

Set No.	
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Day & Date: Saturday, 08-06-2024
Time: 11:00 AM To 02:00 PM

Max. Marks: 80

Q.1 Choose the correct alternatives from the options.

16

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- 9) A decision taken to meet unexpected situations is known as _____.
a) Economic Decision b) Crisis Decision
c) Non-Economic Decision d) Problem Decision
- 10) Directing flows in _____ direction.
a) Upward b) Downward
c) Diagonal d) Both a and b
- 11) According to Frederick Herzberg, _____ are elements associated with conditions surrounding the job.
a) Hygiene Factors b) Motivating Factors
c) Economic Factors d) Environmental Factors
- 12) _____ used the terms “employee-centred” and “production-centred” to describe leader behaviour:
a) Blake and McCanse b) Fiedler
c) McGregor d) Likert
- 13) Study of the movements of both the workers and the machine to eliminate wasteful movement is _____.
a) Fatigue Study b) Time Study
c) Motion Study d) Work-Study
- 14) Controlling function finds out how far _____ deviates from standards.
a) Actual performance b) Improvement
c) Corrective actions d) Cost
- 15) Espirit de corps means _____.
a) Union Is Strength b) Service Is Our Motto
c) Buyer Beware d) Product Is Our Strength
- 16) Free rein leadership is also known as _____.
a) Democratic b) Autocratic
c) Laissez-faire d) Bureaucratic

Q.2 Answer the following (Short answers / Short problem) 16
a) Maslow’s hierarchy of needs
b) Process of Controlling

Q.3 Answer the following (Short answers / Short problem) 16
a) Hersey-Blanchard’s Situational Model
b) Staffing

Q.4 Answer the following question. 16
Define the business environment and a factor that influences it.
OR
Discuss the principles of management as proposed by Henry Fayol.

Q.5 Raj Automobiles Ltd. Is engaged in the business of repairing and overhauling automobiles. It has about 100 employees working in the workshop. Current practices have led to an extreme amount of customer dissatisfaction due to a very lengthy waiting time, discourteous work force, poor quality of workmanship and the high cost of repairing automobiles. As a result, customers have started getting their services elsewhere. The owner is very keen to improve the situation but he finds his people are not motivated by a spirit of service basically because of poor wages and indifferent supervision. This is located in an environmentally alert community and they have also been complaining to the local municipal authority that the nasty way in which operations are handled and wastewater disposed off, is causing a lot of inconvenience in the locality. The owner-manager wants your help in raising the level of productivity of the employees and effectiveness of the operation **16**

Questions:

- a)** Analyze the above case.
- b)** Identify problem in this case.
- c)** Suggest alternative solutions.
- d)** Identify best alternative.

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Set **P**

M.B.A. (Semester-I) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS
Financial Accounting (20407102)

Day & Date: Monday, 10-06-2024
 Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

Q.1 Choose the correct alternative and rewrite the sentences again.**16**

- 1) Which of the options is an example of business liability?
 - a) Creditors
 - b) Cash
 - c) Building
 - d) Land
- 2) Opening stock is?
 - a) Debited in Trading Account
 - b) Credited in Trading account
 - c) Credited in Profit & Loss account
 - d) Debited in Profit & Loss
- 3) Which one of the following assets could be described as a current asset?
 - a) Machinery to manufacture goods for resale
 - b) Stock of goods for resale
 - c) Buildings to house the machinery
 - d) Land on which the buildings stand
- 4) Retained Earnings is classified as which type of account?
 - a) Asset
 - b) Liability
 - c) Expense
 - d) Stockholders' equity
- 5) All of the following are stockholders' equity accounts except?
 - a) Investment in Stock
 - b) Capital Stock
 - c) Common Stock
 - d) Retained Earnings
- 6) The main objective of depreciation is _____.
 - a) To show the previous profit
 - b) To calculate net profit
 - c) To reduce tax
 - d) To satisfy the tax department
- 7) Depreciation is generated due to _____.
 - a) Increase in the value of liability
 - b) Decrease in capital
 - c) Wear and tear
 - d) Decrease in the value of assets
- 8) What is the purpose of making a provision for depreciation in the accounts?
 - a) To charge the cost of fixed assets against profits
 - b) To show the current market value of fixed asset
 - c) To make cash available to replace fixed assets
 - d) To make a provision for repairs

- 9) According to straight line method of providing depreciation, the depreciation
 - a) Remains constant
 - b) Increase each year
 - c) Decrease each year
 - d) None of them
- 10) Salvage value means _____.
 - a) Definite sale price of the asset
 - b) Cash to be received when life of the asset ends
 - c) Cash to be paid when asset is disposed off
 - d) Estimated disposal value
- 11) Depreciation is calculated under diminishing balance method, based on _____.
 - a) Original value
 - b) Book value
 - c) Scrap value
 - d) None of them
- 12) A company has A _____.
 - a) Separate Legal Entity
 - b) Perpetual Existence
 - c) Limited Liability
 - d) All of the above
- 13) Shareholders are: _____.
 - a) Customers of the Company
 - b) Owners of the Company
 - c) Creditors of the Company
 - d) None of these
- 14) Who are the real owners of a company?
 - a) Government
 - b) Board of Directors
 - c) Equity shareholders
 - d) Debenture holders
- 15) A Company is created by: _____.
 - a) Special act of the Parliament
 - b) Companies Act
 - c) Investors
 - d) Members
- 16) Capital of a Company is divided in units which is called: _____.
 - a) Debenture
 - b) Share
 - c) Stock
 - d) Bond

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

- a) Basic accounting terminologies
- b) Causes of Depreciation

Q.3 Attempt the following. **16**

- a) Distinction between Trade Discount and Cash Discount
- b) Types of accounts

Q.4 Answer the following **16**

- a) Explain concept of Depreciation & their methods.

OR

- b) Following transactions post into the ledger & also balance them for the month of August in the books of Moon

Aug 10th: Moon commenced business with a capital of 1,50,000

11th: Cash deposited into bank 50,000

12th: Bought equipment for 15,000

13th: Bought goods worth 20,000 from Star and payment made by cheque

14th: Sold goods to Sun for 15,000 and payment received through cheque

16th: Paid rent by cheque 5,000

17th: Took loan from Mr. Storm 25,000

18th: Received commission from Mr. Air by cheque 5,000

19th: Wages paid 15,000

- 20th: Withdrew from bank for personal use 3,000
 21st: Withdrew from bank for office use 10,000
 22nd: Bought goods for 25,000
 23rd: Cash paid into bank 30,000
 24th: Interest paid through cheque 2,000
 25th: Gave loan to Mr. Wind 10,000
 26th: Amount paid to Mr. Storm on loan account 15,000
 27th: Salary paid to Manager Mr. Liquid 5,000
 28th: Postage paid 1,000
 29th: Received cheque from Mr. Wind on loan account 3,000
 30th: Sold part of the equipment for 2,000

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

Given below are the balances extracted from the books of Nagarajan as on 31st March, 2016.

Particulars	₹	Particulars	₹
Purchases	10,000	Sales	15,100
Wages	600	Commission received	1,900
Freight inwards	750	Rent received	600
Advertisement	500	Creditors	2,400
Carriage outward	400	Capital	5,000
Cash	1,200		
Machinery	8,000		
Debtors	2,250		
Bills receivable	300		
Stock on 1 st January, 2016	1,000		
	25,000		25,000

Prepare the trading and profit and loss account for the year ended 31st March, 2016 and the balance sheet as on that date after adjusting the following:

- Commission received in advance Rs. 400
- Advertisement paid in advance Rs. 150
- Wages outstanding Rs. 200
- Closing stock on 31st March 2016, Rs. 2,100

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M.B.A. (Semester - I) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS
Managerial Economics (20407103)

Day & Date: Tuesday, 11-06-2024
 Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

Q.1 Choose the correct alternatives from the options.

16

- 1) Economics word derived from _____ language.
 - a) Japan
 - b) Greek
 - c) Russia
 - d) Portuguese
- 2) The law of demand is illustrated by a demand curve that is _____.
 - a) Horizontal
 - b) Vertical
 - c) Upward-sloping
 - d) Downward-sloping
- 3) The income effect of a price change _____.
 - a) Is always positive
 - b) Is always negative
 - c) May be positive or negative
 - d) Is caused by changes in consumer tastes
- 4) On a linear horizontal demand curve _____.
 - a) Elasticity is zero
 - b) Elasticity is infinity
 - c) Elasticity is low towards origin
 - d) Elasticity is one
- 5) LPG started in year _____.
 - a) 1989
 - b) 1991
 - c) 1992
 - d) 1995
- 6) RBI was initially located at _____.
 - a) Mumbai
 - b) Delhi
 - c) Hyderabad
 - d) Kolkata
- 7) Which of the following product has nearly perfectly inelastic demand?
 - a) Salt
 - b) Electricity
 - c) Petrol
 - d) Higher education in management field
- 8) Percentage change in quantity demanded divided by a percentage change in price is called _____.
 - a) Income elasticity of demand
 - b) Price elasticity of demand
 - c) Price elasticity of supply
 - d) Elasticity of substitution
- 9) When Price of the Product Increases then Supply will be _____.
 - a) Increase
 - b) Decrease
 - c) Remain Constant
 - d) None of the above

- 10) The supply relationship shows an _____ slope.
 - a) Upward
 - b) Downside
 - c) Cross
 - d) None of above
- 11) The demand for _____ is highly inelastic.
 - a) Perfumes
 - b) gold
 - c) Medicines
 - d) diamond
- 12) In economics, desire backed by purchasing power is known as _____.
 - a) Utility
 - b) Demand
 - c) Consumption
 - d) Scarcity
- 13) In the case of Giffen goods the income elasticity of demand is _____.
 - a) positive
 - b) negative
 - c) zero
 - d) infinite
- 14) In the case of perfect elasticity, the demand curve is _____.
 - a) Vertical
 - b) Horizontal
 - c) Flat
 - d) Steep
- 15) The law of demand is applicable to _____ goods.
 - a) giffen
 - b) prestige
 - c) inferior
 - d) normal
- 16) The Law of demand is based on the law of _____.
 - a) supply
 - b) Diminishing Marginal Utility
 - c) Newton's Law of gravitational force
 - d) Einstein's $E = mc^2$

Q.2 Write short notes on the following.

16

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

Q.3 Write Short Notes on the following.

16

- a) Nature & Scope of Managerial Economics -
- b) Difference between Risk & Uncertainty

Q.4 Answer Any One of the following:

16

- a) Meaning of Production function. Explain its scope in details.**

OR

- b) Explain Price Elasticity of demand with Diagrams.**

Q.5 Answer Any One of the following:

16

- a) What is mean by Demand? Explain the Law of Demand & its Exceptions.**

OR

- b) What is Monopoly? Explain Price & Output Determination under Monopoly.**

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- 10) _____ refers to a stimulus which strengthens the probability of particular response.
a) Learning b) Reinforcement
c) Punishment d) performance
- 11) When people draw general impression about individuals based on single characteristics is called _____.
a) stereotyping b) attribution
c) figure ground d) halo effect
- 12) _____ is a strategy to improve group decision making.
a) Group think b) Encouraging conformity
c) Promoting diversity of opinions d) Avoiding discussion
- 13) _____ of the following is NOT a level of Organisational Behaviour.
a) Individual level b) Group level
c) Organisational level d) Economic level
- 14) _____ term refers to the shared values, beliefs, and practices that shape an organization's identity.
a) Teamwork b) Culture
c) Group think d) Diversity
- 15) _____ of the following is an external force for organizational change.
a) Employee turnover b) Technological advancements
c) Internal conflicts d) Resistance to change
- 16) By _____ stress be managed in organizations.
a) By increasing workload
b) By providing employee autonomy
c) By ignoring the sources of stress
d) By creating a stressful work environment

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

- a) Explain Big 5 theory of personality
- b) Write note on Strategies to improve group decision making

Q.3 Answer the following. **16**

- Write short notes on types of teams.
- Explain intrapersonal and interpersonal conflict.

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

- a) Define organization behavior? Environmental and personal factors influencing organizational behavior.

OR

- b) What is stress management? explain sources of stress and strategies to managing stress.**

Q.5 Case Study.

Mr. Ram was utterly baffled. He took over office four months ago and has since initiated several changes all of which are good. His main intentions in making the changes were that the office should look more professional and the employees should be facilitated to become productive without making them work too hard. The new office now indeed looks more spacious with the new layout, and in fact, his colleagues from other departments who pass by comment on how nice and professional the office looked. Mr. Ram had put the secretaries' desk close to their bosses' cabin so that they did not have to walk up and down all the time. Previously, they were huddled together in the secretaries' pool and whenever they had to take dictation — which was several times a day—they had to walk quite a bit. He also purchased new calculating machines for the department which are quick, efficient and accurate, so that the assistants now do their calculations without making mistakes. In fact he had just placed an order for a high speed computer which would take away the boredom and monotony of all the laborious human calculations and would be a boon to all. Actually, once computer is installed the manager's will not have to be dependent on lower level staff. Whatever statistics or information the managers need, the computer will generate the data in no time. And the computer manufacturer was going to offer free programming session for all those who wanted to attend them. Manuals will also be made available to all the staff. It was the best of all possible worlds for the entire department and Mr. Ram could not understand why the staff was not more enthusiastic and some actually seemed rather unhappy.

Questions:

- | | |
|--|-----------|
| a) Identify the problems in this case. | 02 |
| b) What kind of changes were prescribed by Mr. Ram and why? | 05 |
| c) Discuss why the changes did not produce the desired results in this situation. | 05 |
| d) If you were Mr. Ram, how would you have handled the situation? | 04 |

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- 11) The _____ of a class is the frequency obtained by adding the frequencies of all the classes preceding the given class.
 - a) Class interval
 - b) Class height
 - c) Cumulative frequency
 - d) Average frequency
- 12) Sum of all the observations divided by the total number of observations is called _____.
 - a) mean
 - b) Weighted mean
 - c) Mode
 - d) Median
- 13) If the first quartile is 104 and third quartile is 120 then quartile deviation is _____.
 - a) 7
 - b) 10
 - c) 8
 - d) 9
- 14) Less than ogive and greater than ogive intersect at _____.
 - a) Mean
 - b) Median
 - c) Mode
 - d) None of these
- 15) The range of 40, 11, 10, 5, 15, 24, 9 is _____.
 - a) 20
 - b) 25
 - c) 35
 - d) 30
- 16) If two attributes A and B have perfect negative association the value of coefficient of association is equal to _____.
 - a) +1
 - b) -1
 - c) 0
 - d) None of these

Q.2 Answer the following.

16

- a) Write a short note on: Index number.
- b) Define:
- i) Positive correlation
 - ii) Negative correlation
 - iii) Karl Pearson's coefficient of correlation.
- Explain scatter diagram method of studying correlation.

Explain scatter diagram method of studying correlation.

Q.3 Answer the following.

16

- a)** Calculate the mean and standard deviation from the following data:

X	10	20	30	40	50	60	70
f	3	4	10	5	5	2	1

- b)** What are the primary data and secondary data? Give two examples of each

Q.4 Answer the following.

16

- a) Calculate Karl Pearson's correlation coefficient for the following data.

Cost	10	15	20	25	28	30	36
Sales	7	9	13	15	18	21	24

OR

- b)** Calculate Yule's coefficient of association for the following data:
- i) (A) = 600; (B) = 800 ;(AB) = 480; N = 1000
 - ii) (A) = 600; (B) = 800; (AB) = 600; N = 1000

Q.5 Plot less than and more than Ogive curve for following data Also determine median.

16

Class	0-5	5-10	10-15	15-20	20-25	25-30	30-35	35-40
Frequency	6	8	13	15	17	10	7	4

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M.B.A. (Semester - I) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS
Computer Operations and Management (20407107)

Day & Date: Friday, 14-06-2024
 Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

Q.1 Multiple choice question.

16

- 1) Each component of computer either _____.
 a) Application software b) Software or CPU/RAM
 c) Input devices or output devices d) Hardware or software
- 2) What part of the computer provides only temporary storage of files?
 a) Processor b) Hard drive
 c) ROM memory d) RAM memory
- 3) _____ software helps the user to do his/her work.
 a) Computer b) Utility
 c) System d) Application
- 4) A computer system is the integration of physical entities called _____ and non-physical entities called _____.
 a) Network, Hub b) Free wave, Share wave
 c) Hardware, Software d) None of these
- 5) The _____ comes under the System Software category.
 a) Utility System b) Working System
 c) Operating System d) None
- 6) To open a new file in MS Word, the shortcut key is _____.
 a) Ctrl + N b) Ctrl + V
 c) Ctrl + Y d) Ctrl + X
- 7) Which of the following is not a disadvantage of wireless LAN?
 a) Slower data transmission
 b) Higher error rate
 c) Interference of transmissions from different computers
 d) All of the above
- 8) The basic goal of computer process is to convert data into _____.
 a) Graphs b) Files
 c) Tables d) Information
- 9) Effects provided to an object in a power point presentation is called _____.
 a) transition b) animation
 c) theme d) none of above
- 10) The difference between memory and storage is that memory is _____ and storage is _____.
 a) Temporary, permanent b) Permanent, temporary
 c) Slow, fast d) All of above

- 11) Which is the highest form?
a) Data
b) Information
c) Knowledge
d) All of above
- 12) Web cam is an _____.
a) input unit device
b) output unit device
c) processing device
d) Input and Output device
- 13) WAN stands for _____.
a) Wap Area Network
b) Wide Area Network
c) Wide Array Net
d) Wireless Area Network
- 14) The term 'computer' is derived from _____.
a) Greek language
b) Sanskrit language
c) Latin language
d) German language
- 15) The qualitative or quantitative attribute of a variable or set of variables is termed as _____.
a) data
b) information
c) both of above
d) none of above
- 16) Which operation is not performed by computer?
a) Inputting
b) Processing
c) Controlling
d) Understanding

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

- a) Components of information system
b) IT infrastructure

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

- a) Meaning and functions of Windows Operating System
b) Web Technology and Cloud Computing

Q.4 a) Explain concept of Word processing, Spreadsheet and Presentation using suitable MS applications. **16**

OR

- b) Explain Major roles of Information System and Types of Information System in detail.

Q.5 Case Study. **16**

14 Green Car Ltd., is a new entrant in the automotive sector, manufacturing electric car. The organization has collaborated with a Japanese company. The CEO Mr. L. Prasad, of Green Car Ltd., is convinced to go ahead for the 'Management Information System'. Green Car Ltd. has grown steadily in size and stature and evolved into a group that occupies a premier position in the automotive industry. The group's history is studded with milestones-each one taking the group forward. In fact, today, its total turnover is about 1 billion dollars. Mr. Prasad has appointed a junior software person, Mr. Raju, to take care of the automation of the business processes. Raju enthusiastically has accepted the responsibility to deploy the necessary hardware and software. He made a budget for Rs. 25 Lacs and has gone ahead to purchase the IT infrastructure. While preparing the budget he could not meet the CFO, Mr. Shah because he was very busy with expansion program. When the Computer Servers were installed, Raju gave common password to all the users with a common login id. Raju felt that users were not IT savvy and therefore

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

Questions:

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

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- 11) Natural disasters includes _____.
a) floods
b) draught
c) earthquakes
d) All of the above
- 12) Disaster management involves a series of measures for _____ and _____ the risk of disaster.
a) Managing
b) Reducing
c) Both A and B
d) None of the above
- 13) How many steps are there in the disaster recovery process?
a) 7
b) 4
c) 8
d) 5
- 14) International Day of Natural Disaster Reduction is celebrated on?
a) 15 June
b) 5 March
c) 13 October
d) 13 September
- 15) The principle which takes into account the precautions to be taken being on safer side and avoidance of taking undue risks from hazards, the damage potential of which is not yet fully known, is known as:
a) Guiding Principle
b) Risk Assessment Principle
c) Hazard Analysis Principle
d) Precautionary Principle
- 16) Which of the following is the main contributory cause for Pipeline Disasters in the world?
a) Third-party Activity
b) Corrosion
c) Mechanical failure
d) Operational failure

Q.2 Answer the following. (Short answers / Short problem) 16
a) Disaster Risk Reduction.
b) Roles and responsibilities of government.

Q.3 Answer the following. (Short answers / Short problem) 16
a) National Disaster Management Authority.
b) sustainable and Environment friendly recovery.

Q.4 Answer the following long answers. (Any One) 16
a) Define Disaster and Disaster management. Explain Disaster management cycle in brief.

OR

b) What are the types of Disaster?

Q.5 Attempt the following case study. 16

Cases of Covid-19 first emerged in late 2019, when a mysterious illness was reported in Wuhan, China. The cause of the disease was soon confirmed as a new kind of coronavirus, and the infection has since spread to many countries around the world and become a pandemic.

As agreed by several experts, fighting battle with COVID pandemic is as big as World War III. As mentioned by UN General Secretary, "We are facing a global health crisis unlike any in the 75- year history of the United Nations one that is killing people, spreading human suffering, and upending people's lives". This virus is spreading so fast that within 3 months after WHO's precautionary announcement, total number of positive cases reached 1.8 Million while US alone reported 51ak cases. Most of the developed countries including US, UK, Germany struggling to contain it, India with population of 1.3 crore. With just one doctor per 1000 vs 3 doctors in developed countries controlling this Virus from rapid growth is

not just uphill task but very critical too. Interestingly, India is still able to manage it at 6 cases per million against 1500 cases per million in US which makes it an interesting case study for disaster management.

As per WHO and CDC, COVID 19 spreads mainly among people who come in close contact of less than 6feet with those who are already affected which can be achieved with lockdown especially for dense countries like India which itself is an uphill task. India's journey of defeating COVID19 started from as early as Jan 8th with travel ban from Countries like China followed by multiple measures. "Janata Curfew" call by Prime Minister on March 22nd, 2020 will be remembered as the day of "Largest Social Experiment" in the world with participation of 1.3 Billion Indians which is equal to total population of entire Europe and US. This is further followed by 21 Day Lock Down. While it might be too early to say if India is successful due to its proactive measures, but we can confidently say that it helped to get time for preparation to handle possible widespread situation which is applauded by organizations.

- i) Suggest different Precautionary measures to prevent Pandemic situation like COVID 19.
- ii) The Pandemic situation arises in future what should be the role of government?

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- 11) The consumer is defined as someone who obtains goods or services for _____.
a) Direct use and possession
b) Exchange
c) Resale
d) Use in production and manufacturing
- 12) When second hand, renovated goods are sold as new ones is called as _____.
a) Sale
b) Unfair Trade Practices
c) Bargain
d) Restrictive Trade Practices
- 13) District Consumer Protection Council is headed by the _____.
a) Collector of the District
b) Minister In-charge of Consumer Affairs in the State
c) Minister In-charge of Consumer Affairs in the Centre
d) Supreme Court Judge
- 14) A _____ is an exclusive right granted for innovative product, a method or a process.
a) Trademark
b) Copyright
c) Patent
d) None of the above
- 15) _____ type of patent covers processes, compositions of matter, machines, and manufacturers that are new and useful.
a) Design
b) Plant
c) Geographical Indicator
d) Utility
- 16) Downloading licensed software from an unauthorized site is an example of _____.
a) Copyright infringement
b) Geographical Indicator infringement.
c) Trademark infringement
d) Patent infringement

Q.2 Answer the following**16**

- a) Write the meaning of performance and discharge of a contract and also write the modes of discharge of a contract.
b) Discuss "Conditions and Warranty"

Q.3 Answer the following.**16**

- a) Discuss the objective and need of the Competition Act, 2002.
b) Cyber Law in India and their limitations.

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

- a) Discuss the "Trademark Act, 1999".

OR

- b) Discuss "Memorandum of Association" & "Article of Association".

Q.5 Attempt the following cases.

- a)** Nitish went to a shop to purchase a shirt. The shopkeeper offered him three colours of shirts. Nitish asked him to show him the shirt which was on display. The shopkeeper told him that he could not buy that shirt and would have to choose from the options provided by him. Out of necessity and lack of time Nitish purchased a shirt out of the shirts shown by the shopkeeper. He paid him cash and didn't take the cash memo. Later, when he wore the shirt at home and was about to leave, he found one button of the shirt missing. He went to the shop the next day and asked for replacement. The shopkeeper bluntly denied that the shirt was purchased from him.
- i) Which consumer right of Nitish is violated here? Can Nitish file complaint against the shopkeeper?
 - ii) From the point of view of business which type of interest has been overlooked by the shopkeeper? Why?
- b)** Raman and Mohit entered into a contract where Raman promises to supply 20 bags of sugar to Mohit, a sweet shop proprietor, on 5th September 2021. The sugar was to be supplied by 15th September 2021. The mode of transport available to their places is roadways only. A landslide happened on 7th September 2021 and the connecting road was completely damaged and could not be repaired within 15 days. Raman offered to supply the sugar by 25th September 2021. Mohit refused to accept the sugar. Raman filed a claim for Rs. 10,000 on Mohit for refusal of the order.
- i) Identify the mode of discharge of this contract?
 - ii) What remedy is available to Raman?

