deposit account
 - c) Recurring deposit account
 - d) All of these
- 6) A _____ can have different maturity ranges that may vary from six months to 120 months.
 - a) Savings account
 - b) Fixed deposit account
 - c) Recurring deposit account
 - d) All of these
- 7) _____ loan used by consumers to finance the purchase of a house.
 - a) Credit card
 - b) Mortgages
 - c) Personal loan
 - d) Student loan
- 8) Consumer loan categories as _____.
 - a) Secured and unsecured loan
 - b) Open end and close end loan
 - c) personal loan
 - d) Both A and B
- 9) _____ Used by consumers to finance everyday purchases.
 - a) Credit card
 - b) Mortgages
 - c) Personal loan
 - d) Student loan

- 10) An unhappy customer can lodge a complaint with the Banking Ombudsman with respect to the following banking services _____.
- a) Non-payment
 - b) Non-acceptance
 - c) Delay/failure to provide any banking facility
 - d) All of these
- 11) The Banking Ombudsman is the senior Official appointed by _____.
- a) RBI
 - b) NABARD
 - c) SEBI
 - d) RERA
- 12) _____ banks are covered under the Banking Ombudsman Scheme.
- a) A Scheduled Commercial Bank
 - b) Regional Rural Bank
 - c) A Scheduled primary Cooperative Bank
 - d) All of these
- 13) _____ a machine that accept deposits, dispense cash and can be programmed with other functions.
- a) Credit Card
 - b) Debit Card
 - c) ATM (Automated Teller Machine)
 - d) None of these
- 14) _____ branded cards will be issued with a magstripe and smart chip
- a) Master Card
 - b) VISA Card
 - c) Euro Card
 - d) All of these
- 15) _____ occurs when a debtor has not met his or her legal obligations according to the debt contract.
- a) Default
 - b) Breach
 - c) Bankruptcy
 - d) Insolvency
- 16) BCBS stand for _____.
- a) Basel Committee on Bank Supervision
 - b) Base Credit on Bank Supervision
 - c) Base Committee on Bank Shares
 - d) None of these

Q.2 Write Short Notes. 16

- a) Types of banks
- b) Electronic Banking

Q.3 Answer the following questions. 16

- a) Modes of charging security
- b) Principles of Sound Lending

Q.4 Answer the following questions. (Any One) 16

- a) What is Bank and Banking? Explain in details the various types of Banking and Functions of banking.

OR

- b) Explain in detail Establishment, powers & duties of banking ombudsman.

Q.5 Answer the following. (Any One)

- a) Smt. Sarawati, after opening current account in her name with your bank, issues several cheques without providing funds in the account to honour them. Can the bank draw the attention of the lady's husband to the unsatisfactory conduct of the account? What steps should it take to close the account?
- b) Two brothers, P and Q, have a fixed deposit of Rs. 50000/- with your Bank for a period of one year, bearing interest at 5 1/2%, the deposit amount being payable to either or survivor, Six months before the due date of the deposit, Q approaches the bank to get a loan against the deposit receipt for the maximum amount possible. In what manner can the bank assist him, and what are the formalities to be completed that is:
- 1) Document to be taken
 - 2) Margin
 - 3) Rate of Interest
- c) Mr. A drew a cheque for Rs. 20000/- in favour of Mr. B. on 10 April 2020, and gave it to him on the same day. Mr. B. who left the station immediately on a long pilgrimage tour, forgot about the cheque. When he returned and took it to the bank on 10 sept 2020, he found, to his dismay, that the bank had failed on the previous day. Discuss B's recourse against Mr. A and against the Bank for recovering the amount.
- d) A cheque for Rs. 5000, drawn in favour of Ram Chandra, is stolen. Ram Chandra notifies the loss to the bank and subsequently the cheque is presented for encashment. State the precaution which a paying banker should take to safeguard his own interest.

Seat No.	
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**M.B.A. (Semester - I) (CBCS) Examination: Oct/Nov-2022
(COLLEGE AND UNIVERSITY CAMPUS)
Enhancing Business Communication Skills**

Day & Date: Monday, 03-04-2023
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) The main objective of communication is _____.
a) Information and persuasion
b) Skill and personality development
c) Control and management
d) Need
- 2) A memo is an example for _____.
a) Internal communication
b) External communication
c) Lateral communication
d) Written communication
- 3) Informal communication is otherwise known as _____ communication.
a) Lateral
b) Visual
c) Grapevine
d) Horizontal
- 4) The inside address is typed _____.
a) Right hand side
b) Left hand side
c) Right hand bottom
d) Last
- 5) Minutes of resolutions is only resolutions _____.
a) Recorded
b) Development
c) Decision-making
d) Authenticated
- 6) The e-mail, video conferencing etc are some of the _____ based media of communication.
a) Computer
b) Traditional
c) Science
d) Rules
- 7) _____ reports are related to a single occasion or situation.
a) Non-recurrent reports
b) Investigative reports
c) Special reports
d) Formal reports
- 8) Physical Barriers to communication are _____.
a) Connotations
b) Interpretation of words
c) Denotations
d) Time and distance
- 9) Contents of offers and quotation are _____.
a) Details of product
b) Pleasing tone
c) Request for price
d) Request for trader's information
- 10) Bio-data is enclosed with the following letter _____.
a) Sales letter
b) Application letter
c) Complaint letter
d) Collection letter

It is evident that social media is rapidly growing in its reach and influence. It is changing the ways athletes; fans and the organizers interact and communicate their experiences of the events without any intermediaries instantly across the world. Their thrill of instant connectivity through social media is certainly being enjoyed by the athletes and their fans

But social media is a double-edged weapon which cuts two ways. It gives global visibility and acclaim but it can also damage you world-wide. Voula Papachriston, the Greek triple-jumper, became the first athlete in history to be banned from Olympics for posting a comment that was considered as a racist comment against African immigrants. Next to be thrown out was Swiss defender Michel Morganella after he posted a blog following a defeat against South Korea in football which was thought to be "discriminating, insulting and violating the dignity of the South Korean football team and the people".

Questions:

- a) Would you agree that social media should be used carefully because of its huge influence on people's way of thinking across the world? What care should be taken while using it as a social platform?
- b) Comment on the content of social media, posting the London Olympics 2012 internationally.