

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

M.B.A. Semester Pattern

**(Business Ethics & Corporate governance Question bank)**

**Q. No. 2: Answer the following (short answers / Short problem) 16 Marks**

A.1- Describe the Business Ethics & its importance in corporate?

A.2- Describe the Corporate social responsibility?

A.3- Explain corporate citizenship?

A.4- Explain the Corporate Governance?

A.5- Explain the Metaethics?

B.1- Define Values & importance of values?

B.2- Explain Deontological Ethical Theory?

B.3- Explain the concept of social audit and importance?

B.4- Ethical Issues in Human Resource?

B.5- Describe the value based management?

**Q. No. 3: Answer the following (short answers/ Short problem) 16 Marks**

A.1- Stages of Ethical Consciousness. principles of business ethics ?

A.2- Teleological ethical theory?

A.3 – Explain Ethical Dilemma?

A.4- Explain the concept of norms, belief and standard & Values?

A.5- Role and Responsibility of the Directors?

B.1- Functions of the Board Committees of the Board?

B.2- Define Corporate codes?

B.3- Explain Duties of Directors?

B.4-Theories of Corporate Governance?

B.5 – Explain the Models of Corporate Governance?

**Q. No. 4: Answer the following Long answers 16Marks**

A.1- Explain in the brief Corporate Social Responsibility and its Forms?

A.2- Explain in the brief functional area ethical issues in Finance, Marketing, HR, IT & Operation?

A.3- Explain in the brief Normative Ethical Theory?

A.4- Explain in the brief Corporate Governance?

A.5- Explain in the brief Business Theories?

B.1- Explain in the brief overview of Ethics, Business Ethics, Need and benefits?

B.2- Explain in the brief Ethical Decision Making?

B.3- Relevance Corporate Social Responsibility and corporate citizenship and Social Audit?

B.4- Explain in the brief Role, Responsibility, Duties of the Directors?

B.5- Difference between corporate governance and Corporate Management with an example?

**Punyashlok Ahilyadevi Holkar Solapur University, Solapur**

**M.B.A. II Semester- IV**

**Subject – Event Management**

**Time: 2.30 hrs.**

**Total Marks : 80**

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**Q. No. 2: Answer the following (short answers / Short problem)**

A.1 Job Responsibility of Corporate Events Organizer

A.2 Public Relations

A.3 Preparing a Planning Schedule

A.4 Factors for successful conduct

A.5 Decision Makers

B.1 Developing Record Keeping Systems.

B.2 Computer Aided Event Management

B.3 Brainstorming Sessions – Writings for Public Relations.

B.4 Need for Entertainment in Corporate Events.

B.5 Job Opportunities in Event Management

**Q. No. 3: Answer the following (short answers/ Short problem)**

A.1 Safety of Guests and Participants

A.2 Planning of Corporate Event

A.3 Blueprint

A.4 Corporate Event Budgeting

A.5 Public Relation Strategy and Planning

B.1 Organizing and Staffing

B.2 Event – Checklist

B.3 Media – Types of media

B.4 Analysis of Event.

B.5 Technical Staff

**Q. No. 4: Answer the following Long answers**

1. Discuss The characteristics of events
2. Explain the qualities of an effective event manager
3. Discuss the need for event management
4. Mention The list of permissions and licences taken at the time of event
5. What are the factors to be considered for successful conduct of events

6. What do you mean by organising and staffing under event
7. What are the key points to be considered while preparing budget
8. Points to be considered while assigning responsibilities by an event manager
9. Explain the types of media
10. Explain the effective brainstorming
11. Explain safety of guests and participants

**Q. No. 5: Answer the following (Long problem/ Case Study)**

**Punyashlok Ahilyadevi Holkar Solapur University, Solapur**

**M.B.A. II Semester- IV**

**Subject – Service And Retail Marketing**

Time: 2.30 hrs.