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M.B.A (Semester - I) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS
Banking Operations & Services (20407110)

Day & Date: Wednesday, 19-06-2024
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 alternatives given below. 16

- 1) 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) Statutory liquidity Ratio
 - d) Standard Liquid Rate
- 2) _____ are the types of deposits.
 - a) Savings account
 - b) Fixed deposit account
 - c) Recurring deposit account
 - d) All of these
- 3) Banks which accepts deposits from the public and lend them mainly to commerce for short periods is _____.
 - a) Commercial Bank
 - b) Industrial Bank
 - c) Agricultural Bank
 - d) Central Bank
- 4) A company who accepts demand deposit is called _____.
 - a) Joint stock company
 - b) Banking company
 - c) Manufacturing company
 - d) IT company
- 5) Current Accounts are mainly opened by _____.
 - a) Professionals
 - b) Agriculturalist
 - c) Salaried class people
 - d) Trading and industrial concern
- 6) _____ is a strategy used by banks to strengthen customer loyalty and provide a single point of service for a range of different products and services.
 - a) Unit Banking
 - b) Mixed Banking
 - c) Relationship banking
 - d) Chain Banking
- 7) _____ refers to banking services sold to large clients, such as corporations, other banks, and government agencies.
 - a) Wholesale banking
 - b) Retail Banking
 - c) Regional Banking
 - d) Private Banking

- 8) The Government of India had appointed the _____ on customer service in banks.

a) Basel Committee	b) Talwar Committee
c) Hilton Young	d) H.G. Moulton
- 9) NPA stand for _____.

a) Not-Performing Assets	b) Non-Performing Assets
c) Not-Perusing Assets	d) Non-Patenting Assets
- 10) _____ 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	
- 11) _____ branded cards will be issued with a magstripe and smart chip.

a) Master Card	b) VISA Card
c) Euro card	d) All of these
- 12) RTGS stand for _____.

a) Real Time Gross Settlement	b) Rate time greater Set
c) Rate True Gross Share	d) Real Tomi Gross Share
- 13) MCFL Rate stand for _____.

a) Marginal Cost of Fund Lending Rate	
b) Marginal Cost of Fund Leverage Rate	
c) Management Cost of Fact Loading Rate	
d) Marginal Cost of Fund Labour Rate	
- 14) The short-term borrowing rate at which RBI borrows money from other Banks is known as _____.

a) Bank rate	b) Repo Rate
c) Call Rate	d) Reverse-Repo Rate
- 15) "Payments credited to the wrong account" is an example of which Risk?

a) Credit Risk	b) Operational Risk
c) Market Risk	d) Liquidity Risk
- 16) There is _____ in terms of transaction with E-banking.

a) Privacy	b) Risk
c) Freedom	d) Interest

Q.2 Write short Note

16

- a)** Functions of banks
- b)** Structure of Indian Banking System

Q.3 Attempt the following question.

16

- a) Types of Bank Rate
- b) Rights of the customer

Q.4 Attempt Any One of the following Questions.

16

- a)** Explain in detail Establishment, powers & duties of banking Ombudsman.
- OR**
- b)** Explain the various Modes of charging security.

Q.5 Attempt the following. (2 Questions for 8 Marks)**16**

- a)** Mr. Ajay, age 19 want to open a Bank Account in the national bank. Explain the procedure to open the bank Account.
- b)** Mrs. Shamali want to take Personal loan. Explain the procedure and document for loan procedure.

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Day & Date: Thursday, 20-06-2024
Time: 11:00 AM To 02:00 PM

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

16

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- 10) _____ is not a compulsory part of a business letter.

a) Salutation	b) Close
c) Attention Line	d) Body
- 11) Transactional analysis was developed by _____.

a) Elton Mayo	b) Weber
c) Maslow	d) Eric Berne
- 12) _____ is NOT one of the purposes for giving oral presentations.

a) To persuade	b) To Debate
c) To Build Goodwill	d) To inform
- 13) _____ is also referred to as critical / judgmental listening.

a) Discriminative listening	b) Biased listening
c) Evaluative listening	d) Appreciative listening
- 14) Zoom / Google Meet App is mainly used for _____.

a) Group Videoconferencing and presentations
b) Individual Presentations with audience
c) Group Presentations with audience
d) All of the above
- 15) In Group Discussion, it's assumed that members should be _____ while giving chance to others to speak.

a) Humble	b) Aggressive
c) Fighting	d) Arrogant
- 16) _____ cannot be the part of presentation.

a) Planning	b) Organizing
c) Rehearsing	d) Disputing

Q.2 Write short note:

16

- a) Nonverbal Communication
- b) Email

Q.3 Write short note:

16

- a) Effective presentation prerequisites
- b) Types of Interviews

Q.4 Answer the following question

16

- a)** What are the types of Reports, Write on all of them in detail.
- OR**
- b)** What are the Channels of Communication, Describe all in detail.

Q.5 Read the given case study and answer the questions given below.**16**

Social media is every marketer's safe haven for branding and marketing. And why not? More than 50% of the population is active on social media, and more are signing up with every passing second.

In a recent poll by Hubspot, 79% of the respondents have made a purchase after seeing a paid advertisement on social media. This isn't just a happenstance. It's the constant efforts that these brands put behind their dynamic presence on social media that counts. But how do they captivate their customers' attention for this long despite the budding competitors?

Tata Starbucks Coffee and social media are a match made in heaven. Being one of the sensational brands online, they are stirring the social media world with their strong presence. Tata Starbucks Coffee mastered the advertising transition from offline fame to online undertaking. They use each social media with a varied goal to target pitch-perfect reach. Drawing in more customers than ever before, they strike the right balance in content across multiple platforms. Though not every company has a Starbucks budget to promote and spend lavishly on social media marketing, here are some quick takeaways that will undoubtedly help.

Social media is not about quantity but quality. Tata Starbucks Coffee follows the "less is more" principle to maintain the quality standards, even in the caption. Spamming followers' feeds with constant posting is a big no-no.

Tata Starbucks Coffee shares 5-6 posts per week on Instagram and 3-4 weekly posts on Facebook. Ditch the worry of creating content every day when you can make use of user-generated content. Tata Starbucks Coffee makes sure to retweet or post its loyal customers' content. User-generated content postings starkly improve brand credibility. Building rapport with the audience is an unsaid rule to brand fame. Social media has now taken the onus of dispensing quality service by aiding brands in prompting faster replies. Starbucks is always on its toe to respond to customers actively solving concerns, expressing gratitude, or reposting. That kind of proactive service definitely deserves love and adoration.

Tata Starbucks Coffee is known for its innovative social media campaigns. Be it a new product launch or any festivity around the corner, Starbucks always turns up with a rewarding campaign.

The official YouTube channel of Starbucks comprises content in varied hues. From recipes to even series, Starbucks is the ultimate pioneer of experimenting. Even on Instagram, they use all the features like Guides, Reels, and IGTV without affecting their eye-popping feed. Starbucks also follows the design consistency for its aesthetic content mix.

Tata Starbucks Coffee has proved time and again to be a customer-centric brand with their unrelenting efforts.

Question:

- a) How have Tata's Starbucks coffee used social media for better business communication with their probable customers.
- b) Do you think social media work in creating an faster and effective business communication channel.

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M.B.A. (Semester - II) (CBCS) Examination: March/April-2024
COLLEGEAND UNIVERSITY CAMPUS
Marketing Management (20407201)

Day & Date: Thursday, 09-05-2024
 Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

Q.1 Choose the correct alternatives from the options.

16

- 1) What is the primary goal of marketing management?
 - a) Maximizing profits
 - b) Increasing market share
 - c) Creating customer value
 - d) Minimizing costs
- 2) In the marketing concept, which orientation emphasizes understanding and satisfying customer needs and wants?
 - a) Production orientation
 - b) Selling orientation
 - c) Product orientation
 - d) Marketing orientation
- 3) _____ is the oral presentation in a conversation with one or more prospective buyers for the purpose of making sales.
 - a) Personal selling
 - b) Branding
 - c) Advertising
 - d) None of these
- 4) E - marketing is a part of _____.
 - a) E-commerce
 - b) E-cash
 - c) E-payment
 - d) E-mail
- 5) Logistics management is a part of _____.
 - a) Production
 - b) Marketing channel
 - c) Supply chain management
 - d) Consumption
- 6) Which of the following is NOT one of the 4Ps of marketing?
 - a) Product
 - b) Promotion
 - c) Partnership
 - d) Place
- 7) Which of the following best defines the term "market share"?
 - a) The percentage of the market that a company holds
 - b) The total number of customers in a market
 - c) The value of a company's stock in the market
 - d) The rate at which a product is adopted by consumers
- 8) _____ is the purpose of market segmentation in marketing management.
 - a) To target specific customer groups
 - b) To increase production efficiency
 - c) To reduce competition
 - d) To lower product prices
- 9) Green marketing is defined as developing eco - friendly products and their packages to control the negative effects on _____.
 - a) Environment
 - b) Organization
 - c) Products
 - d) Price

- 10) The stage in the product life cycle that focuses on expanding market and creating product awareness and trial is the _____.
 - a) Decline stage
 - b) Introduction stage
 - c) Maturity stage
 - d) Growth stage
- 11) Occasion, benefits, user status, usage rate, loyalty are variables of _____ segmentation.
 - a) Geographic
 - b) Demographic
 - c) Behavioural
 - d) Psychographic
- 12) _____ is the key focus of relationship marketing.
 - a) Maximizing short-term profits
 - b) Expanding market reach
 - c) Aggressive advertising campaigns
 - d) Building long-term customer relationships
- 13) What role does the "exchange process" play in the field of marketing?
 - a) It involves the transfer of ownership of goods and services.
 - b) It refers to the negotiation of product prices.
 - c) It focuses on market research and analysis.
 - d) It deals with product development strategies
- 14) A product's _____ is the place the product occupies in consumer's mind relative to competing products.
 - a) Positioning
 - b) Segmenting
 - c) Targeting
 - d) None of these
- 15) _____ includes all the activities involved in selling goods or services directly to final consumers for personal, non-business use.
 - a) Logistics
 - b) Wholesaling
 - c) Marketing
 - d) Retailing
- 16) Using _____ marketing strategy a firm might decide to ignore market segment differences and target the whole market with one offer.
 - a) Concentrated
 - b) Micromarketing
 - c) Differentiated
 - d) Undifferentiated

Q.2 Answer the following. (Short answers)

16

- a) Macro Environment
- b) Pricing objectives

Q.3 Answer the following. (Short answers)

16

- a) Different promotion tools
- b) Factors influencing consumer behaviour

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

16

- a) What is product? Describe the new product development process.
- OR**
- b) What are the major types of distribution channels? Explain the factors influencing channel decisions.

Q.5 Analyse the following Case.

Ryka manufactures women's shoes for aerobics, step aerobics, walking, running, hiking, and cross training. Knowing full well that it would not be easy to compete with giants like Nike and Reebok for a new firm like Ryka in the athletic footwear industry to capture a sizeable share, the founder Sheri Poe right from the beginning resorted to some unusual marketing strategies. For example, she had her footwear British distributor deliver several pairs of Ryka's with a personal note to fitness enthusiast Princess Diana.

The royal trainer told Ryka that the princess not only liked the fit, but was also moved by the company's donation of part of its profits toward stopping violence against women. Ryka is Poe's way of fulfilling her dream - running a business and also helping women who are victims of rape, assault, and abuse.

The Ryka phenomenon began when Poe and several of her aerobics classmates realized that they were experiencing back pain because their shoes didn't fit right. Poe surveyed department stores and athletic footwear shops, asking customers and sales people what kind of shoes they wanted. She discovered that no one was paying attention to the women's market. The majority of the women's shoes were designed simply as scaled-down versions of men's shoes. To get a proper and painless fit, women needed athletic shoes with higher arches and thinner heels, but couldn't find them. Poe decided that there was a future for a company that made athletic shoes just for women. Rather than cater to the whims of fashion, Ryka concentrates on manufacturing only high-performance athletic shoes that fit a women's foot. Ryka's are anatomically correct for women's feet, and the company's patented Nitrogen E/S system provides cushioning and shock absorption for the heel and ball of the foot. Ryka Ultra- Lite aerobics shoes weigh only 7.7 ounces, about one-third that of regular aerobics shoes. Ryka was the first athletic shoe producer to develop market lightweight shoes specifically designed for the ups and downs of step aerobics.

- a)** Analyse the case.
- b)** Identify the problem.
- c)** Comment on Ryka's Market Targeting

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Set **P**

M.B.A. (Semester - II) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS
Financial Management (20407202)

Day & Date: Friday, 10-05-2024
 Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

Q.1 Choose the correct alternative and rewrite the sentences again.**16**

- 1) _____ is the primary goal of financial management.
 - a) The total assets of a company
 - b) The difference between current assets and current liabilities
 - c) The long-term investments of a company
 - d) The equity capital of a company
- 2) The value of money to be received in the future is _____ the value of the same amount of money in hand today.
 - a) Higher than
 - b) Lower than
 - c) The same as
 - d) None of the above
- 3) _____ capital budgeting technique considers the profitability of a project relative to its investment.
 - a) To minimise the risk
 - b) To maximise the owner's wealth
 - c) To maximise the return
 - d) To raise profit
- 4) For Arrangement of financial resources _____ is responsible.
 - a) Financial Accountant
 - b) Financial Executive
 - c) Financial Manager
 - d) Financial Analysis
- 5) _____ approach of financial management provides analytical framework for financial problems.
 - a) Classical
 - b) Traditional
 - c) Modern
 - d) Empirical
- 6) _____ indicates time value of money.
 - a) A unit of money obtained today is worth more than a unit of money obtained in future
 - b) A unit of money obtained today is worth less than a unit of money obtained in future
 - c) There is no difference in the value of money obtained today and tomorrow
 - d) None of the above
- 7) _____ capital budgeting technique considers the profitability of a project relative to its investment.
 - a) Payback period
 - b) Accounting rate of return (ARR)
 - c) Profitability index (PI)
 - d) Internal rate of return (IRR)

- 8) _____ of the following is an example of internal sources of finance.
- a) Bank loans
 - b) Venture capital
 - c) Retained earnings
 - d) Trade credit
- 9) _____ is the concept of compounding.
- a) Earning interest on the initial investment only
 - b) Earning interest on the initial investment and any accumulated interest
 - c) Earning interest only on the accumulated interest
 - d) Not earning any interest on the investment
- 10) When evaluating mutually exclusive projects, which capital budgeting technique is most suitable?
- a) Payback period
 - b) Net present value (NPV)
 - c) Internal rate of return (IRR)
 - d) Profitability index (PI)
- 11) The debt-to-equity ratio is calculated by:
- a) Dividing total liabilities by total assets
 - b) Dividing total liabilities by total equity
 - c) Dividing net income by total equity
 - d) Dividing total assets by total equity
- 12) The process of evaluating and selecting investment projects is known as:
- a) Financial analysis
 - b) Financial planning
 - c) Capital budgeting
 - d) Cost accounting
- 13) Ratio analysis is a tool used to:
- a) Assess a company's financial performance
 - b) Determine the company's market share
 - c) Calculate the company's tax liabilities
 - d) Determine the company's production efficiency
- 14) _____ of the following is an example of an annuity.
- a) A one-time payment of \$5,000
 - b) Monthly rent payments
 - c) Stock dividends received annually
 - d) A lump sum retirement fund
- 15) The price-to-earnings (P/E) ratio is used to assess:
- a) Liquidity of a company
 - b) Profitability of a company
 - c) Valuation of a company's stock
 - d) Efficiency of a company's operations
- 16) _____ is the primary advantage of debt financing.
- a) It allows for greater flexibility in repayment.
 - b) It does not require interest payments.
 - c) It provides shareholders with voting rights.
 - d) It does not impact the company's credit rating

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

16

- a) Objectives & Scope of Financial Management
- b) Long Term Sources of Finance

Q.3 Attempt / Solve the following.(short answers / Short problem)

- a) A proforma cost sheet of a company provides the following particulars:

Particulars	Amount per unit	Amount in Rs.
Elements of cost:		
Raw materials		80
Direct labour		30
Overhead		60
Total cost		170
Profit		30
Selling price		200

The following further particulars are available:

Raw materials in stock, on average, one month; Materials in process (completion stage, 50 per cent), on average, half a month; Finished goods in stock, on average, one month.

Credit allowed by suppliers is one month; Credit allowed to debtors is two months; Average time-lag in payment of wages is 1.5 weeks and one month in overhead expenses; one-fourth of the output is sold against cash; cash in hand and at bank is desired to be maintained at Rs.3,65,000.

You are required to prepare a statement showing the working capital needed to finance a level of activity of 1,04,000 units of production. You may assume that production is carried on evenly throughout the year, and wages and overheads accrue similarly. For calculation purposes, 4 weeks may be taken as equivalent to a month.

- b) Rs. 2000 is invested at annual rate of interest of 10%. What is the amount after two years if compounding is done
- 1) Annually
 - 2) Semi-annually
 - 3) Quarterly
 - 4) Monthly

Q.4 Answer the following Long answers.

- a) The following is the Balance Sheet of a company as on 31st March:

Liabilities	Rs.	Assets	Rs.
Share Capital	2,00,000	Land & Buildings	1,40,000
Profit and Loss A/c	30,000	Plant & Machinery	3,50,000
General Reserve	40,000	Stock	2,00,000
12% Debentures	4,20,000	Sundry Debtors	1,00,000
Sundry Creditors	1,00,000	Bills Receivable	10,000
Bills Payable	50,000	Cash at Bank	40,000

Calculate:

- 1) Current Ratio
- 2) Quick Ratio
- 3) Inventory to Working Capital Ratio
- 4) Debt to Equity
- 5) Inventory Ratio
- 6) Capital Gearing Ratio
- 7) Current Asset to Fixed Asset Ratio

OR

b) Working Capital Management & Types of Working capital.

Q.5 Answer the following Long answers.**16**

At the beginning of 2015, a business enterprise is trying to decide between two potential investments.

Required: Assuming a required rate of return of 10% p.a., evaluate the investment proposals under: (a) return on investment, (b) payback period, (c) discounted payback period, and (d) profitability index.

The forecast details are given below.

	Proposal A	Proposal B
Cost of Investment	\$20,000	28,000
Life	4 years	5 years
Scrap Value	Nil	Nil

Net Income (After depreciation and tax)

End of 2015	\$500	Nil
End of 2016	\$2,000	\$3,400
End of 2017	\$3,500	\$3,400
End of 2018	\$2,500	\$3,400
End of 2019	Nil	\$3,400

It is estimated that each of the alternative projects will require an additional working capital of \$2,000, which will be received back in full after the end of each project.

Depreciation is provided using the straight line method. The present value of \$1.00 to be received at the end of each year (at 10% p.a.) is shown below:

Year	1	2	3	4	5
P.V.	0.91	0.83	0.75	0.68	0.62

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Set **P**

M.B.A. (Semester - II) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS
Human Resource Management (20407203)

Day & Date: Saturday, 11-05-2024
 Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

Q.1 Multiple choice question.**16**

- 1) Human resource management emphasis _____.
 - a) Development of people
 - b) Punishment of people
 - c) Adoption of people
 - d) None of these
- 2) Operative functions of HRM includes _____.
 - a) Procurement, development, compensation & motivation
 - b) Maintenance
 - c) Integration and emerging trends
 - d) All of these
- 3) _____ refers to the application of management principles to management of people in an organization.
 - a) Human Resource Management
 - b) Principles of Management
 - c) Induction
 - d) Recruitment
- 4) Training process is _____.
 - a) Short term
 - b) Medium term
 - c) Long term
 - d) None of these
- 5) _____ is the process of imparting or increasing knowledge or skill of an employee to do a particular job.
 - a) Training
 - b) Development
 - c) Motivation
 - d) Leadership
- 6) Off the job training method includes _____.
 - a) Vestibule training
 - b) Syndicate
 - c) Sensitivity training
 - d) All of these
- 7) Recruitment is a _____ process.
 - a) Negative
 - b) Positive
 - c) Informative
 - d) None of these
- 8) _____ is the most popular method of recruiting applicants to jobs.
 - a) Radio and TV advertisement
 - b) Corporate website
 - c) Employee referral schemes
 - d) Commercial job boards

- 9) The interview is used as a method for determining _____.
 a) The personality of the candidate
 b) The degree of fit between the applicant and the demands of the job.
 c) His/her age.
 d) Physical attributes
- 10) Selection is a _____ process.
 a) Negative
 b) Positive
 c) Informative
 d) None of these
- 11) _____ is a tool for evaluating the personal activities of the organization.
 a) HR audit
 b) HR activities
 c) HR function
 d) HR climate
- 12) The _____ determine the success of corporate strategy.
 a) HRM climate
 b) HR professional
 c) HR audit
 d) HR planning
- 13) _____ refers to making efforts to improve energy efficiency or reduce the pollution produced by our home, business, and general living habits.
 a) Green HRM
 b) HRM climate
 c) HR audit
 d) HR planning
- 14) The _____ plays an important role in the industry to promote the environment- related issues.
 a) HRM
 b) HRM climate
 c) HR audit
 d) Green HRM
- 15) Valuation of human resources in a strategic level includes _____.
 a) Replacement Cost
 b) Skills and Upgrading
 c) Strategic Partner
 d) All of the above
- 16) The Balanced Score Card is a tool used to evaluate the effectiveness of Human Resource Management and is developed by _____.
 a) Kaplan and Norton
 b) Flippo
 c) Marshal
 d) None of these

Q.2 Write short notes on. 16

- a) Methods of Performance appraisal.
 b) Job Analysis: Meaning and process of Job Analysis.

Q.3 Attempt the following question. 16

- a) Objectives and Needs of Training and Development.
 b) HR Accounting and Auditing.

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

- a) Explain in details Definition, Objectives, Importance, and Functions of Human Resource Management

OR

- b) Explain the meaning of Recruitment, Sources of Recruitment and various methods of recruitment.

Q.5 Attempt the following.

Harsha and Franklin both of them are postgraduates in management under different streams from the same B-School. Both of them are close to each other from the college days itself and the same friendship is continuing in the organization too as they are placed in the same company, Hy-tech technology solutions. Harsha placed in the HR department as employee counsellor and Franklin in the finance department as a key finance executive. As per the grade is concerned both are at the same level but when responsibility is concerned Franklin is holding more responsibility being in core finance.

By nature, Harsha is friendly in nature and ready to help the needy. Franklin is silent in nature ready to help if approached personally and always a bit egoistic in nature. They have successfully completed 4 years in the organization. And management is very much satisfied with both of them as they are equally talented and constant performers.

Harsha felt that now a day's Franklin is not like as he used to be in the past. She noticed some behavioural changes with him. During general conversations, she feels that Franklin is taunting her that she is famous among the employees in the organization, on the other hand, he is not even recognized by fellow employees.

One morning Mr. Mehta General Manager Hy-tech technology solutions shocked while going through the mail received from Franklin about his resignation. Mr. Mehta called Harsha immediately and discussed the same as she is close to Franklin. By hearing the news Harsha got stunned and said that she does not know this before she also revealed her current experience with him. Mr. Mehta who does not want to lose both of them promised her that he will handle this and he won't allow Franklin to resign.

In the afternoon Mr. Mehta took Franklin to Canteen to make him comfortable after some general discussion he starts on the issue. Franklin, after some hesitation, opened his thinking in front of Mr. Mehta. The problem of Franklin is

- a) When he comes alone to canteen the people from others don't even recognize him but if he accompanied by Harsha he gets well treated by others.
- b) One day Both of them entered the company together the security in the gate wished them but the next day when he came alone the same security did not do so.
- c) Even in meetings held in the office, the points raised by Harsha will get more value so many times he keeps silent in the meeting.

It happens to Franklin that he has to face such degradation in each day of work which totally disturbs him. Franklin also questioned that "Harsha and myself have the same qualification, from the same institute, passed out in the same year both with first class. We have the same number of experiences in this organization. Moreover, the responsibilities with me are more valuable than those of Harsha. After all these things if I am been ignored or unrecognized by the fellow employees my ego does not allow me to continue here".

By listening to this statement Mr. Mehta felt that it is not going to be very difficult to stop his resignation. Mr. Mehta explained Franklin the reasons for such partial behaviour of the employees.

After listening to Mr. Mehta Franklin said sorry for his reaction and ready to take back his resignation. And he called Harsha and spoke with like before.

Question:

Find the reason that Mr. Mehta would have given to Franklin.

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M.B.A. (Semester-II) (CBCS) Examination: March/April-2024
(COLLEGE AND UNIVERSITY CAMPUS)
Production Management and Operational Research (20407204)

Day & Date: Monday, 13-05-2024
 Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

Q.1 Multiple Choice Questions.

16

- 1) Which of the following functions of an organization consists of all activities directly related to production of a good or service?

a) Operations	b) Marketing
c) Accounting	d) Finance
- 2) Process layout is used for:

a) Repetitive processing	b) Intermittent processing
c) Both (a) and (b)	d) Neither (a) nor (b)
- 3) Fixed position layout is the layout in which the product or project remains _____, and workers materials and equipments are moved as needed.

a) Stationery	b) Flexible
c) Movable	d) All of the above
- 4) Regional factors for location planning include all of the following except:

a) Raw materials	b) Markets
c) Labor considerations	d) Attitudes
- 5) The role of a _____ manager is to sustain, protect, and project the company's operations side.

a) Project Manager	b) Operations Manager
c) Finance Manager	d) Marketing Manager
- 6) Production is the process by which raw materials and other inputs are converted in to _____.

a) finished product	b) services
c) satisfaction	d) loyalty
- 7) Planning and controlling the quality of products and services is a type of decision.

a) Control	b) Operating
c) Strategic	d) Organisation
- 8) The advantage of locating a plant in urban (city) side is _____.

a) cheap availability of land	
b) Disposal of waste is easy.	
c) cost of operation is low	
d) large markets for finished products	
- 9) Ship Building and Aircraft manufacturing is an example of _____ type of layout.

a) Combined	b) matrix
c) Fixed	d) group

- 10) In a Layout all machines or process of the same type are grouped together
 - a) Fixed position
 - b) Factory
 - c) Process
 - d) Product
- 11) _____ may be defined as the ratio between output and input.
 - a) Production
 - b) Productivity
 - c) Batch production
 - d) Job production
- 12) Production planning and control starts with _____.
 - a) routing
 - b) estimating
 - c) scheduling
 - d) expediting
- 13) 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) Mechanic
- 14) The 4Ms does not include _____.
 - a) men
 - b) material
 - c) message
 - d) machinery
- 15) Function develops a physical relationship between inputs and outputs.
 - a) Production
 - b) System
 - c) E-manufacturing
 - d) Assembly line
- 16) Operations management is applicable _____.
 - a) mostly to the service sector
 - b) to services exclusively.
 - c) mostly to the manufacturing sector
 - d) to manufacturing and service sectors

Q.2 Answer the following

16

- a) What is operations Research? Discuss its applications.
- b) Define inventory management. Explain in detail different methods of inventory management.