Total Marks : 80

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**Q. No. 2: Answer the following (short answers / Short problem)**

A.1 Difference between goods and services

A.2 Merchandise

A.3 Private Labels

A.4 Franchising

A.5 7 P's Of Service Marketing Mix

B.1 Non Store Retailing

B.2 Types Of Retailer

B.3 Process Of Merchandising

B.4 Location Planning

B.5 Site Selection

**Q. No. 3: Answer the following (short answers/ Short problem)**

A.1 Store Layout

A.2 Supermarket And Hypermarket

A.3 Buying For Store And Non Store

A.4 Retail Outlets

A.5 Location Planning

B.1 Fixture Types

B.2 Visual Merchandising

B.3 Physical Evidence and Process

## B.4 Types of Retail Formats

## B.5 Retail as a Career

### **Q. No. 4: Answer the following Long answers**

- 1 ) What Is the consideration for designing a store layout
- 2 ) What are the functions performed by retailer
- 3 ) Point out and explain the important reasons for a substantial growth in the service markets.
- 4 ) We find fifth P's i.e people more effective in managing the services comment on this statement.
- 5 ) Discuss the key drivers of retailing in india.
- 6 ) Explain the function of buying for different types of organization
- 7 ) Define retailing, and explain classification of Retailer
- 8 ) Explain the process of merchandise planning
- 9 ) Explain the concept of Retail Merchandising
- 10 ) What are various retail formats

### **Q. No. 5: Answer the following (Long problem/ Case Study)**

#### **1 ) Case Study**

Swati Retail Clothing stores was the largest retailer in traditional business for several years in Mumbai. Due to arrival of new competitors' the organization was struggling to retail its market share in the business. The organization had also adopted click and mortar model to increase and retain customers. The director after viewing the report on sales through website and analyzing the number of visitors visited the website shouted at the marketing head "Why is the official website least visited by the Customers?. "The Marketing Manager replied that the website provides complete information about its products and services" The director told the head "I want you to do something to improve out position in the market.

Questions:

- (a) Is it enough to have a website to provide complete information about the product and services of the organization?
- (b) What kind of marketing strategies must be adopted to increase sales through web?

## **2 ) Case Study**

The world largest retailer, committed in sale of all services "from services "from pin to ship" products and throughout the world had tie-up with reputed Indian enterprises and entered in Indian retail market for several years. It was operating successfully and captured the strong market place in India. It was in commission with Indian enterprises mainly because to set into the retail limitation policy prevailing in India. But now the policy moved to ease the limitation in retail industry to allow foreign companies to enter into single brand retailing independently. Now that world largest retailer moving to establish retail showrooms by renouncing the collaborations with Indian enterprise to annex the retail market of our nation in isolation.

Questions:

- (a) What would be the reason behind the success of that world's largest retailer?
- (b) Why the company wanted to penetrate into Indian retail market?
- (c) Do you think the measure of easing the retail industry policy is favorable to India?
- (d) Will that foreign retailer succeed in its independent move of retailing without domestic alliance as achieved earlier?

## **3 ) Case Study**

Banerjee and Gupta were discussing their problems in rural markets for marketing their rice produce. The discussions turned to costs and profits. "It is tough to make any profit in farming today," said Banerjee. "I can match any good farmer in farm yields and farm management but marketing is where I do not understand." Gupta joined and said, "It appears that the price and profit for rice today are determined more and more by things beyond my understanding and even outside my village community."

Banerjee agreed and said, "The Government budget, government subsidies interest rates, inflation, government spending in different areas and lot more things are affecting the rural markets. Gupta added, "We need to learn more about the general economy is affecting us and what we can do to make a decent profit and live with the emerging trends in the new world."

Banerjee had a last point to make in the discussions. "Farmers are step children (child from another mother) of our governments. So much attention is given to other celebrities, who provide only time pass cricket or entertainments like musicians or actors. Farmers who give the country such important things as food and raw material are not given the recognition and encouragement they deserve. This must change.

- 1) Analyse the case.
- 2) How do the economy factors like inflation, employment, growth areas affect the rural market today?
- 3) What can Indian farmers do to survive in today's rural market place? 4) Discuss "Are farmers ignored and not recognized for their important contribution to the economy".

## **5 ) Case Study**

The case is about Indian Retail Opportunities in future. The shop is the most substantive unraveling of intellectual and information exchange of the retail business in the Indian subcontinent. It presents the business of retail in the region to a global audience with the express aim of facilitating, understanding about encouraging investment in this massive marketplace.