Q.3 Answer the following,

16

- a) In a textile sales emporium, 4 sales girls Arpitha (A1), Archana (A2), Aradhana(A3) and Aakansha (A4) are available to 4 sales counters M, N, O and P. Each sales girl can handle any counter. The service of each sales counter [in hours] when carried out by each sales girl is given below:

Sales girls		A1	A2	A3	A4
Sales counters	M	41	72	39	52
	N	22	29	49	65
	O	27	39	60	51
	P	45	50	48	52

How to allocate the appropriate sales counters to sales girls so as to minimize the service time?

- b) Maximise**
 $'Z' = 2x_1 + 3x_2$ (Subject to constraints)
 $x_1 + x_2 \leq 400$
 $2x_1 + x_2 \leq 600$
 $x_1 + x_2 \geq 0$ (Non-negativity constraints)

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

- a) “First plan your work, then work your plan”, explain this piece of advice given to the department of production planning and control, describe in detail the main functions involved in production planning and control.

OR

- b) Find the initial transportation cost for the transportation matrix given using North-West Corner method. Least cost method and Vogel's Approximation method.

Source	Destination				Supply
	D ₁	D ₂	D ₃	D ₄	
O ₁	11	13	17	14	250
O ₂	16	18	14	10	300
O ₃	21	24	13	10	400
Demand	200	225	275	250	

Q.5 Analyse the case:**16**

Preeti and her husband have a small, highly successful firm that serves a narrow niche of medical applications of laser technologies. The firm has only four customers, but each is leading player in the emerging medical electronics technology markets. Each firm has told Preeti that it is pleased with her product, service and ability to provide leading edge technology

Preeti's problem begins in the form of a memo from one of her major customers who has just decided to seek ISO 9000 certification to effectively compete in international markets. Preeti understands this logic of her customer. As part of ISO 9000 certification process, the customer expects each of his key suppliers to become ISO 9000 certified. What she knows about ISO 9000 certification is that new requirement would pose enormous problems for Advanced Laser Technology which has only five employees including Preeti and her engineer husband. How will advance Laser Technology Inc., (ALT) be able to document all that it did? It seems to be a catch 22 situation. If Preeti and her husband divert their attention to document all the 20 aspects of section 4 of ISO 9000, then the firm risks losing its competitive edge in this fast changing technological field. If ALT hires a consultant to help with this certification process. It risks diverting both management attention and critical cash resources to the certification process. As she reflects on this dilemma, Preeti wonders “How does this add value to ALT?”

- Analysis of the case.
- Identification of the problem.
- Suggest alternative solution.
- Select best solution.

Seat No.	
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Set **P**

M.B.A. (Semester-II) (CBCS) Examination: March/April-2024
(COLLEGE AND UNIVERSITY CAMPUS)
Research Methodology (20407205)

Day & Date: Tuesday, 14-05-2024
 Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

Q.1 Multiple choice question**16**

- 1) An image, perception or concept that is capable of measurement is called
 - a) Scale
 - b) Hypothesis
 - c) Type
 - d) Variable
- 2) How to judge the depth of any research?
 - a) By research title
 - b) By research duration
 - c) By research objectives
 - d) By total expenditure on research
- 3) Research is _____.
 - a) Searching again and again
 - b) Finding solution to any problem
 - c) Working in a scientific way to search for truth of any problem
 - d) None of the above
- 4) In the process of conducting research 'Formulation of Hypothesis' is followed by _____.
 - a) Statement of Objectives
 - b) Analysis of Data
 - c) Selection of Research Tools
 - d) Collection of Data
- 5) The main objective of study's to acquire knowledge _____.
 - a) Exploratory
 - b) Descriptive
 - c) Diagnostic
 - d) Descriptive and Diagnostic
- 6) Why do you need to review the existing literature?
 - a) To make sure you have a long list of references.
 - b) Because without it, you could never reach the required word-count.
 - c) To find out what is already known about your area of interest.
 - d) To help in your general studying.
- 7) Survey is a _____ study.
 - a) Descriptive
 - b) Fact finding
 - c) Analytical
 - d) Systematic
- 8) In a survey there is an enumerator and a _____.
 - a) Guide
 - b) Respondent
 - c) Supervisor
 - d) Messenger
- 9) Questionnaire is filled by _____.
 - a) Respondent
 - b) Everybody
 - c) Enumerator
 - d) None of the above

- 10) Which of the following is true regarding research objectives?
- a) Research objectives, when achieved, will provide sufficient earnings to obtain a reasonable return on investment.
 - b) Research objectives, when obtained, will ensure the viability of the marketing research department.
 - c) Research objectives, when achieved, provide the information necessary to solve the problem.
 - d) Research objectives are seldom achieved but should be stated as goals to be sought.
- 11) The existing company information is an example of which data?
- a) Primary
 - b) Secondary
 - c) Both a and b
 - d) None of the above
- 12) Final stage in the Research Process is ____.
- a) Problem formulation
 - b) Data collection
 - c) Data Analysis
 - d) Report Writing
- 13) A comprehensive full Report of the research process is called ____.
- a) Thesis
 - b) Summary Report
 - c) Abstract
 - d) Article
- 14) Which of the following is not one of the seven major parts to the research report?
- a) Results
 - b) Abstract
 - c) Method
 - d) Footnotes
- 15) SPSS is an acronym of the following?
- a) Statistical Predictions for Social Sciences.
 - b) Sexual Preferences for the Sixties and Seventies.
 - c) Statistical Package for the Social Sciences.
 - d) Sexual Performance and SAD Syndrome.
- 16) What is a sampling unit?
- a) The population.
 - b) The basic unit containing the elements of the population to be sampled.
 - c) All the individual elements of the final sample, drawn together.
 - d) The method used to collect the sample.

- Q.2 Answer the following. (Short Answers/ Short Problem) 16**
- a) Research hypothesis
 - b) Features of good research study
- Q.3 Answer the following. (Short Answers/ Short Problem) 16**
- a) Characteristics of a good sample
 - b) Research Design
- Q.4 Answer the following. (Long Answers) 16**
- a) Define Research Methodology. Explain research process in detail.
- OR**
- b) What is Research data? Explain the types of research data.

Q.5 Answer the following. (Case Study.)**16**

Mr. Ravi, a qualified food technologist was an NR1 at “Ready to eat food” manufacturing company in the Middle East. He completed his basic degree in science from India and proceeded to the US to do master’s degree in food technology. He completed the same and joined a Dubai based company as food specialist. The company manufactured variety of “ready to eat food”, which was distributed through big retailer chains. The company enjoyed a great reputation.

After working for 10 years, Mr. Ravi wanted to return to his motherland and wanted to set up a unit in his native Chennai. He had toying with an idea of setting up a factory, where, “ready to eat products” could manufacture. During his earlier visits, he made enquires with known people to ascertain “whether his intention to set up a “ready to eat product’ would find customers.” His initial data gathering gave a positive indication.

He was told that with changing demography and lifestyles in sunrise sector like IT, BT most families had couples at work. Time was a major constraint. Hence his “ready to eat food” find acceptance. All this information was gathered by “Word of Mouth”.

His close friend informed him of foreign company to have started this business and appeared to be doing well. This did not bother Mr. Ravi, since he knew that he could meet the taste of Indian customer better than any multinational. On the contrary, Mr. Ravi was glad that this new foreign company was doing well, which was an encouraging signal.

Even though ready to eat food was popular abroad, and word of appreciation yielded positive. Mr. Ravi still wanted to ascertain the feasibility of setting the project. He had a volley of question to be answered. If you were to be advisor, how would you care for him?

- a) Will the tradition- bound Indian society accept a “ready to eat food”? How will you proceed to confirm this?
- b) What product variety should be introduced? Should the taste be similar to the existing company’s product or different? If so, which product to start with?
- c) What research would you conduct to decide packing, storing and distribution of the product?
- d) What promotion research do you need to do?

Seat No.	
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Set P

M.B.A. (Semester - II) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS
Event Management (20407207)

Day & Date: Wednesday, 15-05-2024
 Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

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

16

- 1) The first step to plan an event is to _____.
 a) Know the purpose b) Idea generation
 c) Starting an event d) Budgeting
- 2) _____ are the events where the attendees are physically present at the location as opposed to online events.
 a) Special events b) Live events
 c) Webinars d) None of these
- 3) Porters' generic strategy moves around _____.
 a) Cost leadership b) Product differentiation
 c) Marketing strategy d) All of these
- 4) Event greening is related to _____.
 a) People b) Event place
 c) Stage d) Environment
- 5) _____ events are the events hosted for corporate guest list.
 a) Private b) Public
 c) Corporate d) Global
- 6) Following are categorized as leisure events _____.
 a) Music b) Recreation
 c) leisure sports d) All of above
- 7) _____ is the application of project management to the creation of festivals, events and conference.
 a) Marketing management b) Event management
 c) Project management d) Business management
- 8) IPRS stands for _____.
 a) Indian performance right society
 b) Institutional performance right society
 c) Indian performance regulatory society
 d) Industrial performance right society
- 9) The person responsible for providing information for event is _____.
 a) Event manager b) Event coordinator
 c) Information manager d) None of these
- 10) _____ is used for uninterrupted power supply at the event venue.
 a) Power generator b) Torch
 c) Electric board d) Candle

- 11) _____ of important activities to be taken in specific order.

a) Checklist	b) Event Venue
c) Evaluation	d) Order
- 12) _____ refers to the activity of providing food service at the event venue.

a) Catering	b) Transportation
c) Ambulance	d) Water management
- 13) _____ is estimate of cost for a specialized period.

a) Event cost	b) Event budget
c) Event revenue	d) Event income
- 14) Creating a tagline can be effective tool for _____ an event.

a) Advertising	b) Marketing
c) Branding	d) Promotion
- 15) _____ assists in giving first aid

a) Ambulance	b) Fire brigade
c) Water	d) Stage of the event
- 16) Permission to play recorded music is given under _____.

a) PLI	b) IPL
c) PPL	d) IPRS

Q.2 Write short notes on.

16

- a) Scope of event management
- b) Planning of Corporate Event

Q.3 Write short notes on.

16

- a)** Job opportunities in event management
- b)** Government and Local Authorities

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

16

Define event management. Explain the government and local authorities engaged in event management.

OR

Define public relation. Explain its concept nature and importance.

Q.5 Analyse the following case

16

Mr. Khosla is retiring on last day of the June. He wants to give a retirement party to his office colleague. He has contacted you for conducting an event. As an Event manager, you are required to plan an event for Mr. Khosla.

Seat No.	
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Day & Date: Thursday, 16-05-2024
Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

16

- 1) The primitive lodging house in India were known as _____.
a) Hotels
b) Inns
c) Restaurants
d) Home
- 2) _____ era was referred as golden era of travel.
a) French Revolution
b) Ancient
c) Modern
d) Vedic
- 3) A houseboat hotel is referred to as a _____.
a) Floatel
b) Boatel
c) Motel
d) Rotel
- 4) Which of the following is not a revenue generation department in a hotel?
a) Food and Beverages
b) Front office
c) Safety and Security
d) Engineering
- 5) Types of rooms mostly situated on the highest floors of hotel building are _____.
a) Penthouses
b) Suite rooms
c) Parlour
d) Single room
- 6) An American meal plan includes _____.
a) All three meals
b) Breakfast only
c) Breakfast and Lunch
d) No meals included
- 7) Skippers in hotel terminology means
a) Guest who reserves accommodation but fails to check in
b) Guest who is not paying the hotel bills
c) A walk in guest
d) None of these
- 8) IATA stands for _____.
a) International Air Transport Association
b) Inter Air Transport Association
c) International Air Travel Association
d) International Air Transport Assembly
- 9) Religious tourism is also called as _____.
a) Sacred tourism
b) Spiritual tourism
c) Faith tourism
d) All of these
- 10) Tourism sector creates more _____ opportunities.
a) Job
b) Fund raising
c) Profit making
d) Attractive

- 11) _____ is not a component of tourism product.
 - a) Attractive
 - b) Accessibility
 - c) Amenities
 - d) Attitude
- 12) A person who moves from one location to another is known as _____.
 - a) Tourist
 - b) Traveller
 - c) Inbound tourism
 - d) Out bound tourist
- 13) Scuba diving can be associated with _____.
 - a) Farm Tourism
 - b) Eco Tourism
 - c) Adventure Tourism
 - d) Green Tourism
- 14) Eco-Tourist is interested to visit a destination where there is _____.
 - a) Rich wildlife wealth
 - b) Unique wildlife species
 - c) Relatively unspoilt natural environment
 - d) Dense forest
- 15) The guest enters into a large hotel from its _____.
 - a) Lobby
 - b) Front Office
 - c) Reception
 - d) Restaurant
- 16) A motel is a _____.
 - a) A small hotel
 - b) A small hotel on the highway where motorists check in
 - c) A large hotel with packing facilities
 - d) A hotel with a restaurant

Q.2 Write short notes on.

16

- a)** Travel agency and tour operator
b) Inbound and outbound tourism

Q.3 Write short notes on

16

- a) Responsibilities & Duties of House Keeping Staff
- b) Front Office in a hotel

Q.4 Answer the following question

16

- a)** Write an explanatory note on various modes of transport used in tourism.

OR

- b) Define tourism. Explain the Socio-Cultural, Economics & Environmental impact of tourism.**

Q.5 Answer the following question.

16

Define hotels. Write an explanatory note on classification of hotels.

Seat No.	
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Set P

M.B.A. (Semester - II) (CBCS) Examination: March/April-2024
Logistics and Supply Chain Management (20407209)

Day & Date: Friday, 17-05-2024
 Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

Q.1 Choose correct alternatives from the following. 16

- 1) Is an imbalance between supply and demand, leading to either shortage or excess in supply chain?
 - a) Bull Effect
 - b) Bullwhip Effect
 - c) Both a and b
 - d) None of the above
- 2) A 4PL manages _____ whereas 3PL concentrates on _____.
 - a) The complete supply chain, logistics
 - b) Logistics, the complete supply chain
 - c) Production, Selling
 - d) All of the above
- 3) _____ uses advanced materials handling systems under the direction of a central computer.
 - a) Storage warehouses
 - b) Distribution warehouses
 - c) Automated warehouses
 - d) None of the above
- 4) Transportation provides _____ utility to goods.
 - a) Place
 - b) Price
 - c) Promotion
 - d) Time
- 5) An inventory management method in which goods are received from suppliers only as they are needed.
 - a) ABC Analysis
 - b) JIT
 - c) EOQ
 - d) All of the above
- 6) Blue Dart is an example for company.
 - a) Logistics
 - b) Advertising
 - c) Marketing
 - d) None of these
- 7) Logistics information system is _____.
 - a) Information System to manage, control and measure the logistical activities.
 - b) Information System to manage, control and measure the advertising activities.
 - c) Information System to manage, control and measure the Selling activities.
 - d) Information System to manage, control and measure the production activities.
- 8) Getting the right goods to the right locations at the right time for the least cost is known as _____.
 - a) Market facilities
 - b) Market logistics
 - c) Market distributions
 - d) None of the above

- 9) The fastest and most costly mode of transport _____.
a) Air transport b) Water transport
c) Rope ways d) Railways
- 10) _____ 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
- 11) Which of the following is not a part of Supply chain Management system?
a) Supplier b) Manufacturer
c) Information Flow d) Competitor
- 12) Place utility is created by _____.
a) Operation function b) Distribution function
c) Procurement function d) Logistics function
- 13) The Importance of the Information System in Logistics includes _____.
a) Better understanding of customer service, establishing better customer service
b) Reduction in the use of documentation and paper work to store data.
c) A strong base of communication throughout the logistic chain of system
d) All of the above
- 14) The objectives of effective logistics management are _____.
a) To improve the efficiency of the operations,
b) To ensure customer satisfaction
c) To increase productivity.
d) All of the above
- 15) A customer makes an online order, then makes an online payment and confirms an order is an example of _____.
a) Green Logistic b) Red Logistic
c) E-Logistic d) All of the above
- 16) Which of the following are challenges in supply chain management?
a) Inventory shortages and transportation instability and cybersecurity concerns.
b) Enhanced selling and marketing cost.
c) Enhanced Advertising and branding cost.
d) All of the above.

Q.2 Answer the following.

16

- Explain Principles of supply chain management.
- Explain Role of IT in supply chain.

Q.3 Answer the following.

16

- Explain layout and design principles of ware house.
- Explain Outsourcing Supply Chain Operations.

Q.4 Attempt any one of following.

16

- a) Discuss the need for coordination in Supply chain, explain effect of lack of coordination in supply chain. And suggest strategies to achieve coordination.

OR

- b)** Define Logistic outsourcing. Explain its benefits and discuss various issues in logistic outsourcing.

Q.5 Case study.**Raw material chosen
: COCOA**

To begin with, the logistics officer does more than sit behind a desk. Each day is usually full of activity as he identifies and evaluates suppliers, arranges for transportation of purchased goods, identifies and develops strategies for addressing logistical barriers, monitors use of materials and resources, and ensures quality record keeping. Logistics management involves the flow of materials and goods through a business. Logistics workers, or supply chain managers, oversee the departments that receive materials and supplies into a business. The manager supervises the warehousing and stocking departments, and shipping operations.

Businesses rely on the efficiency of the organization's supply chain to meet customer demand and deliver finished products on time and within budget. My first point of call as Logistics Manager will have to do with procurement and purchase, taken cocoa as raw material for the production of Milo, Chocolate and other cocoa related drinks, I will first do needs analysis in stock to find out the quantity of cocoa sack/bean that would be needed for production. After the needs analysis, I will find a reliable supplier, which is termed as Supplier Assessment, possibly, Ghana Cocoa Industry. After finding the final supplier, my next role will do with discussion and negotiation. Negotiation in terms of terms and conditions, cost and payment arrangement, discount and delivery method. After the negotiation, I will then prepare purchase order and send to the supplier, which in the process, I will ensure that all safety and legal requirement are met, and to get deliveries on time. Preferably, a company with their own delivery team to deliver the raw material (cocoa). Once this is physical flow of the raw material, communication will be my topmost concern until the goods arrives. When the materials arrive, my next duty as logistics manager has to do with ensuring that the right quantity that I requested has arrived, by so doing, I will acknowledge receipt do all my checks and unload the delivery vehicle. I will then inspect damage or shortages. Here, the raw material is cocoa bean which is packed in sacks, hence, damage is less. After inspection, the logistics manager will ensure that all the goods are sent to the warehouse for immediate inventory to be carried on until they are needed for production. Once the organization is a production firm who produces milo, chocolate etc., materials management will take place, where the Production Manager has to send me an order form, demanding a quantity of sacks of cocoa.

For onward production. When this request is sent, I will, as the logistics manager, take another stock to ensure that the right request was provided. After production, I will in consultation with the operations manager receives records of finished goods produced. Making sure that goods are sorted out, packed and stored at where it deems fit. My next role as logistics manager is the activity of order fulfilment which involves filling and shipping customer orders. Order fulfilment is important to the logistics manager because physical distribution factor is the time that elapses from when a customer places an order until the customer receives a satisfactory fulfilment of the order. As logistics manager, I know that order processing could take four days, and order preparation might take an additional two days, which means that the goods need to be transported to the customer in two (2) days. With this, market segmentation should be considered, where customers who are relatively closer to the firm will be grouped and assured of date and delivery date, and those far will be noticed with their date.

After filling all the orders, I will make sure that each customer receives his goods through the company's physical distribution team management. Management that ensures safe delivery of finished products to customers. As logistics manager, I will also ensure that each order of a customer has been sent or delivered safely. Once the company produces milk-related goods, damage is likely to happen through delivery, so, I will develop a strategy of receiving damaged products which will later be sent to the production's recycling team for re-production, where customers will also receive and replace them the damaged products. In conclusion, logistical channel refers to the means by which products flow physically from where they are available to where they are needed.

Logistics also has a direct influence on a company's financial performance once marketing channel is concerned. Marketing channel refers to the means by which necessary transactional elements are managed, (e.g. Customer orders, billing, accounts and receivables). Hence, logistics Managers should be mindful and strategic in logistical duties.

- a)** Explain the role of logistic manager from the above case since getting raw material into your organization from supplier, then operation within your organization to customer.

Seat No.	
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Set **P**

M.B.A (Semester - II) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS
Employability Skills (20407206)

Day & Date: Saturday, 18-05-2024
 Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

Q.1 Select the appropriate alternative from the given alternatives:**16**

- 1) One of the major consequences of high self-esteem is _____.
 a) Increased worker involvement in teams
 b) Decreased complaints from unionized workers
 c) Good Mental health
 d) Increased absenteeism
- 2) The key of success is _____.
 a) Commitment
 b) Discipline
 c) Hardwork
 d) All of these
- 3) _____ is the full form of HTML.
 a) Hyper text markup language
 b) Hyper Text main Language
 c) Higher text markup language
 d) None of these
- 4) _____ is speed is very fast.
 a) LAN
 b) MAN
 c) WAN
 d) None of these
- 5) The Study of right and wrong in human endeavours is called _____.
 a) Motivation
 b) Self-awareness
 c) Goal
 d) Ethics
- 6) Types of skill development includes _____.
 a) Speaking
 b) Listening
 c) Negotiating
 d) All of these
- 7) WWW stands for _____.
 a) World Wide Web
 b) Word wide web
 c) World Word Web
 d) Word World Web
- 8) _____ is not a search engine.
 a) Google
 b) Bing
 c) Yahoo
 d) Mynta
- 9) The language of report should be _____.
 a) Formality
 b) Casual
 c) Formal
 d) Lose
- 10) Grooming in term associate with _____.
 a) Time Management
 b) Problem Solving
 c) Neat and Clean appearance
 d) Self Management
- 11) _____ helps us maintain good health and physique.
 a) Good Habits
 b) Good Manners
 c) Good Knowledge
 d) All of these

- 12) Being responsible for knowledge acquisition and learning increase _____
and develops an inquisitive mindset and curious approach.
- a) Self-Respect b) Self-control
c) Self Esteem d) All of the above
- 13) 8 bits _____ bytes.
- a) 3 b) 4
c) 1 d) 2
- 14) _____ is not a vowel.
- a) e b) a
c) f d) i
- 15) _____ Cells are there in SWOT Matrix?
- a) 6 b) 9
c) 5 d) 2
- 16) _____ are the guides to decision making.
- a) Rules b) Procedures
c) Goals d) Policies

Q.2 Answer the following. (Short Answers)

16

- Define critical thinking skills, draw critical thinking process. How to improve critical thinking skills.
- Explain the steps in writing effective proposals.

Q.3 Answer the following. (Short Answers)

16

- a) Supply chain Management.
- b) Manners in Flight.

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

16

- a) Define Negotiation. Mention different types of Negotiation and Negotiation strategies.

OR

- b) Explain Modern Etiquettes and write down the benefits of etiquettes.**

Q.5 Case Study.

16

Case Study: Do Table Manners Matter?

In the final days before a decision was to be made Ken was thrilled to be invited to lunch with his boss. After several minutes of small talk, his boss glanced at the menu and closed it, while Ken continued to consider the selections and drool over the dishes being delivered to other tables. When the waiter took their order, Ken hemmed and hawed before coming to a decision. After the food arrived, he tossed his necktie over his shoulder then tossed back his meal as if he hadn't eaten in weeks.

Did this matter? Absolutely. Ken would have been smarter to consider this rare lunch invitation as a test to determine whether he could handle himself professionally and hold his own when representing the firm. Instead, manners and courtesies were not even a consideration as he prepared for the meeting.

Ken did not receive the transfer and promotion, and his colleague who was pretty much on equal footing experience wise - plus had the social manners to match was tapped for the role. This wasn't particularly surprising, as professionals make this mistake every day. People are always watching you, and they're making judgments based on your actions.

Imagine how polished Ken would have appeared if he had taken a moment to review the menu online prior to arriving at the restaurant. While working with Ken, we discussed the level to which ego and bravado played a role in preventing him to polish his business social skills at each point in his professional journey, rather than identifying gaping holes at a most critical time.

Dining out with anyone, be on your best behaviour. Your mother was right: table manners telegraph respect for yourself and others. Meals should bring people together — not turn them off. Table manners truly do matter.

Case Questions:

- 1) Do table manners really matter? Illustrate.
- 2) Ken was considered a rising star at the office and was hoping to be offered a promotion to lead one of the firm's European offices. Examine the condition which stopped ken's promotion?

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M.B.A. (Sem - III) (New) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS
Strategic Management (20407301)

Day & Date: Friday, 24-05-2024
 Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

Q.1 Multiple Choice Questions.

16

- 1) In SWOT Analysis, SW refers to the factors that are:
 - a) Internal
 - b) External
 - c) Global
 - d) Essential
- 2) Stability strategy is a _____ strategy
 - a) Corporate Level
 - b) Business Level
 - c) Functional Level
 - d) Strategic Level
- 3) Marketing strategy is a _____ type of strategy
 - a) Business Level
 - b) Growth Strategy
 - c) Corporate Strategy
 - d) Functional Strategy
- 4) Buying another company by one company means:
 - a) Joint venture
 - b) Acquisition
 - c) Amalgamation
 - d) Merger
- 5) What is the starting point of strategic intent?
 - a) Objectives
 - b) Goals
 - c) Mission
 - d) Vision
- 6) BCG in BCG matrix stands for
 - a) Boston Calmette Group
 - b) British Consulting Group
 - c) Boston Corporate Group
 - d) Boston Consulting Group
- 7) What does Green symbolize in GE matrix?
 - a) Invest & Expand
 - b) Select & Earn
 - c) Harvest & Divest
 - d) Hold on
- 8) Low cost, Differentiation and Focus are examples of _____.
 - a) Corporate strategies
 - b) Operational Strategies
 - c) Business Strategies
 - d) Functional Strategies
- 9) Any part of a business organization which is treated separately for strategic management purpose are known as _____.
 - a) SKU
 - b) SNU
 - c) SBU
 - d) SBD
- 10) The GE 9 cell model is based on
 - a) Industry attractiveness & Business Strength
 - b) Industry Growth rate & Business strength
 - c) Industry Attractiveness & Relative market share
 - d) Industry Growth & Relative market share

- 11) The statement which states the purpose or reason for the organizations existence is known as _____.
a) Vision b) Mission
c) Objectives d) Goals
- 12) A temporary endeavor undertaken to achieve a particular aim and to which project management can be applied regardless of its size, budget or timeline is known as _____.
a) Plan b) Program
c) Project d) All of the above
- 13) Any organization which is planning to implement strategies must be aware of the _____ framework within which plans, programs, projects have to be approved by government.
a) Functional b) Behavioral
c) Operational d) Procedural
- 14) The process of determining the effectiveness of a given strategy in achieving the organizational objectives and taking corrective action wherever required is known as strategic _____.
a) Evaluation and control
b) Formulation and implementation
c) Both a and b
d) None of the above
- 15) Which of the following is not a participant in strategic evaluation
a) Board of Directors b) Chief Executives
c) Vice-president d) Shareholders
- 16) When buyers are able to join together to put pressure on a supplier, this is which of Porter's Five Forces?
a) Competitive rivalry b) Threat of new entrants
c) Bargaining power of customers d) Threat of substitute products

Q.2 Answer the following (short Answer)	16
a) Vision	
b) Porter's Five Forces Model of Competition	

Q.3	Answer the following (short Answer)	16
a)	Levels of strategy	
b)	BCG matrix	

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

a) Explain concept of environment and the various sectors of external environment.

OR

b) Write a detailed note on diversification strategy, its types and diversification in Indian context with examples.

Q.5 Attempt the following (Case Study)

MindTree was founded in 1999 in India by a group of IT professionals who wanted to chart a somewhat distinctive path. Today, it has a topline of \$269 millions and is rated as one of the most promising mid-sized IT services companies. Creditable as that is, MindTree does not want to be just that.

There is an element of serendipity about what it has been doing over the last year. In 2008, it designated one of its founders Subroto Bagchi 'Gardener', a gimmicky signal, intended to declare that he was moving out of the day-to-day running of the company to nurture talent which would run the company in the future. He has now a report card ready on a year as Gardener.

During this one year, he has also spent around 45 days travelling round the world talking to clients and prospective ones which has yielded remarkable insights into what firms are doing in these traumatic times. Lastly, MindTree as a whole has spent the last year going through the exercise of redefining its mission statement and vision for the next five years.

Quite fortuitously these three processes have come together with a unifying thread, presenting a coherent big picture. MindTree wants to seed the future while still young, and executive chairman Ashok Soota has declared that by 2020, it will be led by a non-founder. So a year ago the Gardener Bagchi set out to "touch" 100 top people in the organisation, with a goal of doing 50 in a year so as to eventually identify the top 20 by 2015. From among them will emerge not just the leader but a team of ten who would eventually, as group heads, deliver \$200 millions of turnover each. That will give a turnover of \$2 billions.

To put it in perspective, only one VC-funded company, which has not closed or been bought over, has been able to get to \$2 billions and that is Google.

But to get there it has to periodically redefine its mission (why we exist) and its vision - measurable goals for the next five years. Its redefined mission is built around "successful customers, happy people, innovative solutions". Its new vision targets a turnover of \$1 billion by 2014. It wants to be among the globally 20 most profitable IT services companies and also among the 20 globally most admired ones. Admired in terms of customer satisfaction (par for the course), people practices (creditable), knowledge management (exciting) and corporate governance (the Enron-Satyam effect).

The really interesting bit about MindTree in the last one year is what Bagchi has been up to. He has been embedding himself in the 50 lives, working in a personal private continuum, making it a rich learning process "which has helped connect so many dots." Of the hundred who will be engaged, maybe 50 will leave, of them 25 may better themselves only marginally, and from the remaining 25 ten will emerge who will carry the company forward.

Questions:

- a) What do you analyse as the main reason behind the success of Mindtree?
- b) Do you think that redefining the mission statement shows the lacunae on the part of the founder members of an organisation? Why/why not?

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Day & Date: Saturday, 25-05-2024
Time: 03:00 PM To 06:00 PM

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

16

- 1) _____ contains the picture of total plans during the budget period and it comprises information relating to sales, profit, cost, production etc.

a) Master budget b) Zero based budget
c) Cost budget d) Sales budget
- 2) _____ budget is prepared assuming there will be no major changes in level of activity.

a) Fixed budget b) Flexible budget
c) Master budget d) Zero based budget
- 3) The use of Management accounting is _____.

a) Compulsory b) Obligatory
c) Optional d) None of these
- 4) When Break even sales is Rs. 5,00,000 and Margin of safety is 37.5% then total sales are Rs. _____.

a) Rs. 10,00,000 b) Rs. 8,00,000
c) Rs. 7,50,000 d) Rs.9,00,000
- 5) The audit has been derived from Latin word ‘Audire’ means _____.

a) To Hear b) To Read
c) To Write d) To Check
- 6) Which of the following objectives is a purpose of preparing a budget?

a) To Communicate the company’s plans throughout the organization
b) To Control income and expenditure
c) To provide basis for comparison
d) All of the above
- 7) _____ is/ are functions of Management Accounting.

a) Financial analysis & Interpretation
b) Facilitates Managerial Control
c) Communication
d) All of the above
- 8) 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
- 9) When P/V ratio is 40% and sales value is Rs. 20,000/- the variable costs will be:

a) Rs. 4,000 b) Rs.12,000
c) Rs. 8,000 d) Rs. 14,000

- 10) _____ is prepared to find surplus or deficit cash in short period.

a) Cash Budget	b) Fixed Budget
c) Funds Flow	d) Working Capital
- 11) Estimate amount of profit if Sales is 10,000 units Fixed cost is Rs. 50,000, Variable cost per unit is Rs. 12 and selling price per unit is Rs. 20.

a) Rs. 12,000	b) Rs. 5,000
c) Rs. 30,000	d) None of the above
- 12) Material Price Variance = (Standard Price - Actual Price) X _____.

a) Standard Quantity	b) Actual Quantity
c) Either a or b	d) None of these
- 13) _____ 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
- 14) Reports to the top management should be _____.

a) Legendary	b) Detailed
c) Summarized Form	d) None
- 15) 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
- 16) 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

Q.2 Attempt the following.

16

- a)** Types of Report
b) From the following data calculate
- P.V. Ratio
 - BEP Sales
 - MOS

Particulars	Rs.
Sales	7,50,000
Fixed Expenses	2,25,000
Profit	1,50,000

Also Calculate Above if Sales increased by 10% (Profit and Fixed expenses remain unchanged)

Q.3 Answer the following.

16

- a) Objectives of Audit
- b) Difference between Financial Audit and Cost Audit

Q.4 Answer the following. (Any One)

16

- a) Define Management Accounting. Explain in detail Difference between Management Accounting and Financial Accounting. Also Explain Difference between Management Accounting and Cost Accounting.

OR

b)

Particulars	Budgeted	Actual
No. of Working Days	25	26
Output (Units)	30,000	32,500
Fixed Overhead	Rs. 45,000	Rs. 50,000
Variable Overheads	Rs. 60,000	Rs. 68,000
Hours	30,000	33,000

Calculate Overhead Variance:

Q.5 Case Study.

16

Prepare a cash budget for a period of January to June 2023 from the following information given:

Month	Sales	Material	Wages	Production Overheads	Selling & Dist. Overhead
January	20,000	20,000	4,000	3,200	500
February	22,000	14,000	4,400	3,300	900
March	28,000	14,000	4,600	3,500	900
April	36,000	22,000	4,600	3,500	1,000
May	30,000	20,000	4,800	3,200	900
June	40,000	25,000	4,800	3,600	1,200

Additional information:

- Estimated cash balance on 1st January Rs. 10,000/-
- A machine is to be installed in the month of the February worth Rs. 20,000/- on credit to be repaid in 2 equal installments i.e. March and April.
- Sales Commission at 5% on Total sales is to be paid within a month following actual sales.
- Rs. 10,000/- being amount of 2nd Call on shares to be received in March
- Share Premium amount to Rs. 2,000/- is also receivable along with second call.
- Period of Credit allowed: By Supplier - 2 Months and to Debtors- 1 Month
- Delay in payment of overheads - 1 Month
- Delay in Payment of Wages- 1/4th Month
- Assume 50% of Sales to be on Cash basis

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Set **P**

M.B.A. (Semester - III) (New) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS
Marketing Management
Brand Management (20407305)

Day & Date: Monday, 27-05-2024
 Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

Q.1 Choose Correct Alternative.**16**

- 1) There are _____ main bases to choose brand elements.
 - a) One
 - b) Three
 - c) Five
 - d) Six
- 2) The brand building components while choosing brand are:
 - a) Transferable, adaptable and protectable
 - b) Memorable, likable and meaningful
 - c) Both a and b
 - d) None of the above
- 3) Brand equity is:
 - a) The total value of a company's assets
 - b) The financial worth of a brand
 - c) The value and strength of a brand's intangible assets
 - d) The total revenue generated by a brand in a year
- 4) _____ of the following is NOT a dimension of customer-based brand equity.
 - a) Brand awareness
 - b) Brand loyalty
 - c) Brand profitability
 - d) Brand association
- 5) Brand resonance refers to:
 - a) The financial success of a brand
 - b) The level of customer satisfaction with a brand's products
 - c) The bond of customer brand loyalty.
 - d) The level of brand awareness among the target market
- 6) _____ of the following is NOT one of those steps of the strategic brand management process which involves several steps.
 - a) Brand positioning
 - b) Brand evaluation
 - c) Brand communication
 - d) Brand distribution
- 7) Which of the following is the first step in the strategic brand management process?
 - a) Measuring consumer brand loyalty
 - b) Identifying and establishing brand positioning
 - c) Planning and implementing brand marketing
 - d) Measuring and interpreting brand performance
- 8) Marketers need to position their brands clearly in target customers' minds. The strongest brands go beyond attributes or benefit positioning. They are positioned on the basis of which of the following?
 - a) Desirable benefit
 - b) Good packaging
 - c) Strong beliefs and values
 - d) Service inseparability

- 9) A customer will choose a brand based on how compelling the _____ was as compared to other brands.
 - a) Difference
 - b) Similarity
 - c) Sameness
 - d) Uniqueness
- 10) _____ is short phrases that communicate descriptive or persuasive information about a brand.
 - a) Punch lines
 - b) Tag lines
 - c) Messages
 - d) Slogan
- 11) Achieving the right brand identity means creating brand _____ with customers.
 - a) Salience
 - b) Resonance
 - c) Awareness
 - d) Loyalty
- 12) The strategic brand management process starts with understanding what the brand represents and how it is _____ with respect to its competitors.
 - a) Positioned
 - b) Targeted
 - c) Segmented
 - d) Promoted
- 13) Lifebuoy - kills the germs you cannot see, is an example of _____.
 - a) Emotional benefit related to positioning
 - b) Functional benefit related positioning
 - c) Usage occasion related to positioning
 - d) Health-related positioning.
- 14) Marketers can apply a branding on _____.
 - a) Physical goods
 - b) A service
 - c) A store and organization
 - d) All of the above
- 15) Brand feelings are customers _____.
 - a) Emotional responses
 - b) Rational responses
 - c) Moral responses
 - d) Direct responses
- 16) Which of the following is not an objective of Brand management?
 - a) To establish an identity for the product or a group of products
 - b) To communicate the brand to the customers
 - c) To do telly calling and acquire sales
 - d) To acquire place for the product in consumers' minds for high and consistent quality

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

- a) Internal branding
- b) Green Marketing

Q.3 Answer the following Questions. 16

- a) What are the strategies used for brand repositioning.

OR

- b) Explain brand audit procedure in detail.

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

- a) What are the steps in brand resonance model? Explain with suitable examples
- b)

Q.5 Attempt the following.

Campbell soup co. introduced its line of chunky soups in 1970. The product was geared to young people who were avoiding Campbell's standard soup lines and looking for something that tasted more like a meal. This heartier version containing more Vegetables and meat in richer, particularly young males. It is the leading ready-to-serve food in supermarkets. However, as the youth market turns from soups to other foods for lunch and snacks, with the growth of fast-food restaurants and microwave Ovens and the pizza and popcorn cooked in them, Chunky faces increasing challenges from alternatives. In addition, a competitive ready-to-serve soup, Progresso, has gained position because of its cachet Consumers think the brand is imported or different, and so it has found a following.

Campbell has resolved to reach the youth and college market. It conducted specialized research on the college market, resulting in several interesting findings. First, only about one-third of students use college food services for lunch, and only about one in four eats there for dinner. With 70 percent of students having up soup. In addition. This group likes soup and prefers to consume chicken noodle soup rather than hot dogs. Six in ten college students are more involved In buying prepared food than in the past. Thus, these patterns indicate that heating soup could be perceived as quick and easy and would be attractive food for these students.

College youth are an attractive market segment for several reasons. First, the college market accounts for almost 5 percent of the total U.S. population. Second, students typically have about \$150 to \$200 per month of discretionary income. Third, this is a time when many individuals and consumption decisions by themselves. Consequently, attracting them to the Campbell brand could develop a lifetime of brand loyalty. Moreover, as university students, and innovators of tomorrow, enhancing the brand's image in the future.

Campbell executives are also aware, however, that college students can be very difficult to reach. Students tend to read fewer newspapers, watch less television, and listen to less radio.

Question

- Advise Campbell management on how to effectively market its soup brands to the youth segment, particularly college students.

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Set **P**

M.B.A. (Semester - III) (New) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS

Banking Management
Banking Operations Management (20407317)

Day & Date: Tuesday, 28-05-2024
 Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

Q.1 Choose the correct alternatives from the options. 16

- 1) Which of the following is not a feature of RTGS?
 - a) Real Time
 - b) Gross Basis
 - c) Netting
 - d) Order by Order settlement
- 2) _____ was the first bank to introduce the ATM concept in India:
 - a) HSBC
 - b) SBI
 - c) Standard Chartered Bank
 - d) None of These
- 3) Functions of Banks _____.
 - a) Transfer of funds
 - b) Issue of drafts
 - c) Dealing with foreign exchange.
 - d) All of the above
- 4) The Regional Rural Banks (RRBs) were established in _____.
 - a) 1961
 - b) 1954
 - c) 1938
 - d) 1975
- 5) _____ bring with them international expertise, technology, and financial services that can complement and enhance the existing banking system in India.
 - a) National Bank
 - b) Cooperative bank
 - c) RRB
 - d) Foreign bank
- 6) _____ issues the registration certificates to insurance companies and regulates them.
 - a) RBI
 - b) HDFC
 - c) IRDA
 - d) SBI
- 7) _____ are some of the financial institutions that offer loans to MSMEs.
 - a) Small Finance Banks (SFBs)
 - b) Regional Rural Banks (RRBs) and
 - c) Both A & B
 - d) None of the above
- 8) The property which is guaranteed for a _____ must be Real estate only, such as land, condominium, etc.
 - a) Mortgage
 - b) SEBI
 - c) Gift
 - d) Money
- 9) _____ is defined as "The bailment of goods as a security for the payment of a debt or performance of a promise".
 - a) Pledge
 - b) Loan
 - c) Offer
 - d) Property

- 10)** _____ is creation of charge on movable property without delivering them to the lender.
- a) Cheque b) Hypothecation
c) Receipt d) Order
- 11)** _____ can automatically recognize & extract text, characters, fields or data from scanned documents & image.
- a) MCR b) PCR
c) TPR d) OCR
- 12)** _____ is an internal document within a company that is issued by the accounts payable (AP) department.
- a) Voucher b) Bond
c) Loan d) None of the above
- 13)** EMI stands for_____.
- a) Equated monthly instalment b) Equity Monthly initiated
c) Earning month instalment d) Equity month instalment
- 14)** Cheque is payable on_____
- a) Demand b) Usage
c) Fixed future date d) After sight
- 15)** When a bond trades at a _____; then the interest rate is less than the prevailing coupon rate.
- a) Discount b) Exchange
c) Low d) Premium
- 16)** Cheques get dishonoured due to_____.
- a) Insufficient funds b) Mismatched signature
c) Overwriting d) All of the above

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

- a) Meaning of Negotiable Instruments and its types.
- b) Functions of Bank and its effect on Indian Economy.

Q.3 Attempt the following Short Notes. 16

- RBI regulations with regard to nationalized private banks.
- Discuss on Principal books of accounts.

Q.4 Attempt Any One. **16**

- Write the difference between Amortization and sinking fund bonds also explain YTM.
- Discuss the Role of baking in India pre and post-independence. Also through light on it's Contribution in GDP.

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

1. From the following particulars of Asha & Co. prepare a bank reconciliation statement on December 31, 2014.
- a) Overdraft as per passbook 20,000 Interest on overdraft Rs. 2,000.
 - b) Insurance Premium paid by the bank Rs. 200.
 - c) Cheque issued but not presented for payment Rs. 6,500
 - d) Cheque deposited but not yet cleared Rs. 6,000
 - e) Wrongly debited by the bank Rs. 500.

2. From the following particulars of Mr. Vinod, prepare bank reconciliation statement as on March 31, 2014.
- a) Bank balance as per cash book Rs. 50,000.
 - b) Cheques issued but not presented for payment Rs. 6,000.
 - c) The bank had directly collected dividend of Rs. 8,000 and credited to bank account but was not entered in the cash book.
 - d) Bank charges of Rs. 400 were not entered in the cash book.
 - e) A cheque for Rs. 6,000 was deposited but not collected by the bank.

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Day & Date: Wednesday 29-05-2024
Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

16

- Multiple choice questions:**
- 1)** Ceiling for Deduction U/s Sec. 80 C is_____.
a) 120000 b) 150000
c) 100000 d) None of these
 - 2)** Employer's contribution to Recognized the Provided fund is exempt up to_____ of salary.
a) 10% b) 12%
c) 11% d) 20%
 - 3)** In case of Government employee the maximum deduction of entertainment allowance is Rs_____.
a) 5000 b) 4000
c) 2000 d) 500
 - 4)** Free refreshment provided during office hours to an employee is_____ perquisite.
a) Taxable b) Partly taxable
c) Exempt from tax d) Tax free
 - 5)** Standard deduction of self-occupied house is_____.
a) Taxable b) Partly taxable
c) Nil d) None of these
 - 6)** The annual value of self-acquired property is_____.
a) Taxable b) Partly taxable
c) Nil d) None of these
 - 7)** Any gratuity received by the employee of government or semi government department is_____.
a) Taxable b) Partly taxable
c) Nil d) Fully Exempt
 - 8)** Goods and Services Tax was launched all over India with effect from_____.
a) 1 July 2017 b) 1 July 2016
c) 1 July 2019 d) 1 July 2011
 - 9)** XYZ LLP falls under which_____ category of person.
a) Individual b) Partnership Firm
c) Company d) Association of Person
 - 10)** _____ of the following taxes have been subsumed in GST.
a) Central sales tax b) Central excise duty
c) VAT d) All of these

Besides he has received Rs.65,000 as interest on bank FD deposits and Rs. 5000 on SB A/c. His investments & expenditure during the year were: Payment of LIC premium on own life Rs. 30,000, Donation to Prime Minister's National Relief Fund Rs. 50,000. Professional Tax Rs. 2,000 p.m. medical insurance premium for family Rs. 12000. Compute his total income for the A.Y. 2022-23.

Case study

Particulars	Rs.	Rs.
Basic pay	40,000	480,000
Dearness Allowance	1,000	12,000
Bonus		100,000
Commission		250,000
Annual Accretion to RPF		
Employers Contribution	50000	
Less: 12% of Salary	43200	6800
Interest Exceeding 9.5. %		3000
Entertainment Allowance		72000
Rent-free Accommodation		127300
Gross Salary		1,051,100
Less: Standard Deduction u/s 16	50000	
Profession tax u/s 16	24000	-74000
Salary Income		977,100
Other Sources		
Interest on Fixed Deposited	65000	
Interest on Saving Deposited	5000	70000
Gross Total Income		1047100
Less: u/s 80 C		
LIC Premium, RPF	-80000	
Donation	-50000	
Medical Claim	-12000	
Interest on SB acc. 80TTA	-5000	
Total Taxable Income		900100

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M.B.A (Semester - III) (New) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS
Production and Materials Management
Purchasing and Inventory Management (20407311)

Day & Date: Tuesday, 28-05-2024
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) 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. Those tools 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 _____.
a) More in inventory security for C items.
b) More in supplier development for A items.
c) The most time and effort verifying the accuracy of records for B items.
d) Extra care in forecasting for C items.
- 9) The two most important inventory based questions answered by the typical inventory model are _____.
a) When to place an order and what is the cost of the order
b) When to place an order and how many of an item to order
c) How many of an item to order and with whom the order should be placed
d) 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 _____.
a) The production order quantity model does not require the assumption of known, constant demand
b) There are no holding costs in the production order quantity model
c) The production order quantity model does not require the assumption of instantaneous delivery
d) 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 _____.
a) Freebies
b) Quantity discounts
c) Normal discounts
d) Premiums
- 12) 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
- 13) Materials management is a coordinating function responsible for planning and controlling materials flow. Its objective(s) is/are: _____.
a) Maximize the use of the firm's resources
b) Provide the required level of customer service
c) Both of the above
d) Neither of the above
- 14) Inventory serves as a buffer between: _____.
a) Supply and demand
b) Finished goods and component availability
c) Customer demand and finished goods
d) All of the above
- 15) Storing inventory requires _____ and as inventory increases, so do these costs.
a) Space and workers
b) Workers and equipment
c) Space and equipment
d) Space, workers, and equipment
- 16) A _____ is a legal offer to purchase.
a) Quotation
b) Purchase order
c) Receiving order
d) Supplier's invoice

- Q.2 Answer the following.** **16**
- a) Explain the concept of Purchase Management. Also explain objectives of purchasing.
 - b) Short note- Logistics Management and its link with Inventory Control and other Areas.
- Q.3 Answer the following.** **16**
- a) Discuss the role of standardization in stores management.
 - b) Discuss the factors influencing make or buy decisions.
- Q.4 Answer the following Long Answers.** **16**
- a) What is the Purpose of Store Management? Discuss Stores Location and Layout. Which are New Developments in Storing?
- OR**
- b) What is Inventory Management? Explain concept, functions and classification of materials in Inventory Management

Q.5 Case study:

Professional cooling and Control Systems (PCACS) provide commercial facility management services with high-performance building automation and HVAC systems. For years, they used an informal approach to tracking inventory. Employees would log incoming and outgoing items on spreadsheets but did not manage the stationary items that were already in stock. Having such a relaxed system ultimately resulted in several major issues that cost PCACS's valuable time and money. "We were continually missing items that we thought were in stock. Often times when we would order a certain part for a particular job, it would be used for a different job and we would have no idea," explained Tommy Gugliotta, Operations Manager of PCACS. "On numerous occasions, we had to have inventory shipped overnight because our tracking system was so inefficient. We wasted countless dollars and time searching for specific items to replace a part of repair a machine."

When Tommy Gugliotta joined the PCACS team, his first task was to repair the inventory management system that had been in place for over 20 years. He witnessed the ineffective nature of manually tracking inventory and knew there must be a better way to streamline the process and save his company money. Gugliotta began researching inventory software programs and came across Wasp's inventory control solution. "I tested several software programs but was immediately drawn to Wasp Inventory Control. I started out with a 30-day trial and was impressed with how easy it was to use," noted Gugliotta. "Inventory Control offered all of the features that PCACS needed, like multiple PC licenses, and the option to purchase barcode printers and mobile scanners to accompany the software."

While testing Inventory Control, PCACS was starting several big projects that required a trustworthy, easy-to-use inventory tracking system. "After just two and a half weeks, I was convinced that Wasp Inventory control was the answer to our inventory issues. It was a simple program that would be easy to teach to other employees," explained Gugliotta.

PCACS purchased Wasp Inventory Control Professional, which included five PC licenses and one mobile license. PCACS also purchased a handheld WDT3200 mobile computer and WPL305 barcode printer.

PCACS has been using Wasp Inventory Control for approximately one year.