At India Retail Forum, It is a congregation of some of the best retail brands companies and minds from across the globe, from diverse retail-related segments, from retail estate and design and architecture, to visual merchandising, retail support and technology based Indian retail has to play a part larger than its definition implies. The industry is in a catalyst's role to fulfill in the country's economic destiny, a destiny that is finally finding it. Economic prosperity also means higher standards of living and high consumption levels and only an efficient and organized retail sector can ensure and sustain this growing demand of the evolved consumer. The challenges of the newly found growth are tremendous and as they say can make or undo the story. The Shop is a market date for all the industry's head honchos, brands, retailing mall and shopping center developers, real estate firms, architects and designer logistics and technology support vendors. In essence, the shop takes to the world and gets the world to understand and appreciate the fastest growing consumerist region of modern times. This case conveys the message about opportunities and growth for retail in India. Organized retail ensures customers about future scope and advantages.

- 1) Read and analyse the case.
- 2) Discuss challenges faced by Indian Retail Sector
- 3) Comment on opportunities for retail in India.



**Punyashlok Ahilyadevi Holkar Solapur  
University, Solapur Nature of Question  
Paper for  
M.B.A. Semester Pattern Model Question Paper  
(w.e.f. June 2019)**

**Time: 2.30 hrs.**

**Total Marks : 80**

**Q. No. 2: Answer the following (short answers / Short problem)**

- A1. Define Industrial Relations
- A2. Write down some important objectives of Industrial Relations
- A3. What is the scope of Industrial Relations
- A4. Write a short note on Trade union.
- A5. Define Industrial Disputes.

- B1. Write a short note on Employee discipline .
- B2. Write a short note on Importance of Industrial Relation
- B3. Write a short note on strike and its impact
- B4. Define Collective Bargaining.
- B5. Write a short note on Grievance.

**Q. No. 3: Answer the following (short answers/ Short problem)**

- A1. Write a short note on characteristics of grievance.
- A2. Write a short note on Meaning and significance of Employee discipline.
- A3. Write a short note on Payment of Gratuity Act, 1972
- A4. Explain Grievance procedure.
- A5. Write a short note on types of disputes.

- B1. Write a short note on significance of employee discipline
- B2. Define workers participation.
- B3. Write a short note on approaches to industrial relation.
- B4. Write a short on actors to industrial relation.
- B5. Write a short note on settlement of Industrial disputes.

**Q. No. 4: Answer the following Long answers**

- A1. What is grievance? Explain its characteristics in details.
- A2. What is a disputes? Explain the reasons that causes industrial disputes.
- A3. What is a trade union? Discuss the various problems of trade union.
- A4. List out and explain the objectives of workers participation in management.
- A5. List out the preventive measures for Industrial Disputes and explain them.

- B1. Define Industrial relation and write down a detail note on actors to industrial relation.
- B.2. Explain in details about Factories Act 1948.
- B.3. What is Collective Bargaining? Explain its Importance and types.
- B.4. Discuss the principles and functions of trade unions.
- B5. Explain the grievance handling procedures in details.

**Q. No. 5: Answer the following (Long problem/ Case Study)**

**Case Study no - 1**

With net revenues of Rs 7.27 billion and net profit of Rs 304.6 million for the financial year ending December 31, 1999, Bata was India's largest manufacturer and marketer of footwear products. As on February 08, 2001, the company had a market valuation of Rs 3.7 billion. For years, Bata's reasonably priced, sturdy footwear had made it one of India's best known brands. Bata sold over 60 million pairs per annum in India and also exported its products in overseas markets including the US, the UK, Europe and Middle East countries. The company was an important operation for its Toronto, Canada based parent, the BSO group run by Thomas Bata, which owned 51% equity stake.

The company provided employment to over 15,000 people in its manufacturing and sales operations throughout India. Headquartered in Calcutta, the company manufactured over 33 million pairs per year in its five plants located in Batanagar (West Bengal), Faridabad (Haryana), Bangalore (Karnataka), Patna (Bihar) and Hosur (Tamil Nadu). The company had a distribution network of over 1,500 retail stores and 27 wholesale depots. It outsourced over 23 million pairs per year from various small-scale manufacturers.

Throughout its history, Bata was plagued by perennial labor problems with frequent strikes and lockouts at its manufacturing facilities. The company incurred huge employee expenses (22% of net sales in 1999). Competitors like Liberty Shoes were far more cost-effective with salaries of its 5,000 strong workforce comprising just 5% of its turnover.

When the company was in the red in 1995 for the first time, BSO restructured the entire board and sent in a team headed by Weston. Soon after he stepped in several changes were made in the management. Indians who held key positions in top management, were replaced with expatriate Weston taking over as managing director. Mike Middleton was appointed as deputy managing director and R. Senonner headed the marketing division. They made several key changes, including a complete overhaul of the company's operations and key departments. Within two months of Weston taking over, Bata decided to sell its headquarter building in Calcutta for Rs 195 million, in a bid to stem losses. The company shifted wholesale, planning & distribution, and the commercial department to Batanagar, despite opposition from the trade unions. Robin Majumdar, president, co-ordination committee, Bata Trade Union, criticized the move, saying: "Profits may return, but honor is difficult to regain."

The management team implemented a massive revamping exercise in which more than 250 managers and their juniors were asked to quit. Bata decided to stop further recruitment, and allowed only the redundant staff to fill the gaps created by superannuation and retirements. The management offered its staff an employment policy that was linked to sales-growth performance.

Q.1 Analyze the above case

Q2. Identify the problem

Q3. Identify the alternative solutions

Q.4. Give the best solutions

**Case study no - 2**

On November 24, 1998, America Online[1] (AOL) announced the acquisition of Netscape Communications (Netscape), a leading Internet browser company, for \$10 billion in an all-stock transaction. With this acquisition, AOL got control over Netscape's three different businesses – Netcenter portal, Netscape browser software and a B2B e-commerce software development division.

According to the terms of the deal, Netscape's shareholders received a 0.45 share of AOL's common stock for each share they owned. The stock markets reacted positively and AOL's sharevalue rose by 5% just after the announcement. Once shareholders and regulatory authorities approved the deal, Netscape's CEO James Barksdale (Barksdale)[2] was supposed to join AOL's board.

Many analysts felt that this acquisition would help AOL get an edge over Microsoft, the software market leader, in the Web browser market. Steve Case, (Case) Chairman and CEO of AOL, remarked, "By acquiring Netscape, we will be able to both broaden and deepen our relationships with business partners who need additional level of infrastructure support, and provide more value and convenience for the Internet consumers."

However, a certain section of analysts doubted whether AOL's management would accept Netscape's casual and independent culture. Moreover, they were worried that this deal may lead to a reduction in Netscape's workforce, the key strength of the company. A former Netscape employee commented, "People at Netscape were nervous about the implications of AOL buying us."

Allaying these fears, in an address to Netscape employees, Case said, "Maybe you joined the company because it was a cool company. We are not changing any of that. We want to run this as an independent culture." In spite of assurances by AOL CEO, it was reported that people at Netscape were asked to change the way they worked. In July 1999, Netscape employees were asked to leave if they did not like the new management.

By late 1999, most of the key employees, who had been associated with Netscape for many years, had left. Barksdale left to set up his own venture capital firm, taking along with him former CFO Peter Currie. Marc Andreessen (Andreessen) stayed with AOL as Chief Technology Officer till September 1999, when he left to start his own company, Loud cloud. Mike Homer, who ran the Netcenter portal, left the company while he was on a sabbatical.

Q.1. Analyze the above case.

Q.2. Identify the problem.

Q.3. Identify the alternative solutions.

Q.4. Give the best solutions



**Punyashlok Ahilyadevi Holkar Solapur  
University, Solapur**

**M.B.A. Semester Pattern Model Question Paper**

**(w.e.f. June 2019)**

**Time: 2.30 hrs.**

**Total Marks : 80**

**Q. No. 2: Answer the following (short answers / Short problem)**

- A1. Explain the functions of advertising agencies.
  - A2. Write a short note on Social Media Marketing.
  - A3. Define Search Engine Optimization and explain its benefits.
  - A4. Write a short note on Digital Marketing.
  - A5. Explain Integrated Marketing Communication Planning process
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- B1. Write down the advantages and disadvantages of Sales promotion
  - B2. Explain social media marketing and its benefits.
  - B3. Write a short note on search engine marketing (SEM).
  - B4. Explain in brief about google tools and its importance.
  - B5. Write a short note on Tools of Integrated Marketing Communication (IMC)

**Q. No. 3: Answer the following (short answers/ Short problem)**

- A1. Write a short note on Importance of Social Media Marketing.
- A2. Explain e-commerce and its importance.
- A3. Define advertising agencies and its importance.
- A4. Write a short note on IMC planning process.