"Since deploying Wasp Inventory Control, we now have in-depth insight into our entire inventory not just the incoming and outgoing items," stated Gugliotta. One of the greatest benefits of Wasp Inventory Control has been financial savings. "Once we began using the software, the issue of overnighting items completely ceased. We no longer had to spend excessive amounts on shipping items we thought we had in stock. Ultimately, Wasp Inventory Control paid for itself within 6 months. We no longer are subject to missing inventory and have significantly cut down the amount of time spent looking for items. Now, it only takes one or two seconds to look up a certain part, versus scouring through pages and pages of spreadsheets," stated Gugliotta.

- a) Analyze the case.
- b) Identify the problem.
- c) Identifying Alternative solutions.
- d) Giving the best solution.

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M.B.A. (Semester - III) (New) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS

System Management
Management Information System (20407319)

Day & Date: Thursday, 30-05-2024
 Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

Q.1 Multiple choice question.**16**

- 1) _____ is a set of people, procedures and resources that collects, transforms and disseminates information in an organisation.

a) Information System	b) Computer System
c) Marketing System	d) Production System
- 2) The _____ system covers office and transaction and supports official activity at every level of organisation.

a) Executive Support	b) Transaction processing
c) Office Automation	d) GDSS
- 3) The Hotel rooms reservation system module used by the counter clerk to book a ticket for tourists is _____.

a) Management Information System
b) Transaction Processing system
c) Executive support system
d) Decision Support System
- 4) _____ helps the decision maker to retrieve, data and test alternative solutions during the process of problem solving.

a) ESS	b) HRIS
c) DSS	d) TPS
- 5) _____ in GDSS refers to participants, a trained facilitator and often to a staff that supports the hardware and software.

a) Policy	b) Group dictionaries
c) People	d) Hardware
- 6) _____ is a system in which defined data are collected, processed and communicated to assist those responsible for the use of resources.

a) SIS	b) MIS
c) TPS	d) OASs
- 7) Top level managers use ESS to address _____ issues.

a) Strategic issues	b) Very short term
c) Routine	d) Operational
- 8) _____ in the system may be enormous or ambiguous, incomplete or may not be organised properly.

a) Knowledge	b) Information
c) Data	d) Wisdom

- 9) The _____ Information System helps companies track, organize, and report on important data about their employees across manpower functions, including, hiring, payroll benefits, performance etc.
 - a) Marketing
 - b) Finance
 - c) Production
 - d) Human Resource
- 10) _____ is intended to be used by the senior managers directly to provide support to non - programmed decisions in strategic management.
 - a) ESS
 - b) TPS
 - c) OAS
 - d) GDSS
- 11) _____ in the GDSS refers to the conference facility itself, including the room, the tables, and the chairs.
 - a) Processor
 - b) Software
 - c) Policy
 - d) Hardware
- 12) _____ knowledge is the most basic form of knowledge and is easy to pass along because it's written down and accessible.
 - a) Tacit
 - b) Implicit
 - c) Explicit
 - d) Procedural
- 13) These are the document the group agreement on definitions of words and terms central to the project and used as software tools in GDSS.
 - a) Hardware
 - b) Electronic Questionnaire
 - c) Idea organisers
 - d) Group Dictionary
- 14) _____ is one of the Strategic roles of Information system.
 - a) Selecting proper staff
 - b) Creating Competitive edge
 - c) Putting a Purchase order
 - d) Proceeding Transactions
- 15) _____ is defined as the knowledge and ability to use computers and related technology efficiently, with skill levels ranging from elementary use to computer programming and advanced problem solving.
 - a) Financial literacy
 - b) Data Mining
 - c) Cloud computing
 - d) Computer literacy
- 16) _____ store, process, and analyze financial data, enabling companies to track income, expenses, assets, liabilities, and other financial details in real time.
 - a) Marketing Information systems
 - b) Financial Information Systems
 - c) HRIS
 - d) MIS

Q.2 Answer the following.

- a) Major types of Information System in the organization. **08**
- b) Marketing Information System. **08**

Q.3 Answer the following.

- a) Power of MIS. **08**
- b) Principle causes of information system failure. **08**

Q.4 Answer the following.

16

- a)** Differentiate between the terms Data, Information and Knowledge. Elaborate the role of ICT in Knowledge Management.

OR

- b)** What is Strategic Information System? Explain the strategic role of Information system. How SIS can offer competitive advantage?

Q.5 What is GDSS? Explain elements and characteristics of GDSS to enhance group decision.

16

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M.B.A (Semester - III) (New) (CBCS) Examination: March/April – 2024
COLLEGE AND UNIVERSITY CAMPUS

Human Resource Management

Strategic Human Resource Management (20407313)

Day & Date: Friday, 31-05-2024
 Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

Q.1 Choose the correct alternatives from the options.

16

- 1) 'The pattern of planned human resource development and activities intended to enable an organization to achieve its goal' is called _____.
 a) Human Resource Development
 b) Human Resource Management
 c) Strategic Human Resource Management
 d) Personnel Development
- 2) _____ among the following is the first task of Strategic Planning.
 a) Setting objectives
 b) Developing a strategic vision and a business mission
 c) Crafting a strategy to achieve the objectives
 d) Identifying and setting priorities for the execution of strategies
- 3) _____ is described as interpretative planning.
 a) Procedure
 b) Strategy
 c) Policies
 d) None of the above
- 4) People possess skills, abilities and aptitudes that offer _____ to the firm.
 a) Profit
 b) Goodwill
 c) Competitive advantage
 d) Success
- 5) _____ of the following is more flexible in nature.
 a) HRM
 b) HRD
 c) SHRM
 d) HCM
- 6) _____ is a performance measure of both efficiency and effectiveness.
 a) Organisational behavior
 b) Organisational citizenship
 c) Employee productivity
 d) None of these
- 7) When appraisals are made by superiors, peers, subordinates and clients then it is called _____.
 a) 360 degree feedback
 b) 180 degree feedback
 c) Self – appraisal
 d) All of these
- 8) The human resource Management helps to improve the _____.
 a) Production
 b) Productivity
 c) Power
 d) Produce
- 9) Competencies are the _____.
 a) Knowledge
 b) Skills
 c) Behaviour
 d) All of these

- 10)** SHRM was first time evolved in the year _____.
a) 1964 b) 1974
c) 1984 d) 1994
- 11)** SHRM develop an organizational culture that fosters _____.
a) Innovation b) Flexibility
c) Competitive advantage d) All of the above
- 12)** The plan which gives the right to sell or buy the stock of the organization at fixed price for specific period of time is classified as _____.
a) Employee stock ownership plan
b) Ownership option
c) Stock option
d) Trading options
- 13)** The payment which is made to employee for only one time and is not part of the base pay is classified as _____.
a) Incentives b) Primacy reward
c) Bonuses d) Reward
- 14)** The recruiting expense, relocation costs and employment testing costs are classified as _____.
a) Separation costs b) Productivity costs
c) Training costs d) Hiring costs
- 15)** The kind of interviews taken place in organizations to ask about possible reasons leads to job turnover are classified as _____.
a) Employee firing interviews b) Transfer interviews
c) Termination interviews d) Exit interviews
- 16)** In an organization, the replacement of employees who left the job with the new employees is classified as _____.
a) Recognition b) Achievement
c) absenteeism d) turnover

Q.2 Answer the following short answers. **16**

- a)** Role of Strategic Human Resource Management.
- b)** Define Job analysis and explain in detail its process.

Q.3 Answer short note on the following. 16

- Explain in detail ESOPs.
- Write note on Areas affected by downsizing.

Q.4 Attempt any one. **16**

- a) Define Strategic Human Resource Management. Explain in detail the linkage of HR strategy with corporate and business strategy.
- OR**
- b) Explain in detail organizational Designing process and factors affecting Designing process.

Q.5 Attempt the following case study.

AMS Fertilizers is a 11-year-old fertilizer manufacturing company in Punjab, decided to expand their business in 3 other states namely Karnataka, Tamilnadu and Assam where the product is having good demand. They planned to approach farmers directly to understand their demands and also the dealers in the said state to establish the products. Mr. Aditya who is looking after the HR department of AMS was been called by Mr. AM Singh. He informed Aditya that, "Aditya today I am excited as we are expanding our business in other parts also. So, I want you to identify best candidates for our marketing department who can establish our products in the new market". He continued, Aditya I want 3 best marketing candidates in place within a week. Don't wait for any farther order complete the task in a best possible way." Mr. Aditya also started his work with immediate effect.

He finalized 3 best candidates namely Mr. Kushwa, Mr. Dev and Mr. Bowmick. All the three candidates were having good experience and excellent track record in top fertilizer companies. After Recruitment Mr. Aditya introduced them to Mr. AM Singh thereafter Mr. Singh assigned with their duties.

Challenge to MR. Aditya

After a month Mr. AM Singh called Mr. Aditya and started a heated argument as follows, "Aditya I believed you and asked you to recruit 3 best candidates, Once you finalized I didn't had a second thought, I placed them for the task and you blasted all my dreams". Confused Aditya asked in a polite voice "But sir I brought best candidates, I am not able to understand the issue sir. I didn't even get the opportunity to meet them after I left them in your cabin"

Mr. Singh said "OK, let me explain you clearly. Except Mr. Bowmick who is placed in Assam, both of your other 2 candidates could not bring any business, they failed and are in verge to give up themselves. So Mr. Aditya tell me what should I do now. Why should I pay you if you are unable to do even a basic HR job."

Questions on case study

- | | |
|---|-----------|
| a) What went wrong in the case? | 04 |
| b) Who is at fault Mr. Singh or Aditya or the 2 failed candidates? | 04 |
| c) How the fertilizer company can come out of this issue? | 04 |
| d) What are the HR concepts that you can correlate with this case? | 04 |

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M.B.A. (Semester - III) (New) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS
International Business Management
International Business Environment (20407315)

Day & Date: Tuesday, 28-05-2024
 Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

Q.1 Multiple Choice Question.

16

- 1) Balance of trade is _____.
 - a) Difference between export and import of goods.
 - b) Sum total of export and import of goods
 - c) Difference between export and import of services
 - d) Sum total of export and import of services
- 2) The best products to sell in B2C e-commerce are _____.
 - a) Small products
 - b) Digital products
 - c) Specialty products
 - d) Fresh products
- 3) The most common trade barrier faced by a multinational company is the _____.
 - a) Embargo
 - b) Quota
 - c) Sales tax
 - d) Tariff
- 4) Globalization refers to _____.
 - a) A more integrated and interdependent world
 - b) Less foreign trade and investment
 - c) Global warming
 - d) Lower incomes worldwide
- 5) The International Monetary Fund is important because _____.
 - a) It has sufficient financial resources to deal with a major global financial crisis
 - b) It has sufficient financial resources to help individual countries facing balance of payments problems
 - c) Emerging economies can exercise significant influence on it
 - d) It fixes exchange rates
- 6) In a global market place _____.
 - a) The entire world is a market place.
 - b) National borders are irrelevant.
 - c) The potential for organizations to grow expands dramatically
 - d) All of the above
- 7) After US Dollar _____ currency has the highest weightage in determining the value of SDR.
 - a) Euro
 - b) Pound
 - c) Yen
 - d) Rupee

- 8) SAPTA stands for _____.
 a) South Preferential Trading Arrangement
 b) SAARC Preferred Trading Arrangement
 c) SAARC Preferential Trading Arrangement
 d) SAARC Preferential Trading Agreement.
- 9) _____ are the components of balance of payment account?
 a) Current account
 b) Capital account
 c) Both (a) and (b)
 d) None of the above
- 10) Digital products are best suited for B2C e-commerce because they _____.
 a) Are commodity like products.
 b) Can be mass-customized and personalized
 c) Can be delivered at the time of purchase
 d) All of the above
- 11) _____ issues the Special Drawing Rights (SDR) in the following.
 a) World Bank
 b) World Trade Organization
 c) Asian Development Bank
 d) International Monetary Fund
- 12) UNCTAD stands for _____.
 a) United Nations Committee on Trade and Development
 b) United Nations Conference on Trade and Development
 c) Undivided Nations Conference on Trade and Development
 d) United Nations Conference on Tarrif and Development
- 13) IBRD also known as _____.
 a) Exim Bank
 b) World Bank
 c) International Monetary fund
 d) International Bank
- 14) The first phase of globalization started around 1870 and ended with _____.
 a) World War I
 b) World War II
 c) The Establishment of GATT
 d) In 1913 when GDP was high
- 15) The Asian Development Bank (ADB) is a regional development bank established on _____.
 a) 18 December 1966
 b) 20 December 1966
 c) 19 December 1966
 d) 21 December 1966
- 16) _____ is not a component of BOP.
 a) Current account
 b) Capital account
 c) Real account
 d) None of the above

Q.2 Write Shorts Notes.**16**

- a) UNCTAD
 b) E-commerce

Q.3 Write Short Notes.**16**

- a) Components of balance of payments
 b) IMF

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

- a) Define Globalisation. Explain its features and essential conditions for globalisation.

OR

- b) Define International Business. Explain its Nature, Scope and Importance.

Q.5 Case Study

Most of the world's largest airlines are in one of the five major international alliances through which they combine routes, sales, airlines terminal services, etc. The four largest of these alliances are *Star Alliances* (United Airlines of the US, Lufthansa of Germany, Scandinavian Airline System, Air Canada, Varig of Brazil, Thai Airlines, Air New Zealand and Ansett Australia); *Oneworld* (British Airways, American Airlines, Cathay Pacific of Hong Kong, Canadian Airlines, Qantas of Australia, Iberia of Spain and Finnair (Finland)); *Wings* (KLM of the Netherlands, Continental Airlines of the US and Alitalia of Italy); and an alliance between Delta Airlines of the US, Swissair, Austrian Airlines and Sabena of Belgium. Some of these airlines also hold ownership in other airlines (for example, KLM has partial ownership in Alitalia).

These alliances enable airlines to code-share, (i.e., sell tickets to destinations served by their alliance partners), cooperate on sales, share airport lounges, purchase airport services jointly, coordinate aircraft use, share information and also share each other's frequent flyer programmes. Such alliances also bring benefits to passenger tickets, extended frequent flyer schemes and other facilities. In fact, these alliances have blurred the competitive distinctions among the major international airlines. The airline industry is actually unique in the sense that its need to form collaborative arrangements has been important almost since the beginning of international air travel because of regulatory, cost, capability and competition factors.

Almost all countries agree on exercising rights and controls through treaties to give equal treatment to each country's airlines. The International Air Transport Association (IATA) comprises almost all the world's carriers. Due to extensive governmental ownership of airlines, governments comprise of majority of the memberships. IATA is primarily concerned with global air safety standards. Sometimes, it also imposes restrictions on competition on routes by enforcing uniform fares, meal service and baggage allowances.

Capability and cost, among others, are two contributory factors for formation of inter strategic alliances.

Many international airlines have gone for collaborative arrangements to complement their route structures and capabilities. Some airlines have acquired critical ca in certain airports-sharing these capabilities with other airlines, distributes costs. For example KLM has, for long, been handling passenger check-in, baggage loading and maintenance for a number of other airlines in Amsterdam. Other agreements commonly cover the use of gates, ground equipment such as generators and commissary services. Airlines also sometimes sublease aircrafts to each other to reduce overheads.

Privatization has been one of the factors or force for formation of alliances. For ex privatized airlines such as British Airways and Air Canada can no longer look to their governments for support. They have to devise their own ways to be competitive internationally. Simi privatization in Eastern Europe and Latin America has enabled foreign airlines to take stakes in airlines of those countries/regions. Similarly, deregulation of airlines in the US and European Union have prompted airlines to find new ways or methods to compete in the international arena.

A problem with marketing agreements on route structuring, however, is that the connections from one airlines to another are shown as separate route codes in reservation systems, and this means change of airlines during the travel. This worries or discourages passengers. Some airlines, however, have overcome this problem. When KLM collaborated with Northwest, the two airlines were able to secure the same route codes on their connecting flights. Northwest's ticket

counters show KLM logo as well. The alliance gives Northwest service to about eighty European cities. The two airlines have come as close as possible to a merger without actually making it.

Management of strategic alliances, partnerships and networks of international airlines sometimes poses problems. Because of proliferation of alliances, relationships are sometimes interwoven among so many airlines that it is difficult to ascertain whether companies are competing, cooperating or colluding. Management may find it very hard to be cooperative, say, in joint maintenance agreements while competing directly on some routes. When KLM and Northwest collaborated, it was expected that KLM would help Northwest in improving its service; but the two organizations could not work well together because of entrenched Northwest employees who would not cooperate. This happens often because of cultural barriers.

Analyse the above case.

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M.B.A. (Semester - III) (New) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS

Agriculture & Co-operative Management

Fundamentals of Agriculture & Co-operative Management (20407321)

Day & Date: Tuesday, 28-05-2024

Max. Marks: 80

Time: 03:00 PM To 06:00 PM

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

Q.1 Multiple choice Questions

16

- 1) Wind erosion is
 - a) A natural process that moves soil from one location to another by wind power.
 - b) A natural process that moves soil from one location to another by water power.
 - c) Erosion by human problems
 - d) All of these
- 2) Which of the following is roles of Irrigation
 - a) Helps to grow agricultural crops,
 - b) Sustain landscapes and re-vegetate disturbed soils
 - c) Both a and b
 - d) None of the above
- 3) All lands occupied by buildings, roads and railways or under water called
 - a) Agriculture
 - b) Non-agriculture
 - c) Both a and b
 - d) None of the above
- 4) When two or more crops are grown on the same land simultaneously, it is known as-
 - a) Monocropping
 - b) Mixed cropping
 - c) Crop rotation
 - d) Intercropping
- 5) Provides all the nutrients that are required by plants but in limited quantities
 - a) Organic Manure
 - b) Inorganic Manure
 - c) Chemical Substances
 - d) All of these
- 6) involves placing tubing with emitters on the ground along side the plants
 - a) Border Irrigation Method
 - b) Furrow Method
 - c) Sprinkler Irrigation method
 - d) Drip Irrigation Method
- 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) What are the current problems in Indian agriculture?
 - a) climate change
 - b) increased demand for water
 - c) inadequate lighting
 - d) all of these
- 11) Where does headquarters of National Housing Bank Situated?
 - a) New Delhi
 - b) Mumbai
 - c) Pune
 - d) None of these
- 12) NHB stands for_____.
 - a) National Housing Bank
 - b) Nominal Housing Bank
 - c) Native Housing Bank
 - d) None of These
- 13) Which method of irrigation is useful for sandy Soils and Shallow lands where lands levelling is not Possible?
 - a) Sub-surface irrigation
 - b) Drip Irrigation
 - c) Sprinkler Irrigation
 - d) Surface Irrigation
- 14) Certified Seed is the progeny of_____.
 - a) Nucleus seed
 - b) Foundation Seed
 - c) Breeder Seed
 - d) Registered Seed
- 15) Who is the largest shareholder of National housing Bank?
 - a) Reserve Bank of India
 - b) Government of India
 - c) NABARD
 - d) State Bank of India
- 16) Soil erosion is caused due to_____.
 - a) Rapid urbanization
 - b) Cutting of trees
 - c) Over grazing by animals
 - d) All of the above factors

Q2 Answer the following. (Short Note) 16

- Explain Types of soil Erosion, water erosion, wind erosion in detail.
- Explain Need, role and development of irrigation.

Q3 Answer the following. (Short Note) 16

- Explain growth of cooperative movement in India.
- Explain causes of plant diseases and provide essential plant protection Measures.

Q4 Answer any one of the following. (Long Answer) 16

- a) Explain Agriculture and Non-agriculture cooperatives in India.**

OR

- b) Define the agricultural labour and explain its characteristics and Special Programs for agriculture labour.**

Q5 Write in detail on State co-operative Bank (SCB), Land development Bank **16**

- Write in detail on State co-operative Bank (SCB), Land development Bank (LDB), and District Central Cooperative Bank (DCCB).

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Set **P**

M.B.A. (Semester - III) (New) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS

Marketing Management
Sales and Distribution Management (20407306)

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

Max. Marks: 80

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

Q.1 Choose the right Answer.**16**

- 1) _____ occurs when producers, wholesalers and retailers work in unison to meet their customers' needs. It allows one company to have control over the entire process of producing and selling a product.
 - a) Horizontal marketing system
 - b) Vertical marketing system
 - c) Diagonal marketing system
 - d) Matrix marketing system
- 2) The oral presentation of a company's products, or services to one or more prospective purchasers for the purpose of making a sale is known as _____.
 - a) Advertising
 - b) Promotion
 - c) Branding
 - d) Personal Selling
- 3) According to Maslow's need hierarchy theory _____ are the basic needs of human being.
 - a) Social affiliation
 - b) Self esteem
 - c) Physiological
 - d) Safety and security
- 4) _____ is the process of educating salespeople and equipping them with the skills they need to succeed in their role.
 - a) Sales Motivation
 - b) Performance Appraisal
 - c) Sales Training
 - d) All of these
- 5) _____ 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.
 - a) PLC
 - b) Supply Chain Management
 - c) Purchasing
 - d) Marketing Channel
- 6) According to Herzberg absence of hygienic factors lead to employee _____.
 - a) Dissatisfaction
 - b) Delight
 - c) High morality
 - d) Motivation
- 7) Sales and Distribution Management majorly focuses on the _____ aspect of an organization.
 - a) Producing
 - b) Buying
 - c) Selling
 - d) Transporting
- 8) In this kind of training employee can get training during performing the job.
 - a) On the Job
 - b) Off the job
 - c) Hybrid
 - d) All of these

- 9) _____ is an estimation of sales volume that a company can expect to attain within the plan period.
 - a) Sales Budget
 - b) Sales Forecast
 - c) Sales Research
 - d) Sales Control
- 10) _____ is the sales forecasting method in which the executives of the company express their views and give guidance regarding future sales.
 - a) Execution Opinion
 - b) Delphi Technique
 - c) Sales force composite
 - d) All of these
- 11) Salary, Commission and Bonus are _____ rewards to the sales people.
 - a) Mandatory
 - b) Non-financial
 - c) Financial
 - d) unnecessary
- 12) CIS in Distribution management stands for _____.
 - a) Computerised Integrated System
 - b) Channel Inserted System
 - c) Customer Information System
 - d) Channel Information System
- 13) _____ is planning, directing, and coordinating the activities of sales force for increasing organisational efficiency.
 - a) Sales territory
 - b) Sales Budget
 - c) Sales Quota
 - d) Sales Organisation
- 14) _____ is made up of present or potential customers, rather than a geographical area.
 - a) Territory
 - b) Quota
 - c) Branch
 - d) Sales force
- 15) _____ managers are responsible to achieve certain sales targets.
 - a) Line
 - b) Staff
 - c) Production
 - d) HR
- 16) A _____ estimates the sales in units as well as the estimated earnings from these sales.
 - a) Sales Quota
 - b) Sales Budget
 - c) Sales Training
 - d) Sales Recruitment

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

- What is Sales Quota? Explain various types of Sales Quota.
- Key Drivers of Supply Chain Management.

Q.3 Answer the following. **16**

- a) The Personal Selling Process
- b) Define Sales Budget. Explain Sales budget process in detail?

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

- a) What is Distribution Channel? Explain the importance and various functions of marketing Channels in detail.**

OR

- b) What is Sales training programme? Explain any two motivational theories applicable in sales organisation in detail.**

Q.5 Define Sales Forecasting. Explain various Sales forecasting methods in detail. **16**

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M.B.A. (Sem. - III) (New) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS
Banking Management
Indian Banking Structure (20407318)

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

Max. Marks: 80

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

Q.1 Multiple choice question.**16**

- 1) _____ is the largest commercial bank in India.
 - a) Bank of India
 - b) State bank of India
 - c) Bank of Baroda
 - d) Reserve Bank of India
- 2) Export Credit Guarantee Corporation of India was established in the year _____.
 - a) 1938
 - b) 1957
 - c) 1973
 - d) 1971
- 3) NABARD stands for _____.
 - a) National Bank for Agriculture and Research Development
 - b) National Bank for Analysis of Rural Development
 - c) National Bank for Agriculture and Rural Development
 - d) None of The Above
- 4) _____ is not a regulatory institution in Indian financial system.
 - a) CIBIL
 - b) SEBI
 - c) RBI
 - d) IRDA
- 5) _____ is the first development financial institution in India.
 - a) IDBI
 - b) ICICI
 - c) IFCI
 - d) RBI
- 6) _____ is the apex institution which handles refinance for agriculture and rural development in India?
 - a) RBI
 - b) SIDBI
 - c) NABARD
 - d) None of these
- 7) The ownership of Public sector banks rests with _____.
 - a) Government of India
 - b) Jointly with Government of India and share-holders from the public
 - c) Jointly with Government of India and State Bank of India
 - d) Jointly with Government of India and Reserve Bank of India
- 8) The Co-operative Societies Act was passed in the year _____.
 - a) 1919
 - b) 1949
 - c) 1904
 - d) 1912
- 9) _____ public sector companies/organizations provide insurance cover to exporters.
 - a) IRDA
 - b) SIDBI
 - c) NABARD
 - d) ECGC

- 10) _____ is known as banker's bank.
 a) RBI
 b) SBI
 c) PNB
 d) NABARD
- 11) _____ is not a scheduled commercial bank in India.
 a) HDFC Bank
 b) Yes Bank
 c) ICICI Bank
 d) LIC Housing Finance Limited
- 12) _____ is a primary function of the Reserve Bank of India (RBI).
 a) Providing loans to the general public
 b) Regulating the credit system of the country
 c) Providing insurance to depositors
 d) Managing the tax collection system
- 13) _____ committee recommended the establishment of Regional Rural Banks (RRBs) in India.
 a) Narasimham Committee
 b) Rangarajan Committee
 c) Gadgil Committee
 d) Narsimha Rao Committee
- 14) _____ is not a private sector bank in India.
 a) HDFC Bank
 b) Axis Bank
 c) ICICI Bank
 d) State Bank of India
- 15) NABARD was set up essentially as a development bank for promoting _____.
 a) Agriculture Development only
 b) Rural Development only
 c) Both of The Above
 d) None of The Above
- 16) Cooperative banks that fall under the banking regulation act of 1949 are controlled by _____.
 a) NABARD
 b) National Cooperative Union of India
 c) Reserve Bank of India
 d) None of The Above

Q.2 Write short notes on. 16

- a) Bill of exchange and promissory note
 b) Self-Help Group financing

Q.3 Write short notes on. 16

- a) Micro-credit & micro-finance
 b) EXIM Bank

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

- a) What are the various types of banks? Explain in details.