A5. Explain in brief about International Market and its importance.

B1. Write a short note on personal selling.

B2. Explain Direct Marketing and its benefits.

B3. Explain the roles of International advertising and promotion.

B4. Differentiate between global market and localized market.

B5. Explain the role of other promotional mix elements in advertising.

**Q. No. 4: Answer the following Long answers**

A1. What is IMC? Explain the IMC process in detail.

A2. What is advertising? Explain in details the functions and classifications of advertising

A3. Discuss the role of advertising agency. What are the advantages of taking the help of an advertising agency.

A4. Define media planning and explain the steps involved in development of media plan.

A5. Define IMC and explain in details tools of IMC.

B1. Define sales promotion and explain in detail the types of Sales promotion.

B2. Define advertising agency and explain in details the future of advertising agency.

B3. Define personal selling and explain in details the advantages and disadvantages of personal selling

B4. What is Sales promotion? Enlist and Explain different sales promotion technique used by organization to promote their product.

B5. Discuss the factors influencing selection of advertising agency. Also explain various services provided by advertising agencies to their clients.

**Q. No. 5: Answer the following (Long problem/ Case Study)**

**Case Study no- 1**

In digital advertising, it is imperative that communication be interactive and real time. Digital media is complex with social media and mobile app dominating it. Companies want a unique customized approach to communicate with their customers and hence an effective idea is key selection criterion. Advertisers use blogs and specialized websites, Smartphone apps and social media sites such as Facebook, Twitter and YouTube to interact with their customers.

Boutique are taking advantage of availability of inexpensive technologies and low entry barriers to dominate digital advertising space. It all started with BCWbwise, which was behind HUL's Sunilkgangofgirls.com- a networking site for hair care lovers. This happened before Facebook was born. Besides HUL, BCWbwise had clients like ITC Foods and Hero MotoCorp. DrizzleIn Media conducts social media research by studying consumer data available on the internet and develops targeted content. It has clients such as Lenovo, Airtel and Bajaj Allianz. Vserv mobi has developed AppWrapper, which helps create advertisements around apps. It latches full screen advertisements when user exits their apps. It has also built Audience Pro which links advertisers to telecom subscriber data which helps in customization. Its clients include Nokia and Google. Large advertising agencies have acquired some of these boutique agencies to shore up their competence in digital advertising. Dentsu, JWT and IPG Mediabrands have acquired WebChutney, Hungama Digital and Interactive Avenues respectively.

Q.1.1) Analyze the above case.

Q.1.2) How is advertising in digital medium different from that in the traditional medium?

Q.1.3) How can advertising in digital medium evolve in the future.

**Case no – 2**

In March 2014, a food inspector at the Uttar Pradesh government's Food Safety and Drug Administration spotted the label of packets of Maggi noodles that claimed "no added MSG (monosodium glutamate)" during one of his routine raids on retail outlets. The sample was picked up and sent to the state laboratory at Gorakhpur for testing. The result that came back a few weeks later for positive that particular sample of Maggi noodles contained MSG. Samples of Maggi noodles were then sent to the Central Food Laboratory in Kolkata in June 2014. Maggi ban in 2015, NIL had revamped its marketing strategy to regain customer trust and increase sales. It had been creating a buzz for Maggi on social media stating how consumers had been missing their own favourite 'two-minute' noodles...

Since then following its re-entry, Maggi's market share steadily grew in India. From 55% in June 2016, it rose to 60% by the end of 2016. The company reported a turnover of US\$ 1.4 billion in



2016, up 13% over 2015. However, cost pressures and increased marketing spending led to subdued growth in profits, said experts.

Though Maggi had recovered a lot of ground with a 60% market share as of August 2017, it was still down from the 77% before the ban. The instant noodle market, which had been rocked by a ban on market leader Maggi, had seen the entry of new players and the expansion in the market share of others since then

Q.1.1) Analyze the above case.

Q.1.2) Identify the problem.

Q.1.3) Identify alternative solutions

Q.1.4) Give the best solutions