OR

- b) What is meant by public sector bank? Explain the functions of commercial banks.

Q.5 Attempt the following question. 16

Write a detailed note on RBI as a central bank.

Seat No.	
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Day & Date: Tuesday, 04-06-2024
Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

16

- 1) Stock Split is done in _____.
a) Random
b) Rupees
c) Ratio
d) Percentage
- 2) Acquisition of the companies can be done through _____.
a) Internal Accruals
b) Bank Financing
c) Equity Pledges
d) All of the above
- 3) Mergers are usually done to _____.
a) Rationalize Cost
b) Increase Cost
c) Decrease Goodwill
d) Decrease profits
- 4) Dividend decision effects _____ of the company.
a) Share price of the company
b) Rupee dollar exchange rate
c) Bitcoin price
d) Gold rates at bullion markets
- 5) The objective of financial statement is to ascertain _____ of the firm.
a) Overall Profitability and financial position
b) Tax savings
c) Investment opportunities
d) Stock price and dividend yield
- 6) Issue of shares and _____ are the source of funds for the company.
a) Dividend payout ratio
b) Debentures
c) Crypto currency
d) Cash in hand
- 7) _____ of company means recasting of company's structure to suit the particular situation of the company.
a) Working capital
b) Operational leverage
c) EBITDA
d) Restructuring
- 8) _____ is a merger which takes place upon the combination of two companies which are operating in the same industry but at different stages of production or distribution system.
a) Conglomerate merger
b) Co generic merger
c) Horizontal merger
d) Vertical merger
- 9) _____ allows inter and intra firm comparison of financial statements.
a) Reverse merger
b) Acquisition
c) Capital Structure of an individual firm
d) Comparative Statement Analysis

- 10) When financial statements for certain number of years for different firms are examined analytically, the analysis is _____.
 - a) Horizontal
 - b) Vertical
 - c) Both a and b
 - d) None
- 11) Announcement of bonus shares impacts the listed company in the following way _____.
 - a) It increase the share price of the company
 - b) It decreases the share price of the company
 - c) It maintains the share price in the same range
 - d) Cannot speculate the share price movement
- 12) _____ is an recent example of merger in banking and financial industry.
 - a) Reliance Industries and Adani Enterprises Merger
 - b) Aditya Birla and Reliance Industries Merger
 - c) HDFC bank and HDFC Ltd merger
 - d) ICICI bank and SBI Merger
- 13) _____ does NOT comprise as a component for cost of capital.
 - a) The risk less cost of particular type of financing
 - b) The business risk premium
 - c) The financial risk premium
 - d) Traded Share price daily movement of the company
- 14) The _____ ordinarily implies the proportion of debt and equity in the total of a company.
 - a) Operational leverage
 - b) Capital structure
 - c) Profit after tax
 - d) Profit before tax
- 15) Higher degree of Operating leverage indicate _____.
 - a) Lower degree of risk
 - b) Zero risk
 - c) Higher degree of risk
 - d) None
- 16) The movement of cash in cash flows is classified as _____.
 - a) Operating activities
 - b) Financial activities
 - c) Investing activities
 - d) All of the above

Q.2 Write Short Notes.

16

- a) Write a note on Bonus Share.
- b) Prepare Common-size Balance Sheet of Sun Ltd and Star Ltd. The Balance Sheet of Sun Ltd. and Star Ltd. as at 31st March, 2019 are:

Particulars	Sun Ltd. (Rs.)	Star Ltd. (Rs.)
I. EQUITY AND LIABILITIES		
1. Shareholder's Funds		
(a) Share Capital	9,00,000	12,00,000
(b) Reserves and Surplus	4,00,000	3,50,000
2. Current Liabilities		
Trade Payables (Creditors)	2,00,000	2,50,000
Total	15,00,000	18,00,000
II. ASSETS		
1. Non-Current Assets		
Fixed Assets (Tangible)	10,00,000	16,00,000
2. Current Assets		
Trade Receivables (Debtors)	5,00,000	2,00,000
Total	15,00,000	18,00,000

- Q.3 Write Short Notes.** **16**
- Types of leverages.
 - Determining Components of cost of capital.
- Q.4 Answer the following questions. (Any One)** **16**
- What is Importance of Financial Statement Analysis and write a Detailed note on Techniques of Financial Statement Analysis.
- OR**
- Write in detail about portfolio restructuring, financial restructuring and Organizational restructuring.
- Q.5 Answer the following.** **16**
- From the following information, prepare cash flow statement:

Particulars	Note No.	31 st March 2015 (Rs.)	31 st March 2014 (Rs.)
I) Equity and Liabilities			
1. Shareholder's Funds			
a) Share Capital		7,00,000	5,00,000
b) Reserves and Surplus		4,70,000	2,50,000
2. Non-current Liabilities (8% Debentures)		4,00,000	6,00,000
3. Current Liabilities			
a) Trade Payables		9,00,000	6,00,000
Total		24,70,000	19,50,000
II) Assets			
1. Non-current Assets			
a) Fixed Assets			
i) Tangible		7,00,000	5,00,000
ii) Intangible-Goodwill		1,70,000	2,50,000
2. Current Assets			
a) Inventories		6,00,000	5,00,000
b) Trade Receivables		6,00,000	4,00,000
c) Cash and cash equivalents		4,00,000	3,00,000
Total		24,70,000	19,50,000

Additional Information:

Depreciation Charge on Plant amount to Rs. 80,000.

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- 11) _____ these is/are the criteria of the Supply Chain Management concept.
a) Management Activity b) Logistics Activity
c) Both A and B d) None of these
- 12) _____ is the amount that consumers will be willing to pay for a product.
a) Product b) Price
c) Promotion d) Place
- 13) _____ means what, when and how to produce.
a) Production b) marketing
c) Promotion d) Packing
- 14) _____ modes such as ship, railroad, and pipelines can be very efficient.
a) Production b) Transportation
c) Inventory d) Packing
- 15) Topology of Supply Chain Management includes _____.
a) Supply Chain Planning System
b) Supply Chain Executive System
c) Both A and B
d) None of these
- 16) The term electronic commerce refer to a business model that allow companies and individuals to buy and sell goods and services over the _____.
a) Company b) Trading
c) Internet d) Agency

Q.2 Answer the following question. 16

- a) Explain selection of logistics Service Provider
b) Evolution of supply chain Management

Q.3 Answer the following question. 16

- a) Types of Logistic Activities
b) New development in Supply chain Management

Q.4 Answer Any One of the following. 16

Explain the Concept of E-Commerce and explain Requirements of Logistics in E-Commerce And E Logistics Structure and Operation.

OR

Define the supply Chain Management, objectives of Supply Chain Management and explain the drives of Supply Chain Management.

Q.5 Attempt the following question**The Sourcing decision of Forever Young**

Forever Young is a retailer of trendy and low-cost apparel in the United States. The company divides the year into four sales seasons of about three months each and brings in new merchandise for each season. The company has historically outsourced production to China given the lower costs. Sourcing from the Chinese supplier costs 55 yuan/unit (inclusive of all delivery costs), which at the current exchange rate of 6.5 yuan/ \$ gives a variable cost of under \$8.50/unit. The Chinese supplier, however, has a long lead time, forcing Forever Young to pick an order size well before the start of the season. This does not leave the company any flexibility if actual demand differs from the order size.

A local supplier has come to management with a proposal to supply product at a cost of \$10/unit but do so quickly enough that Forever Young will be able to make supply in the season exactly match demand. Management is concerned about the higher variable cost but finds the flexibility of the onshore supplier very attractive. The challenge is to value the responsiveness provided by the local supplier.

Uncertainties Faced by Forever Young

To better compare the two suppliers, management identifies demand and exchange rates as the two major uncertainties faced by the company. Over each of the next two periods (assume them to be a year each), demand may go up by 10 percent with a probability of 0.5 or down by 10 percent with a probability of 0.5. Demand in the current period was 1,000 units. Similarly, over each of the next two periods, the yuan may strengthen by 5 percent with a probability of 0.5 or weaken by 5 percent with a probability of 0.5. The exchange rate in the current period was 6.5 yuan/\$.

Ordering Policies with the Two Suppliers

Given the long lead time of the offshore supplier, Forever Young commits to an order before observing any demand signal. Given the demand uncertainty over the next two periods and the fact that the margin from each unit (margin of about \$11.50) is higher than the loss if the unit remains unsold at the end of the season (loss of about \$8.50), management decides to commit to an order that is somewhat higher than expected demand. Given that expected demand is 1,000 units over each of the next two periods, management decides to order 1,040 units from the Chinese supplier for each of the next two periods. If demand in a period turns out to be higher than 1,040 units, Forever Young will sell 1,040 units. However, if demand turns out to be lower than 1,040, the company will have left over product for which it will not be able to recover any revenue.

The short lead time of the local supplier allows Forever Young to keep bringing product in a little bit at a time based on actual sales. Thus, if the local supplier is used, the company is able to meet all demand in each period without having any unsold inventory or lost sales. In other words, the final order from the local supplier will exactly equal the demand observed by Forever Young.

A Potential Hybrid Strategy

The local supplier has also offered another proposal that would allow Forever Young to use both suppliers, each playing a different role. The Chinese supplier would produce a base quantity for the season and the local supplier would cover any shortfalls that result. The short lead time of the local supplier would ensure that no sales are lost. In other words, if Forever Young committed to a base load of 900 units with the Chinese supplier in a given period and demand was 900 units or less, nothing would be ordered from the local supplier. If demand, however, was larger than 900 units (say 1,100), the shortfall of 200 units would be supplied by the local supplier. Under a hybrid strategy, the local supplier would end up supplying only a small fraction of the season's demand. For this extra flexibility and reduced volumes, however, the local supplier proposes to charge \$11/unit if she is used as part of a hybrid strategy.

Question:

- a) Draw a decision tree reflecting the uncertainty over the next two periods. Identify each node in terms of demand and exchange rate and the transition probabilities.
- b) If management at Forever Young is to pick only one of the two suppliers, which one would you recommend?
- c) What is the NPV of expected profit over the next two periods for each of the two choices?
- d) What do you think about the hybrid approach?

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Set **P**

M.B.A. (Semester - III) (New) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS
System Management
ERP and SPD (20407320)

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

Max. Marks: 80

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

Q.1 Choose the correct alternatives from the options.**16**

- 1) The most important step of ERP implementation is _____ phase.
 - a) Installing
 - b) Training
 - c) Gap analysis
 - d) Testing
- 2) An enterprise is a group of people with _____.
 - a) Common goal
 - b) Separate goal for each department
 - c) Multiple goals
 - d) Two or more goals
- 3) Material Requirement Planning (MRP) utilizes software applications for scheduling _____.
 - a) sales management
 - b) production processes
 - c) marketing techniques
 - d) human resource management
- 4) _____ is the first phase in BPR.
 - a) Begin organizational change
 - b) Identifying BPR opportunities
 - c) Reengineering the process
 - d) Blueprint the new business system
- 5) The primary concept of _____ is that storing huge amount of data.
 - a) data mining
 - b) olap
 - c) supply chain management
 - d) data warehousing
- 6) ERP system is for _____.
 - a) major departments only
 - b) entire organization
 - c) marketing and sales
 - d) production department
- 7) _____ is the phase where ERP is made available to the entire organization.
 - a) End User Training
 - b) Going Live
 - c) Testing
 - d) Reengineering
- 8) 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
- 9) 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

- 10) 8 Key Enablers of BPR include _____.
 - a) Total Quality Management
 - b) Human resource
 - c) IT-information & Technology
 - d) None of these
- 11) At highest level, a DFD is referred to as _____.
 - a) Scope Diagram
 - b) Context diagram
 - c) Level 1 DFD
 - d) Level 2 DFD
- 12) _____ is the predecessor of ERP.
 - a) MRP
 - b) SCM
 - c) MIS
 - d) BPR
- 13) CIO stands for _____.
 - a) Chief inspector officer
 - b) Client information officer
 - c) Chief information officer
 - d) None of these
- 14) _____ is the radical Change in Business Processes.
 - a) Decision Trees
 - b) Business Process Reengineering
 - c) Graphical user Interface
 - d) SDLC
- 15) The entity is represented in the E-R diagram by _____.
 - a) Rectangular box
 - b) Circle
 - c) Diamond
 - d) filled diamond
- 16) ERP system is for _____.
 - a) Enterprise Resource Planning
 - b) Enterprise Ratio Planning
 - c) Enterprise Reverse Planning
 - d) None of these

Q.2 Answer the following question. 16

- a) Explain Supply chain Management in detail.
- b) Characteristics of good software.

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 the following. (Any One) 16

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

OR

- b) What is SDLC? Explain the process of SDLC in Detail.

Q.5 Define ERP. Explain Various Components of ERP in detail. 16

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M.B.A. (Sem - III) (New) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS
Human Resource Management
Human Resource Initiatives (20407314)

Day & Date: Friday, 07-06-2024
 Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

Q.1 Multiple Choice Questions.

16

- 1) Talent management is a process involves _____.
 a) attracting and retaining high-quality employees
 b) developing their skills
 c) continuously motivating them to improve their performance
 d) All of the above
- 2) Talent Management is a _____ Process.
 a) Constant Process
 b) Planned Process
 c) Retrospective Process
 d) None of the above
- 3) Talent Management is analyzing the right talent gaps for the _____.
 a) Current Condition
 b) Future Condition
 c) Neither A nor B
 d) Both A & B
- 4) The guidelines that restrict and regulate behavior of individual employees are called _____.
 a) Policies
 b) procedures
 c) Rules
 d) organizational path
- 5) _____ is the framework defined by the HR department to manage the hr activities systematically.
 a) HR Goals
 b) HR Objectives
 c) HR strategies
 d) HR Policies
- 6) _____ will assist the HR department to take decisions in critical situations with ease.
 a) HR Policies
 b) HR Goals
 c) HR Objectives
 d) HR strategies
- 7) Human Resource Management Policies are developed by the _____.
 a) Top Management
 b) Line Managers
 c) HR Department
 d) HR Manager
- 8) HR Policies are developed to bring _____ in the organization.
 a) Peace
 b) Harmony
 c) Systematic Approach
 d) Cooperation
- 9) Recruitment & Selection Policy doesn't include the following.
 a) Reservation in Recruitment
 b) Source of Recruitment
 c) Selection Procedure
 d) Interview methods

- 10) Compensation Policy doesn't include _____.
a) Gratuity b) Awards
c) PFD d) Bonus
- 11) Emotional intelligence involves _____.
a) Mood management b) Managing relationships
c) Emotional self-awareness d) All of the above
- 12) _____ is a process of searching for prospective employees and stimulating them to apply for jobs.
a) Selection b) Induction
c) Recruitment d) Orientation
- 13) Interviewing all members of a given population is called _____.
a) A Sample b) A Gallup
c) A Census d) Nielsen audit
- 14) Human Resource departments are _____.
a) Line departments b) Authority department
c) Service department d) Functional department
- 15) Job Analysis is a systematic procedure for securing and reporting information defining a _____.
a) specific job b) specific product
c) specific service d) all of these
- 16) Human Resource planning is compulsory for _____.
a) effective employee development programme
b) base for recruitment
c) base for selection policy
d) all of these

Q.2 Answer the following. (Short Answer/Short Problem)

16

- a) Characteristics of policies.
- b) Retention of High potential employees

Q.3 Answer the following. (Short Answer/Short Problem)

16

- a) Difference between policy and procedure.
- b) Benefits of Employee Engagement.

Q.4 Answer the following Long Answer.

16

- a) Define Talent Management and explain its objectives.**

OR

- b) Explain the meaning of competency mapping and illustrate its objectives.**

Q.5 Solve the following case study.

Delhi Computers Ltd (DCL) is a computer manufacturer specializing in Nonstop systems. Founded in 1991, DCL makes failsafe computer systems. The system promises neither to go down nor garble data when a component fails. To fulfill this promise, the system employs two computers so that when one computer fails another takes its place. Under normal conditions, however, the two computers share the workload. Banks, Airlines, Insurance and manufacturing firms buy DCL products to safeguard their operations from computer breakdowns.

As a high take firm DCL has to rely on a group of creative and dedicated people. The technical core of their work demands constant interaction and communication with each other. To ensure this DCL's chairman Mr. Sudhir Dharmy, has instituted a set of unique managerial practices. It commences with Mr. Dharmy's emphasis on creativity to foster creativity, DCL works with few rules and allows employees lots of freedom. Creativity is supposed to come from sharing ideas. An idea may be sparked by an individual, but then it is built up by others until it becomes an important project.

Mr. Dharmy firmly believes that the corporate environment nurtures creativity. To this end, he has created a sense of equality among employees regardless of rank. The company has no reserved parking spaces, dress codes, time clocks or organizational charts. Unlike other companies that reward those in managerial positions, DCL rewards those in engineering and programming. Talented engineers and programmers often make more money than managers at the same level.

DCL hires the best in the industry. Even minor positions are filled with adequate care and caution and candidates are interviewed three to four times over a span of three weeks. Once candidates are hired, they are expected to go through an orientation period in which they are indoctrinated into the company's managerial philosophy, business and future plans. DCL's management philosophy is based on the notion that employees should be treated with dignity and be given full responsibility for managing their own jobs. By sharing the responsibilities as well as rewards, DCL commands the loyalty, trust and commitment of its employees.

The layers of management between employees and executives are kept to a bare minimum, i.e., three levels. Information flow within the organization is not confined by the formal structure. Internal communication is achieved through periodic meetings and computer terminals. Most employees have terminals on their desks, which are linked to DCL mainframe computers. Since everyone is linked together on the same information system, everyone knows what is going on in the company. There are no memos or reports.

DCL doubled its sales almost every year between 1992 and 1997. Its workforce multiplied during those years, reaching about 800 in 1997. But since late 1997, DCL's growth has slowed. In addition to the competitive pressure in the late 90s, DCL's growth strategy began to clash with its corporate culture. The informal management style has led to a lack of internal controls. For example, some sales representatives sold computers to customers prior to credit investigations. In some cases arrangements were made to pay for warehouse costs if customers accepted early shipment. Controls were also needed in product development, manufacturing and international marketing. In order to sustain steady growth and profitability, DCL needs to be creative in introducing new and improved product development costs, inventory and sales. The challenge now is to exercise management control without losing the creative, entrepreneurial culture.

Answer the following Question:

- 1) Summary of the case.
- 2) Problem Identification.
- 3) Alternative solutions.
- 4) Best solutions.

Set No.	
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Set **P**

M.B.A. (Semester – III) (New) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS
International Business Management
Export policy, Procedures and Document (20407316)

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

Max. Marks: 80

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

Q.1 Choose correct alternatives given below.**16**

- 1) The document containing the guarantee of a bank to honour drafts drawn on it by an exporter is _____.
 a) Letter of hypothecation b) Letter of credit
 c) Bill of lading d) Bill of exchange
- 2) _____ is not required in connection with an import transaction.
 a) Bill of lading b) Shipping bill
 c) Certificate of origin d) Shipment advice
- 3) _____ is not a part of export documents.
 a) Commercial invoice b) Certificate of origin
 c) Bill of entry d) Mate's receipt
- 4) CIF stands for _____.
 a) Cash Insurance and freight b) Cost individual fare
 c) Cost Indian Freight d) Cost insurance freight
- 5) Pre-shipment advances granted in excess of FOB value of contract against duty drawback can be covered under _____.
 a) packing credit guarantee
 b) whole turnover packing credit guarantee
 c) export production finance guarantee
 d) export finance guarantee
- 6) _____ is used for documentary collection.
 a) Bill of exchange/ draft b) Usance bill
 c) Bill of lading d) none
- 7) Incoterms stands for: _____.
 a) International currency terms
 b) International commercial terms
 c) International cooperation terms
 d) none
- 8) A document which tells about the origin of the commodity manufactured is _____.
 a) Certificate of origin b) Bill of origin
 c) Receipt of origin d) country of origin

- 9) In CIF contract, the _____ undertakes to arrange for insurance up to an agreed place.
 - a) Seller
 - b) Buyer
 - c) Insurer
 - d) Third Party
- 10) SEZ means _____.
 - a) Secured economic zone
 - b) Special economic zone
 - c) Safe economic zone
 - d) Supportive economic zone
- 11) Bill of Lading is issued by the _____.
 - a) captain of the vessel
 - b) shipping company
 - c) customs authorities
 - d) consignor
- 12) _____ is the mode adopted by EIC for the purpose of inspection of good.
 - a) Consignment to consignment
 - b) in process quality
 - c) Self-certification
 - d) All of the above
- 13) SEZ Act was passed in the year _____.
 - a) 2002
 - b) 2003
 - c) 2004
 - d) 2005
- 14) ECGC is the abbreviation used for _____.
 - a) Expert Credit Guarantee Corporation
 - b) Export Credit Guarantee Company
 - c) Export Credit Guarantee Corporation
 - d) Export Credit Guarantee Committee
- 15) DGFT looks after _____.
 - a) Local trade
 - b) Foreign trade
 - c) regional trade
 - d) None of above
- 16) Foreign Trade Policy is a set of guidelines and instructions established by the _____.
 - a) DGFT
 - b) MSME
 - c) Govt. of India
 - d) None

Q.2 Write short Note. **16**
 a) DGFT
 b) Features of payment terms

Q.3 Attempt the following question. **16**
 a) BIS 14000.
 b) Quality Control and Pre-shipment Inspection.

Q.4 Attempt any one of the following questions. **16**
 a) What is cargo insurance? Explain the claim procedure in details.
OR
 b) Explain various Special schemes for importers in details.

Q.5 Attempt the following Case study. **16**
 What are the various types of exports? What are the various government regulations on exports.

Seat No.	
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Day & Date: Monday, 03-06-2024
Time: 03:00 PM To 06:00 PM

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

16

- Page 1 of 2

- 9) Affordability, Availability, Acceptability and Awareness are the terms generally referred as 4A's in _____ marketing.
 - a) Social
 - b) Rural
 - c) Metropolitan
 - d) Urban
- 10) _____ involves creating, organizing, pricing, and distributing products and services to ensure that rural residents have access to essentials at reasonable costs.
 - a) Urban marketing
 - b) Semi urban marketing
 - c) Metro marketing
 - d) Rural marketing
- 11) The process of assembling, storage, grading, packaging and distribution of different agricultural products is known as _____.
 - a) Agricultural management
 - b) Agricultural diversification
 - c) Agricultural banking
 - d) Agricultural marketing
- 12) The _____ are the traditional system of markets like the periodic markets or hats and fairs held in rural areas.
 - a) Secondary rural markets
 - b) Tertiary rural markets
 - c) Terminal rural markets
 - d) primary rural markets
- 13) AGMARK is certification mark for _____.
 - a) Industrial market
 - b) Agriculture produce
 - c) Industrial produce
 - d) Agriculture finance
- 14) _____ are chemical substances that are meant to kill pests.
 - a) Pesticides
 - b) Paint
 - c) Kerosene
 - d) Acids
- 15) Regulated market is a wholesale market where buying and selling is regulated and controlled by _____ the through the market committee.
 - a) Municipal Corporation
 - b) State government
 - c) Central
 - d) All of these
- 16) _____ relates to the mechanical structures and devices used in farming or other agriculture activities.
 - a) Agricultural machinery
 - b) Agricultural electricity
 - c) Agricultural construction
 - d) Industrial equipment

Q.2 Answer the following. 16

- a) Contract Marketing in farming and its advantages.
- b) Standardization and Quality Control

Q.3 Answer the following. 16

- a) Difference between marketing of agricultural and manufactured products
- b) Rural Market Segmentation

Q.4 Answer the following. 16

- a) What is Rural marketing? Explain various characteristics of Rural marketing in detail.

OR

- b) Define the Traditional Agricultural Marketing system. Explain in brief about the Directorate of Marketing and Inspection.

Q.5 What is Agricultural Marketing? Explain various components of Agricultural Market in detail. 16

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M.B.A. (Semester - IV) (New) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS
Business Ethics & Corporate Governance (20407401)

Day & Date: Thursday, 09-05-2024

Max. Marks: 80

Time: 11:00 AM To 02:00 PM

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

Q.1 Multiple choice questions.

16

- 1) _____ are guides to moral behaviour.
 - a) Beliefs
 - b) Unethical practices
 - c) Unethical Services
 - d) No Norms
- 2) _____ may refer to general areas of business conduct or may apply to a specific area of the firm's behaviour.
 - a) Corporate
 - b) Business
 - c) Functional
 - d) Codes
- 3) _____ is the evaluation of business activities and behaviour as right or wrong.
 - a) Ethics
 - b) Conduct
 - c) Business Ethics
 - d) Ethical conduct
- 4) The underlying principles of the combined code of corporate governance and conduct are _____.
 - a) Acceptability
 - b) Closeness
 - c) Integrity
 - d) Openness, 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 evaluate as right or wrong.
 - a) Crisis
 - b) Ethical issue
 - c) Indictment
 - d) Fraud
- 8) A board that selected 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 accompany 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 auditing 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) Components of corporate culture includes _____.
a) Vision and values b) Practices and people
c) Narrative and place d) All of these
- 15) The foundation for corporate culture is laid by _____.
a) Corporate members b) Competitors
c) Founders d) Industry Standard
- 16) An organization _____ embraces the behaviour, rituals and shared meaning held by employs that distinguishes the organization from all others.
a) External environment b) Culture
c) Dominant culture d) Ethics

Q.2 Answer the following short questions **16**

- a) Discuss characteristics of Business Ethics and importance of values in Business Ethics.
b) Explain Ethical issues in Marketing.

Q.3 Attempt the following short answers. **16**

- a) Discuss different ethical theories.
b) Explain Models of Corporate Governance.

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

- a) Explain corporate social responsibility and its significance in business.
OR
b) Explain role, responsibilities, duties and functions of Board of Directors.

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

A few years ago, the US department of defense charged that national semiconductor has sold the department computer parts without testing them properly and then had falsified its records in order to hide the fraud. The computer parts were installed in chips, planes, weapons and nuclear bombs around the world and so, could no longer be tracked down. An official of the department of defense was quoted as saying that if a component was defective and malfunctioned, we're talking about lives. You could have a missile that would end up in Cleveland instead of the intended target.

Although national semiconductor was indicated and find for the crime as a corporation, no individuals within the company were ever charged with any crimes in the case. The department of defense objected that since 'a corporation acts only through its employees and officers', the employees and managers who make up the company and who participated in the crime should have been hold responsible for it. National sent conductor's chairman felt differently "we totally disagree with the defense department proposal who have repeatedly stated that we accept responsibility as a company (only) and we steadfastly continue to stand by that statement". According to the chairman the corporation and not its members was responsible for these criminal acts.

Question:

- a) Who is right in this dispute, explain your answer?
- b) What are the practical consequences of accepting the position of the department of defense? In light of these practical consequences which position do you think the society should adopt?

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MBA (Semester – IV) (New) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS
Total Quality Management (20407402)

Day & Date: Friday, 10-05-2024
 Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

Q.1 Multiple choice questions.

16

- 1) _____ is a process of measuring products, services, and processes against those of organizations known to be leaders in one or more aspects of their operations.
 - a) Quality Control
 - b) Benchmarking
 - c) Standardization
 - d) Marking
- 2) The focal point of all quality control should be _____.
 - a) Price focus
 - b) Cost Focus
 - c) Consumer Focus
 - d) Manufacturing Focus
- 3) _____ is not a process tools for TQM systems.
 - a) Process flow analysis
 - b) Histograms
 - c) Plier
 - d) Control charts
- 4) Deming's 4 step cycle for improvement is _____.
 - a) Plan, do, check, act
 - b) Schedule, do, act, check
 - c) Do, act, check, monitor
 - d) Plan, control, act, sustain
- 5) In six sigma, a _____ is defined as any process output that does not meet customer specifications.
 - a) error
 - b) cost
 - c) quality
 - d) defect
- 6) Quality Trilogy includes _____.
 - a) Quality planning
 - b) quality improvement
 - c) quality control
 - d) All the three
- 7) Kaizen is a _____ process, the purpose of which goes beyond simple productivity improvement.
 - a) weekly
 - b) daily
 - c) monthly
 - d) annual
- 8) Fourteen points frameworks for quality and productivity improvement was suggested by _____.
 - a) Crosby
 - b) Ishikawa
 - c) Deming
 - d) Juran
- 9) The ISO created the ISO 14000 family of standards in the year _____.
 - a) 1956
 - b) 1966
 - c) 1978
 - d) 1996

- 10) Kaizen is a Japanese term meaning _____.
a) continuous improvement b) Just-in-time (JIT)
c) a fishbone diagram d) setting standards
- 11) _____ is not a target of Total Quality Management.
a) Customer Satisfaction
b) Reducing manpower
c) Continuous Cost Reduction
d) Continuous Operational Improvement
- 12) The Toyota Production System is based on two pillars namely _____ and _____.
a) Kaizen, Six Sigma b) Lean, Six Sigma
c) Just in Time, Jidoka d) Just in Time, Kaizen
- 13) In which form of benchmarking is the comparison of a business process done with a similar process within the organization?
a) Internal benchmarking b) Competitive benchmarking
c) Functional benchmarking d) Generic benchmarking
- 14) _____ from the 5S technique means 'to separate out all unnecessary things and eliminate them'?
a) Seiri b) Seiton
c) Seiso d) Seiketsu
- 15) The focal point of all quality control should be:
a) Price focus b) Cost Focus
c) Customer Focus d) Manufacturing Focus
- 16) In a six-sigma improvement project the least experienced individuals are:
a) Green Belt b) Black belts
c) Red Belts d) Master Black Belts

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

- a) W Edward Deming philosophy
b) Kanban System

Q.3 Write short note on: **16**

- a) Malcolm Baldrige national quality award
b) Statistical Quality Control concept

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

- a) Define benchmarking. Explain its process, objectives and benefits.
OR
b) Define quality. Explain its dimensions, types and benefits.

Q.5 Attempt the following cases

General Electric set itself a corporate goal of becoming a six-sigma quality company which means one that produces virtually defect free product services and transaction. Cost of quality at 3 to 4 quality is typically 10 to 15% of revenue. In general, electric case, with over 80 billion in revenues that amount to 8 to 12 billion annually, mostly in scrap reworking of parts and rectifying mistakes in transaction. So, the financial rationality for embracing on this quality journey towards 6 sigma quality is obvious.

But beyond the pure financial benefit, there are even more important rewards that will come with dramatically improve quality. Among them is the unlimited growth from selling services and products universally recognized by customer as being on a completely different plane of quality from those of competitors. The journey towards 6 sigma quality was the most difficult and invigorating stretch goal that General Electric head ever under taken. The magnitude of the challenge of going from 35000 defects per million to fewer than 4 defects was huge. It would require the company to reduce defects rate 10000 folds about 84% of 5 consequent years. But General Electric wanted to make its quality so special, so valuable to its customer, so important to their success that General Electric services and products became their only real value of choice.

Question:

- a)** What will be the key task for General Electric to reach its goal?
- b)** How will this change the competitive factors in its market and what strategic advantages will result?

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M.B.A. (Semester - IV) (New) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS

Marketing Management

Integrated Marketing Communications & Digital Marketing (20407403)

Day & Date: Saturday, 11-05-2024
 Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

Q.1 Select the appropriate alternative from the given alternatives: 16

- 1) Integrated marketing communications represents _____ of 4 Ps.
 - a) Product
 - b) Price
 - c) Promotion
 - d) Place
- 2) _____ Element in the IMC strategy considers the level of complexity in IMC strategies leads marketers to design new ways to measure the result of IMC campaign.
 - a) The consumer
 - b) Evaluation of communication
 - c) The channels through which the message is communicated
 - d) Evaluation of the products
- 3) _____ refers to the process by which the receiver interprets the sender's message in the communication process.
 - a) Feedback
 - b) Decoding
 - c) Interpretation
 - d) Encoding
- 4) The AIDA is known as the _____ Model.
 - a) think, feel, do
 - b) see, feel, do
 - c) see, think, do
 - d) see, think, feel
- 5) Forms of feedback may include _____.
 - a) redeeming a coupon
 - b) purchasing an item
 - c) Complaints about an item
 - d) All of the above
- 6) The most visible element of IMC is known as _____.
 - a) Advertising
 - b) Personal selling
 - c) sales promotion
 - d) public relation.
- 7) A delayed response to a marketing communication campaign _____.
 - a) delayed effect
 - b) late effect
 - c) lagged effect
 - d) after market effect
- 8) The concept of _____ Suggest that the company must blend the promotion tools carefully into a co-ordinate promotion mix.
 - a) public relations
 - b) integrated marketing planning
 - c) Integrated marketing communication
 - d) global cultural imperatives
- 9) _____ promotional tool is thought of be the most expensive to use.
 - a) Advertising
 - b) personal selling
 - c) public relations
 - d) sales promotion

- 10) A _____ is a promotion strategy that calls for using the sales force and trade promotions to move the product through channels.
 - a) Push Strategy
 - b) Pull Strategy
 - c) blocking strategy
 - d) Integrated strategy
- 11) The first step in developing an advertising program should be to _____.
 - a) Set advertising objectives
 - b) set the advertising budget
 - c) evaluate advertising campaigns
 - d) Develop advertising strategy.
- 12) Developing an effective message strategy begins with identifying customer _____ that can be used as advertising appeals.
 - a) demographics
 - b) Lifestyles
 - c) Psychographics
 - d) Benefits
- 13) The first thing a reader notices in a printed advertising is the _____.
 - a) Headline
 - b) Illustrations
 - c) Copy
 - d) Format
- 14) The measures of how many time the average person in the target market is exposed to the message is called _____.
 - a) Reach
 - b) frequency
 - c) impact
 - d) Performance
- 15) _____ types of sales promotion uses free samples, coupons and rebates.
 - a) consumer protection
 - b) trade promotion
 - c) sales force promotion
 - d) Place Promotion
- 16) _____ are certificates that give buyers a saving when they purchase specified products.
 - a) Sample
 - b) premiums
 - c) coupons
 - d) Performance

Q.2 Answer the following. (Short answers)

16

- Explain the concept of Direct Marketing and list its advantages and disadvantages.
- Explain Integrated Marketing Communication Process.

Q.3 Answer the following. (Short answers)

16

- a) Explain the Client- Agency Relationship.
- b) Explain the functions of advertising agency.

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

16

- a)** Explain different types of advertising including corporate advertising.

OR

- b)** Explain the role of personal selling in integrated Marketing communication program.

Q.5 Attempt the following cases.**Microsoft**

Microsoft Corporation is an American technology company. It develops, manufactures, licenses, supports and sells computer software, consumer electronics, personal computers, and related services. Their mission is to *'empower every person and every organization on the planet to achieve more.'*

Microsoft's Integrated Marketing Communication Channels:

Print and media are a pivotal part of Microsoft's marketing strategy. Microsoft spends upwards of \$1.5 Billion for Print and media alone.

One of its ingenious print advertising campaigns for Microsoft's Office 365 software includes the Wi-Fi-enabled promotion on the Forbes magazine.

A sleek router with a battery placed within the magazine gave its subscribers free wifi for 15 days. This gimmick ensured that readers had to retain the magazine with them at all times and contributed multiple exposures of the ad to the reader.

Currently, Microsoft is undertaking a slow shift from traditional media to social media and other online platforms.

Microsoft's Integrated Marketing Communication Approach:

Microsoft has been continuously taking up several Artificial Intelligence (AI) projects and has placed AI high up in its product portfolio. To promote its AI offerings, Microsoft teamed up with Carlsberg to use AI to speed up the process of brewing new flavors of the beer.

The company has marketed this project using the integrated marketing approach using a multitude of channels.

Twitter

Video Promotions across - Facebook and YouTube

Press releases in popular newspapers such as Financial Times.

Case question:

- a) Explain the concept of Digital Marketing with reference to above case study.
- b) Explain social media marketing [Facebook, YouTube, Twitter, LinkedIn]

Seat No.	
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FINANCIAL MANAGEMENT

Max. Marks: 80

Time: 11:00 AM To 02:00 PM

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

16

- 1) SENSEX is the index of _____.
a) BSE
b) NSE
c) OTCEI
d) CSE
- 2) NIFTY is the index of _____.
a) BSE
b) NSE
c) OTCEI
d) CSE
- 3) _____ is a product whose value is derived from the value of underlying asset.
a) Repo
b) T-bills
c) G.sec
d) Derivatives
- 4) The small investors' gateway to enter into big companies is _____.
a) Equity shares
b) Preference shares
c) Bonds
d) Mutual fund
- 5) _____ is a guarantee for marketability of shares.
a) Listing
b) Underwriting
c) Registration
d) Issue by prospectus
- 6) The Chief promoter of Central Depository Services Limited (CDSL) is _____.
a) NABARD
b) BSE
c) NSCCL
d) NSE
- 7) _____ market is regulated by SEBI.
a) Capital Market
b) Fish Market
c) Currency Market
d) Treasury
- 8) The First player of the Mutual fund industry was _____.
a) ICICI MF
b) UTI MF
c) SBI MF
d) LIC MF
- 9) Stock exchange is known as _____ market for securities.
a) Primary market
b) Secondary market
c) Capital market
d) None of the above
- 10) _____ are the instruments of money market.
a) Call money
b) Certificate of deposits
c) Trade bills
d) All of the above

- 11) _____ is a type of investment vehicle consisting of a portfolio of stocks, bonds, or other securities.
- | | |
|--------------------------|-----------------|
| a) Government Securities | b) Mutual Funds |
| c) Derivatives | d) Shares |
- 12) The value of one unit of investment in Mutual fund is called the _____.

a) Net Asset Value	b) Issue value
c) Market value	d) Gross Asset value
- 13) _____ market is a market for old issues.

a) Money market	b) Primary market
c) Secondary market	d) All the above
- 14) Financial derivatives include _____.

a) Stocks	b) Bonds
c) Futures	d) None of the above
- 15) _____ is also called zero coupon bonds.

a) Trade bills	b) Call money
c) Treasury bills	d) Commercial papers
- 16) UTI was set up in the year _____.

a) 1956	b) 1964
c) 1969	d) 1948

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

- a) Bankers to the Issue
 b) National Stock exchange

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

- a) Distinct features of derivative markets
 b) Types of Commodity Market

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

What is the meaning of rolling settlement? Explain briefly. What is the role of clearing house in share market?

OR

Explain the role of various agencies in public issue.

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

Mr. Rajesh is a young dynamic person who has completed his MBA from a reputed institute in Mumbai. He got selected in the campus interview and now earns a five-digit handsome salary. He is very fond of share market and keeps some updates about shares. Recently he heard about a new company who is about to raise capital through IPO. Rajesh wants to invest a part of his salary in share market.

As a stock market consultant guide Mr. Rajesh to invest in the new company.

Tell him about various steps in IPO.

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Set **P**

M.B.A. (Semester - IV) (New) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS
Tourism and Hospitality Management
Accommodation Management (20407409)

Day & Date: Thursday, 16-05-2024
 Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

Q.1 Multiple choice question.**16**

- 1) _____ receives orders to deliver food and beverages to the guests' rooms.
 - a) Housekeeping
 - b) Front Office
 - c) Room Service
 - d) Food and Beverage
- 2) _____ is not a front office module of the typical property management system
 - a) Room management
 - b) Food and beverage management
 - c) Reservation management
 - d) Guest accounting
- 3) _____ is essential to guest room security.
 - a) Key Control
 - b) Safety awareness
 - c) Secured Premises
 - d) All of the above
- 4) Types of rooms mostly situated on the highest floors of hotel building are known as _____.
 - a) Penthouses
 - b) Suite rooms
 - c) Parlour
 - d) Single room
- 5) Food or beverages served in guest room is known as _____.
 - a) Full service
 - b) Service station
 - c) Room service
 - d) None of these
- 6) _____ takes care of complaint handling.
 - a) Travel desk
 - b) Receptionist
 - c) GRE
 - d) Both b &
- 7) The major responsibility of a hospitality manager is _____.
 - a) To ensure that travellers have a pleasant experience.
 - b) To ensure that travellers have good accommodation.
 - c) To ensure that travellers have comfortable food.
 - d) To ensure that travellers leave the hotel within time
- 8) _____ is responsible for shifting of baggage of guests, within and out of the room.
 - a) Doorman
 - b) Bell Captain
 - c) Bellboy
 - d) Lobby Manager
- 9) the underlines cloth used on a restaurant table
 - a) Slip cloth
 - b) Demask
 - c) Serviette
 - d) Baize cloth

- 10) The person who cleans the kitchen is _____.
a) Utility worker b) Dish washer
c) Pot washer d) Kitchen steward
- 11) 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
- 12) _____ is responsible for the cleanliness, maintenance and presentability of all public areas.
a) Floor Supervisor b) Public Area Supervisor
c) Helper d) Head Houseman
- 13) The department normally responsible for servicing rooms _____.
a) Reception b) Housekeeping
c) Portage d) Maintenance
- 14) _____ is the head of the housekeeping department
a) Chef De Cuisine b) Executive Housekeeper
c) Engineer d) None of these
- 15) The person responsible for the landscapes and gardens of the hotel premises is _____.
a) Florist b) Horticulturist
c) Public area supervisor d) Gardener
- 16) _____ is the person in charge of serving the wine in a hotel restaurant.
a) Bar man b) Sommelier
c) Wine server d) Concierge

Q.2 Write Short Notes: **16**

- a) Scope of housekeeping in hospitality industry
- b) Classification of floor lighting

Q.3 Write Short Notes: **16**

- Colour Wheel and colour scheme
- Eco house keeping

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

- a)** Explain briefly the legal concern for front office department.

OR

- b) How is recruitment and selection done in hospitality industry. Is training essential for hospitality industry**

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

Design a feedback form for the guest who visit the hotel for stay

Seat No.	
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Set P

M.B.A. (Semester - IV) (New) (CBCS) Examination: March/April-2024
(COLLEGE AND UNIVERSITY CAMPUS)
Production and Materials Management
Industrial Engineering (20407412)

Day & Date: Tuesday, 14-05-2024

Max. Marks: 80

Time: 11:00 AM To 02:00 PM

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

Q.1 A) Choose the correct alternatives from the options.**10**

- 1) Objective of Work Study is to improve _____.
 - a) Cycle time
 - b) Productivity
 - c) Production
 - d) All of the above
- 2) 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
- 3) Ergonomics principle suggests that _____.
 - a) Monitoring displays should be placed outside peripheral limitations
 - b) Glow-in-the dark dials made of reflective substances are good for viewing in the nights
 - c) Visual systems should be preferred over auditory systems in noisy locations
 - d) All of the above
- 4) BPR stands for _____.
 - a) Business Product reengineering
 - b) Business Process reengineering
 - c) Better Process reengineering
 - d) Business Process resubmit
- 5) 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
- 6) 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

- 7) Productivity can be increased by _____.
a) Eliminating wastage and economic usage of resources
b) Production control
c) Costing properly
d) Maintain accounts
- 8) Which is not work measurement?
a) Stop watch study b) Work sampling
c) Quality circle d) Analytical examining
- 9) 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
- 10) Ergonomics' is related to human _____.
a) Comfort b) Safety
c) Both 'a' and 'b' d) None of the above

B) State True or False:**06**

- 1) Productivity is related on to the product.
2) The objective of work study is to eliminate unnecessary human error.
3) Anthropology is not related to ergonomics.
4) The average time recorded by the work study man is called as representative time.
5) Project preparation is the step in BPR project.
6) Motivation is not the objective of work study.

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

- a) Pre-determined time standards
b) Application of BPR
c) Need for allowances
d) Need for method study

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

- a) Kinds of productivity
b) Multiple activity chart

Q.4 Attempt Any One of the following.**16**

- a) Define work study. Explain its objective and needs.

OR

- b) Explain the meaning of ergonomics. Explain its nature and factors of ergonomics.

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

- a) Define productivity. Explain the types of productivity.

OR

- b) Define BPR. Explain its concept and process.

Seat No.	
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Set **P**

M.B.A. (Semester - IV) (New) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS
Human Resource Management
Industrial Relations and Labor Laws (20407415)

Day & Date: Wednesday, 15-05-2024
 Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

Q.1 Choose correct alternatives given below**16**

- 1) Wage Legislation includes _____.
 a) Minimum Wages Act b) Payment of Wages Act
 c) Payment of Bonus Act d) All of these
- 2) The objectives of trade union include _____.
 a) Employee compensation b) Working Condition
 c) Recognition and participation d) All of these
- 3) "Adult" means a person who has completed his _____ year of age.
 a) 15 b) 18
 c) 20 d) 21
- 4) _____ means a period of twenty-four hours beginning at midnight.
 a) Day b) Month
 c) Week d) Half-day
- 5) The maximum bonus of _____ is payable by every industry.
 a) 25% b) 15%
 c) 20% d) 18%
- 6) _____ is a concept of common law which has its origin in 'Jus Natural' which means a law of nature.
 a) Justice b) General Justice
 c) Natural justice d) Equality
- 7) _____ are the approach of industrial relations.
 a) Unitary approach b) Pluralistic approach
 c) Marxist approach d) All of these
- 8) _____ these is/are the causes of Grievance.
 a) Inadequate wage and bonus b) Bad working Conditions
 c) Inadequate health and safety d) All of these
- 9) Grievance handling is the management and redressal of grievances by the _____.
 a) HR Department b) employee
 c) Manager d) Government
- 10) National _____ are set up by the Central government for the adjudication of industrial disputes.
 a) High Court b) Supreme Court
 c) District Court d) Tribunal

- 11) _____ is stopping of work by the employees or groups of employees.
 - a) Strike
 - b) Lockout
 - c) Stop work
 - d) Absent
- 12) The appointment of Conciliation officer is made by the _____.
 - a) State Government
 - b) Central Government
 - c) Tribunal
 - d) State Body
- 13) _____ these is/are the causes of Grievance.
 - a) Inadequate wage and bonus
 - b) Bad working Conditions
 - c) Inadequate health and safety
 - d) All of these
- 14) Factory Act enacted in the year _____.
 - a) 1950
 - b) 1948
 - c) 1962
 - d) 1966
- 15) Payment of Gratuity Act enacted in the year _____.
 - a) 1962
 - b) 1972
 - c) 1967
 - d) 1976
- 16) the Workman Compensation Act is enacted in the year _____.
 - a) 1962
 - b) 1972
 - c) 1967
 - d) 1923

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

- a) Approaches to Industrial Relations
- b) Collective bargaining

Q.3 Answer the following questions.**16**

- a) The Trade Unions Act 1926
- b) The Maternity Benefit Act, 1961

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

- a) Define Industrial Disputes and explain the Causes of Industrial Disputes, Types of disputes, and Prevention of disputes.

OR

- b) Explain meaning, Characteristics, causes of grievance and Need for Grievance procedure.

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

Mr. Arun Mathur is the General Manager at Diamond Textiles based at Ahmedabad. The company produces terry towels. The company enjoys a good image in the market due to superior quality of its products. Last year the turnover of the company was 120 crores which is almost 40% of the market turnover.

The company's labour union is very strong and is affiliated to state level political party. All the employees of the company are members of this union. 20% of these employees having served the company for more than 30 years. The employees have deliberately lowered their productivity and have been only fighting for their due and undue rights. The company is yet to link productivity with wages. Hence productivity is seriously being neglected. The reduced productivity has now increased the cost of production and affected the company's profitability.

Mr. Arun Mathur is seriously thinking on certain ways and means to improve the individual productivity. He tends to convince the employees that improvement in productivity does not mean excess work for employees. Productivity growth can also be proportionately rewarded so that efficient employees are adequately encouraged to maintain improved performance results.

Different practices, monetary and non-monetary incentives, training programmes, literature and discussions are to be carefully designed to improve productivity in the company. Behavioral or attitudinal aspects of productivity improvement are to be taken in to account. Legal provisions of the labour law also need to be studied in relation to compulsory maintenance of average productivity.

analyze the case study

Seat No.	
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Set **P**

M.B.A (Semester - IV) (New) (CBCS) Examination: March/April-2024
(COLLEGE AND UNIVERSITY CAMPUS)
International Business Management
International Marketing (20407418)

Day & Date: Tuesday, 14-05-2024
 Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

Q.1 Select the appropriate alternative from the given alternatives: 16

- 1) _____ is the advertising done for an entire institution/ company/ organization and not for individual brands or products.

a) Distribution	b) Promotion
c) Corporate advertising	d) Packaging
- 2) It is a combination of methods used by companies to reach the public and create awareness of the products and services they provide at global level.

a) International product mix	b) International Price mix
c) International place mix	d) international promotion mix
- 3) _____ is a pricing strategy where the price is set artificially low to gain market share quickly.

a) Penetration	b) Skimming
c) Economy	d) Premium
- 4) _____ is a system of gathering, storing, managing, and evaluating data and information in the global marketplace.

a) International Management information system
b) Global Marketing Information system
c) Global Executive Information System
d) International Stock information system
- 5) _____ is the sale of genuine branded products that have been diverted from authorized distribution channels or that have been imported into another country without the consent and knowledge of the brand owner.

a) Green Marketing	b) Virtual Marketing
c) Gray marketing	d) Network Marketing
- 6) It is _____ when a country or company exports a product at a price that is lower in the foreign importing market than the price in the exporter's domestic market.

a) Countertrade	b) Dumping
c) Cost cutting	d) BEP
- 7) The process of dividing the customers into groups that share similar attributes or respond similarly to firm's marketing efforts is referred as _____.

a) Segmentation	b) Targeting
c) Positioning	d) Forecasting

- 8) The purpose of _____ is to help people from a variety of countries and cultures recognize your brand.

a) global branding	b) national branding
c) global pricing	d) global distribution
- 9) _____ communicates information about a product or business to an individual customer without using a mass distribution channel.

a) Wholesaling	b) Sales promotion
c) Direct marketing	d) Retailing
- 10) _____ markets cover a wider area than local markets like a district, or a cluster of few smaller states.

a) Hyper market	b) National
c) Regional	d) Global
- 11) Global marketing channels exist to create _____ utility for customers.

a) Place	b) Time
c) Information	d) All of these
- 12) _____ is one of the characteristics of services which implies that services cannot be stored for later sale, use or consumption.

a) Insecurity	b) Perishability
c) Availability	d) Mobility
- 13) A _____ mix is a combination of marketing methods including advertising, sales, public relations and direct marketing to achieve a specific marketing goal.

a) Product	b) Place
c) Promotional	d) Price
- 14) _____ in marketing involves breaking the target audience into segments and then designing marketing activities that will reach the segments most likely to be responsive to firm's efforts.

a) Segmentation	b) Targeting
c) Positioning	d) Forecasting
- 15) Facebook, Whatsapp, Instagram and Youtube are the most popular form of _____.

a) Private media	b) Government media
c) Social Media	d) Hybrid media
- 16) Which element of the promotion mix do the wholesalers generally apply to obtain their promotional objectives?

a) Advertising	b) Personal Selling
c) trade Promotion	d) Direct Marketing

Q.2 Answer the following.

16

- a) International branding decisions
- b) Global Targeting and Positioning

Q.3 Answer the following.

16

- a)** Brief out Global pricing objectives and Strategies.
- b)** International Product Life Cycle.

Q.4 Answer any one of the following.

16

- a) Who is Global buyer? Explain the bases for International Market Segmentation.**

OR

- b) What is Social Media? How important it is in International communication?**

- Q.5** Define International Marketing? Explain various environmental factors in global marketing that may impact the international business. **16**

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Set **P**

M.B.A. (Sem - IV) (New) (CBCS) Examination: March/April-2024
(COLLEGE AND UNIVERSITY CAMPUS)
Banking Management
E-Banking (20407421)

Day & Date: Tuesday, 14-05-2024
 Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

Q.1 Choose correct alternatives given below**16**

- 1) _____ is /are form of e-payment.
 - a) Online payment service
 - b) E-payment for buying and selling through internet
 - c) Online payment software
 - d) All of these
- 2) Using ATM one can _____ the money.
 - a) only withdraw
 - b) only deposit
 - c) deposit and withdraw
 - d) only transfer
- 3) _____ can be defined as the place where a transaction takes place between a customer and a merchant.
 - a) Point of Order
 - b) Point of Sale
 - c) Point of Stock
 - d) Point of Store
- 4) Following is/are risk/s involved in E-banking.
 - a) Operational Risk
 - b) Security Risk
 - c) Cross-border Risk
 - d) All of these
- 5) ATM are generally used for _____ activities.
 - a) Debentures
 - b) Tax related
 - c) Banking
 - d) Loans
- 6) _____ is the Central Bank of India.
 - a) SEBI
 - b) BSE
 - c) Federal Bank
 - d) RBI
- 7) UPI stand for _____.
 - a) Unique Payment Interaction
 - b) Unified Process Interface
 - c) Unified Payment Interface
 - d) Unified Protocol Integrity
- 8) Most of the time customer interface occurs at the _____ level.
 - a) Branch Office
 - b) Head office
 - c) Zonal office
 - d) Regional
- 9) _____ is the exchange of goods and services and the transmission of funds and data over the internet.
 - a) Commerce
 - b) E Commerce
 - c) Mobile Commerce
 - d) Trading
- 10) Following is/are the example/s of smart cards _____.
 - a) ATM card
 - b) Electronic Wallets
 - c) ID cards
 - d) All of these

- 11) _____ is/are the forms of E-banking.
 a) Electronic cheque conversion / bill payment
 b) Internet banking
 c) Mobile banking
 d) All of these
- 12) BHIM a mobile payment app is developed by _____ organization.
 a) Election Commission b) NABARD
 c) SEBI d) NPCI
- 13) _____ is an inter-bank/inter-branch online fund transfer within India.
 a) Cheque b) Demand Draft
 c) NEFT d) All of these
- 14) _____ a system and electronic protocol to ensure the integrity and security of transactions conducted over the internet.
 a) Secure Electronic Transaction b) Electronic Phishing
 c) Software Bombs d) In-house banking
- 15) _____ is a form of online scam where attempt is made to gain customer account information such as user names, passwords, PINs (Personal Identification Numbers) or Social Security numbers.
 a) Phishing b) Spamming
 c) Spoofing d) Trapping
- 16) RTGS is abbreviation of _____.
 a) Real Time Goods Settlement b) Real Time Gross Settlement
 c) Real Term Gross Settlement d) Real Track Gross Settlement

Q.2 Write short notes on the following.

- a) Impact of IT on banking. **08**
 b) What is Core banking system? Explain. **08**

Q.3 Answer the following.

- a) Comment on information security, measures, policy & control. **08**
 b) Advantages and disadvantages of E banking. **08**

Q.4 Answer the following.

- a) What are Managerial and Technological challenges in E-banking? Elaborate each in detail. **16**

OR

- b) What are different types of Delivery channels and payment gateways in E-banking? Explain each in detail.

Q.5 Define E-banking. Explain the Centralised banking system, its features, Merits and demerits in detail. **16**

Set No.	
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Set P

M.B.A (Semester - IV) (New) (CBCS) Examination: March/April-2024
System Management
Relational Database Management System (20407424)

Day & Date: Thursday, 16-05-2024
 Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

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

- 1) A Subquery is _____.
 - a) A 'select_____from_____ where _____ ' expression that is nested within another query
 - b) Any query that is nested within another query
 - c) A relation specified externally used to handle data in queries
 - d) A condition to exclude invalid tuples from the database
- 2) The _____ clause allows you to form groups based on the specified condition.
 - a) Order by
 - b) Group by
 - c) Having
 - d) CEIL
- 3) The _____ between two union compatible relations contains all those tuples in the first relation that are not present in the second relation.
 - a) Union
 - b) Difference
 - c) Intersection
 - d) Cartesian product
- 4) The _____ clause of SELECT statement filters the required records depending on one or more conditions.
 - a) GROUP BY
 - b) ORDER BY
 - c) HAVING
 - d) WHERE
- 5) _____ is a DDL command.
 - a) SELECT
 - b) DELETE
 - c) ALTER
 - d) GRANT
- 6) One of the objectives of _____ is to ensure that there are no orphan records in transaction tables of the database.
 - a) Primary key
 - b) Normalization
 - c) Referential integrity
 - d) Unions and joins
- 7) Which of the following is not Constraint in SQL?
 - a) Primary Key
 - b) Not Null
 - c) Check
 - d) Union
- 8) The ORDER BY Clause assumes _____ order by default if not specified.
 - a) ASC
 - b) DESC
 - c) Mandatory to mention ASC or DESC
 - d) Order of Primary key field is used

- 9) A table is in the _____ Normal Form if all its non key fields are fully functionally dependent on the whole key.
 - a) First
 - b) Second
 - c) Third
 - d) Forth
- 10) ERD stands for _____.
 - a) Error Rectification Diagram
 - b) Entity Relationship Diagram
 - c) Entity Rational Diagram
 - d) Entity Ratio Diagram
- 11) _____ function is used to remove unnecessary spaces before the text.
 - a) Trim
 - b) ltrim
 - c) Remove
 - d) None of the above
- 12) SQL Views are also known as _____.
 - a) Simple Tables
 - b) Virtual tables
 - c) Complex tables
 - d) Actual tables
- 13) Composite key is the _____ that is selected to identify every Tuples in a relation independently.
 - a) Composition of all keys
 - b) Unique single candidate key
 - c) Primary key that consists of two or more attributes
 - d) None of the above
- 14) Which of the following describe the properties of entities in a database?
 - a) Groups
 - b) Attributes
 - c) Switchboards
 - d) Table
- 15) Which of the following is an aggregate function in SQL?
 - a) Union
 - b) Select
 - c) Cascade
 - d) Average
- 16) The _____ clause of SELECT statement filters the required records depending on one or more conditions.
 - a) GROUP BY
 - b) ORDER BY
 - c) WHERE
 - d) DISTINCT

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

- Discuss different Data types of RDBMS.
- Advantages and limitations of RDBMS.

Q.3 Write Short Notes on the following. 16

- Differentiate between Hierarchical and Relational Database Models.
- Role of Data Base Administrator.

Q.4 Answer Any One of the following. **16**

- a)** Explain Entity Relationship Diagram in detail along with its components and relationships.

OR

- b)** Discuss Codd's rules with respect to RDBMS.

Q.5 Analyse the following case, and answer the questions given below: 16

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.
- b)** Describe the attributes of identified entities.

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Set P

**M.B.A. (Semester - IV) (New) (CBCS) Examination: March/April-2024
(COLLEGE AND UNIVERSITY CAMPUS)
Agriculture & Co-Operative Management
Agricultural Production Management (20407427)**

Day & Date: Tuesday, 14-05-2024
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.

16

- 1) Traditional agriculture is _____.
 - a) Often involves small-scale farming, where farmers employ manual labour
 - b) Agriculture is typically practiced in rural areas
 - c) Farming is an integral part of the local culture and livelihoods
 - d) All of the above
- 2) Modern agriculture is _____.
 - a) Lower the efficiency of production
 - b) More emphasis on use of traditional methods of farming
 - c) Driven by continuous improvement, using technology, digital tools
 - d) Increased use of pesticides
- 3) Features which is not associated with of Indian agricultural production.
 - a) Dependent upon Monsoon
 - b) Cooperative farming
 - c) Small size of holdings
 - d) Seasonal pattern
- 4) Basic fundamental law of agriculture is _____.
 - a) Law of diminishing return
 - b) Law of equi-marginal return
 - c) Law of substitution
 - d) Law of demand and supply
- 5) _____ had to Mortgage their own land or fields and even their cattle's to the moneylenders to pay high taxes levied on them.
 - a) Traders
 - b) Landlords
 - c) Peasant
 - d) Importer
- 6) _____ refers to direct ownership or leasing in of farmland by business organisations in order to produce for their captive processing requirements or for the open market.
 - a) Cultivated farming
 - b) Cash crop farming
 - c) Corporate farming
 - d) Community farming
- 7) The system of _____ is found to convey the right of ownership to the tenants for a certain period of time.
 - a) Peasant tenure
 - b) Creditor tenure
 - c) Owner tenure
 - d) Land tenure

- 8) _____ of the following is not considered as objectives of farm record.
- a) It provides a written record of farm operation
 - b) It can be used for future guidance.
 - c) It records the yield of different crops.
 - d) It is used only for traditional crops
- 9) _____ is type of irrigation.
- a) Micro-irrigation
 - b) Drip irrigation
 - c) Sprinkler irrigation
 - d) All of the above
- 10) _____ is the oldest form of irrigation and has been in use for thousands of years.
- a) Surface irrigation
 - b) Lawn sprinkler systems
 - c) Hose-end sprinklers
 - d) Subsurface textile irrigation
- 11) _____ building designed for the protection of tender or out-of-season plants against excessive cold or heat.
- a) Paint house
 - b) Green house
 - c) Wooden house
 - d) Leather house
- 12) The depreciation cost is not applicable to a _____ directly as it does not have a specified useful life.
- a) Machinery
 - b) Building
 - c) Land
 - d) Equipment
- 13) Marginal farmers are those farmers having land _____ holding.
- a) Less than 5 acres
 - b) Less than 2 acres
 - c) Less than 10 acre
 - d) All of these
- 14) _____ is a type of farm that produces only enough food to feed the family.
- a) Commercial farm
 - b) Subsistence farm
 - c) Crop farm
 - d) Dairy farm
- 15) Dairy farming, poultry farming, crop farming and pig farming are _____.
- a) Types of farming
 - b) Management of farming
 - c) Functions of farming
 - d) Cost of farming
- 16) Farm management deals with _____.
- a) Judicious decisions
 - b) Use of scarce resources
 - c) Profit maximization and family satisfaction
 - d) All of these

Q.2 Answer the following- (short notes) **16**

- a) Special features of agriculture and industrial production.
- b) Production planning- specialization and diversification.

Q.3 Attempt the following. **16**

- a) Write the difference between Co-operative farming and capital farming.
- b) Write a short note on Irrigation management.

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

- a) Comment on 'Agricultural production and productivity trend'.

OR

- b) Comment on 'Effect of new technology on farming', & 'Gain from technological improvement to producers and consumers'.

Q.5 Attempt the following.

16

Discuss the 'Production management decision and its types' & 'Relation between outputs'.

Seat No.	
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Set **P**

M.B.A. (Semester - IV) (New) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS
Marketing Management
Services and Retail Marketing (20407404)

Day & Date: Friday, 17-05-2024
 Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

Q.1 Select the appropriate alternative from the given alternatives: **16**

- 1) _____ is not generally accepted as being part of the extended marketing mix for services.
 - a) Product
 - b) Price
 - c) Process
 - d) Practice
- 2) _____ includes all the activities involved in selling products or services directly to final consumers for their personal, no business use
 - a) Franchising
 - b) Retailing
 - c) Brokering
 - d) Wholesaling
- 3) Developing _____ is the first step in merchandise planning.
 - a) Sales Forecast
 - b) Budget
 - c) Hierarchy
 - d) Brand
- 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) Which of the following is not a non-store retailing?
 - a) Kiosk marketing
 - b) retail chains
 - c) Direct marketing
 - d) telemarketing
- 6) Merchandise planning benefits _____.
 - a) Retailer
 - b) Customer
 - c) Both Customer and Retailer
 - d) None of these
- 7) _____ is visual merchandising.
 - a) A way of presenting products that make them more attractive to customers.
 - b) A marketing technique that focuses on colourful displays.
 - c) When passers-by window shop during the holiday season.
 - d) Designing product displays for the backroom where shoppers can't enter.
- 8) Which of the following facility layout is best suited for the intermittent type of production, which is a method of manufacturing several different products using the same production line?
 - a) Product layout
 - b) Process layout
 - c) Fixed position layout
 - d) Cellular manufacturing layout
- 9) Department stores are examples of _____.
 - a) wholesaling
 - b) retailing
 - c) franchising
 - d) Cellular manufacturing layout

- 10) _____ is the layout or presentation of products at retail market.
 - a) Designing
 - b) Visual Merchandising
 - c) Fashion Merchandising
 - d) Merchandising
- 11) The word Retail is derived from the _____ word.
 - a) Latin
 - b) French
 - c) English
 - d) German
- 12) Marketing mix for services includes _____.
 - a) 4Ps
 - b) 7Ps
 - c) 8Ps
 - d) 5Ps
- 13) Service is characterized by all of the following characteristics except for _____.
 - a) Intangibility
 - b) Homogeneity
 - c) Perishability
 - d) Inseparability
- 14) Which of the following fees are NOT associated with a franchise?
 - a) Royalty
 - b) Advertising Fee
 - c) Franchise Fee
 - d) Facility Fee
- 15) Standardized and customized flow of activities, simple and complex number of steps and customer involvement by which a service is delivered is called _____.
 - a) Place Mix
 - b) Physical evidence mix
 - c) Process mix
 - d) People mix
- 16) The banking services and hotel services are examples of _____.
 - a) Products
 - b) Commodities
 - c) barter system
 - d) offered services

Q.2 Answer the following. (Short answers) **16**
 a) Distinction between services and goods.
 b) Store Design.

Q.3 Answer the following. (Short answers) **16**
 a) Process of Merchandise planning.
 b) 7 Ps of service marketing mix.

Q.4 Answer any one of the following. (Long answers) **16**
 a) What is Service Marketing? and explain in detail Classification of Services.
OR
 b) What is Retail Marketing and Describe in detail types of retail formats.

Q.5 Case Study **16**

Services are undeniably performances rather than, manufactured products. Product quality can be normally verified in the factory by probing whether the final product conforms to design specifications whereas the solitary meaningful way to judge serviced quality is to examine the extent to which the delivered performance meets the customers' expectations. In other words, the true standard for assessing service quality is the performance that the customers believe a brilliant organization can and should deliver as a result, The fundamentals for improving service quality are gaining a good understanding of customers' service expectations, as well as variations in those expectations across different customer segments. Rather than merely conforming to Company defined specifications, delivering superior service quality time and again is much more a matter of meeting and exceeding customers' expectations. One of the biggest shortcomings of service companies is a failure to recognize perfectly regarding customers important requirements.

Based on their assumptions about what is important to customers the service companies are frequently shifting enough to institute so-called service improvements. To "manage" customers' expectations by making sensible rather than inflated promises and by proactively enlightening customers about the roles and tasks in obtaining service is another vital factor for improving service quality. The doctrines and approaches that are similar to those pertaining to new-product development can be used to design and test new services even though services are intangible for example, service blueprinting is a technique that can be used to map an existing service process by fundamentally mapping the different service steps and their interrelationships and to recognize opportunities for reformation and/or creating fresh versions of the current service process.

In addition, prototypes of new ways of delivering their services can be developed and systematically evaluated by the service companies. For the case in point, the innovation and Development team in Bank of America has the charge of developing and trying different bank-branch formats consisting of diverse combinations of technology- and human-based processes. New bank branch prototypes are first evaluated, and if necessary refined by bank employees; they are then subjected to "live" tests with actual customers in several locations in Atlanta, Georgia. The most promising ones are identified for a market-wide roll out as soon as the new formats are thoroughly evaluated in terms of customer reactions as well as financial metrics. Citibank, which pioneered the introduction of automated teller machines, is another example of a service company that uses systematic and rigorous consumer research to evaluate new service-delivery systems.

Questions:

- a) Mention the core factors that have influenced the service quality in banks.
- b) What are the various factors that drive innovations in products and services?

Seat No.	
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Set **P**

M.B.A. (Semester - IV) (New) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS
Financial Management
Investment Management (20407407)

Day & Date: Saturday 18-05-2024
 Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

Q.1 Choose the correct alternative.**16**

- 1) _____ means Sacrificing Something now for the prospect of gaining something later.
 - a) Saving
 - b) Investment
 - c) Both a and b
 - d) None of these
- 2) _____ refers to possibility of loss of principal amount of an investment.
 - a) Risk
 - b) Return
 - c) Both a and b
 - d) None of these
- 3) Investment has _____ time horizon.
 - a) Long Term
 - b) Short Term
 - c) Both a and b
 - d) None of these
- 4) External Risk is also called as _____.
 - a) Systematic Risk
 - b) Unsystematic Risk
 - c) Both a and b
 - d) None of these
- 5) Measurement of Risk includes technique/s such as _____.
 - a) Variance
 - b) Standard Deviation
 - c) Beta
 - d) All of these
- 6) _____ is calculated as the square root of variance by determining the variation between each data point relative to the mean.
 - a) Variance
 - b) Standard Deviation
 - c) Beta
 - d) All of these
- 7) If investor prefers less risk securities, he chooses _____.
 - a) Equity
 - b) Preference Share
 - c) Government Bonds
 - d) All of these
- 8) _____ are examples of physical assets.
 - a) Gold
 - b) Real estate
 - c) Both a and b
 - d) None of these
- 9) A security with Beta (β) value greater than 1 is referred as _____.
 - a) Aggressive
 - b) Defensive
 - c) Both a and b
 - d) None of these
- 10) _____ are vectors of active portfolio Management.
 - a) Market Timings
 - b) Sector Rotations
 - c) Security Selection
 - d) All of these
- 11) Planning for retirement, children's education are example of _____.
 - a) Long term Goals
 - b) Short Term Goals
 - c) Medium Term Goals
 - d) Intermediate Goals

- 12) Rewards (Benefits) of Financial Planning include _____.
 a) Improved Standard of Living
 b) Spending Money Wisely
 c) Balancing between Current Needs and Future Needs.
 d) All of these
- 13) _____ is the founder of technical analysis.
 a) Markowitz
 b) Marshall
 c) Charles Dow
 d) None of these
- 14) _____ shows graphically the relationship between risk measured by standard deviation and return of portfolios consisting of risk-free asset and market portfolio in all possible proportions.
 a) CAPM
 b) Random Walk Theory
 c) Capital Market Line
 d) All of these
- 15) Industrial Characteristics- cyclical, fluctuating, Product Line (Life Cycle Stage), Govt. Policies Regard to the industry, etc. are components of _____.
 a) Company Analysis
 b) Economic Analysis
 c) Industry Analysis
 d) All of these
- 16) _____ is prices lead to rise in costs of production, lower margins, wage rises and profit reducing.
 a) Deflation
 b) Inflation
 c) Interest Rate
 d) None of these

Q.2 Write Short Note on:

16

- a) Beta = 0.75
 Rate of Return on Market Portfolio 16%
 Risk free Interest 7%
 Calculate Expected Rate of Return. Also calculate expected return when Beta changes to 1.30 and 0.60
- b) Explain the concept of Fundamental Analysis.

Q.3 Write Short Note on:

16

- a) A Rs. 100/- par value bond bearing a coupon rate of 12% will mature after five years. What is the value of the Bond? If the discount rate is 15%?
- b) Write short note on systematic risk and unsystematic risk.

Q.4 Attempt any one of the following.

16

- a) Define Investment. Explain in detail characteristics of Investment.

OR

- b) An investor has to choose from 2 securities. The following are their rates of return and probabilities:

Q		P	
Return (%)	Probability	Return (%)	Probability
20	0.1	13	0.10
16	0.4	16	0.2
10	0.3	22	0.3
03	0.2	25	0.4

As an analyst suggest, which security is better based on expected risk and return.

Q.5 Case Study

Mr. Mahajan presently 27 years old asked you to prepare personal financial plan for his investment considering different investment avenue based on following information:

Goals:

- a) Weeding in 3 years
- b) Retirement
- c) Child's education (in 15-20 years)
- d) Own house (Preferably in 5-7 years)
- e) Future health cost

Existing Portfolio Details:

Equity	Rs.1.8 Lakh in stocks and Rs.1.5 Lakhs (monthly SIP of Rs 5,000) in equity MF's
Emergency Fund	Rs. 20,000
PPF Holdings	Rs. 3,00,000
ULIP Insurance	RS. 1,00,000 (Rs. 50,000 per year)
Moneyback Insurance Maturing in 14 Years	Rs. 1,00,000 (Rs. 50,000 per year for 10 years)

Total Assets	Rs. 8.5 Lakhs
Total Liability	Car loan worth Rs. 5 Lakh
Monthly Income	Rs. 60,000

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Set **P**

M.B.A (Semester - IV) (New) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS
Tourism and Hospitality Management
Facility and Security Management (20407410)

Day & Date: Monday, 27-05-2024
 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 Question.**16**

- 1) _____ is not amongst the three "E" of safety.
 - a) Education
 - b) Engineering
 - c) Enforcement
 - d) Enrichment
- 2) The word 'sustainable development' came into existence in the year _____.
 - a) 1992
 - b) 1978
 - c) 1980
 - d) 1987
- 3) _____ is the process of utilising natural resources without depleting them.
 - a) Sustainable management
 - b) Overexploitation
 - c) Mining
 - d) Extraction
- 4) _____ type of maintenance has an immediate revenue effect.
 - a) Routine maintenance
 - b) Preventive maintenance
 - c) Breakdown and emergency maintenance.
 - d) Predictive maintenance
- 5) In a HVAC system 'H' stands for _____.
 - a) Healing
 - b) Heating
 - c) Hacking
 - d) Honouring
- 6) Time based maintenance comprises of the following except _____.
 - a) Routine preventive maintenance
 - b) Minor Periodic overhaul
 - c) Corrective maintenance
 - d) Major Periodic overhaul
- 7) The problem with rooftop HVAC unit is _____.
 - a) Their maintenance is often neglected
 - b) They are less efficient than through the wall units.
 - c) They cannot use variable speed motor
 - d) All of above
- 8) A form used for all major pieces of equipment to record important maintenance information is called _____.
 - a) Room data record
 - b) Material safety data sheet
 - c) Room data sheet
 - d) Equipment data card
- 9) _____ is not a renewable resource.
 - a) Water
 - b) Forests
 - c) Soil
 - d) Coal

- 10) HVAC stands for _____.
 - a) Heating ventilation and air cooling
 - b) Humidity ventilation and air conditioning
 - c) Heating ventilation air Compressing
 - d) Heating ventilation and air conditioning
- 11) In which order should guests be notified if a fire breaks out in a guestroom?
 - a) In numerical order from smallest to largest.
 - b) In numerical order from largest to smallest
 - c) Rooms on either side of the room on fire first, then the rooms immediately below the room on fire.
 - d) Rooms immediately above the room on fire first, then the rooms on either side of the room on fire.
- 12) Air pollution leads to _____ diseases.

a) Respiratory Diseases	b) Gastro intestinal Diseases
c) Cancer	d) Hair loss
- 13) EIA stands for _____.
 - a) Ecological Impact Assessment
 - b) Effective Impact Assessment
 - c) Environment Impact Assessment
 - d) Effective Industry Assessment
- 14) _____ of the following is key elements of a fire safety management system.

a) Maintenance Plan	b) Staff Training Plan
c) Fire Action Plan	d) All of above
- 15) In HVAC 'C' stands for _____.

a) Concentrating	b) Calculating
c) Conditioning	d) Cancelling
- 16) Modern concept of sustainable development focuses more on _____.

a) Economic development	b) Social development
c) Environmental protection	d) All of the above

Q.2 Write Short Notes. **16**
 a) Role and functions of the Security Department.
 b) Responsibilities of facility manage.

Q.3 Write Short Notes. **16**
 a) Laundry system
 b) Safety in the guest bath.

Q.4 Answer the following Questions. **16**
 Explain the HVAC system, its maintenance and control in hotel.
OR

What are the various types of maintenance and repairs in hotels. Explain in details.

Q.5 Explain various types of pollution and its impact on human lives. **16**

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M.B.A. (Semester - IV) (New) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS
Production and Materials Management
Quality Management (20407413)

Day & Date: Monday, 20-05-2024
 Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

Q.1 A Multiple-choice question

16

- 1) Which of the following represents India in ISO?
 - a) PFRDA
 - b) FSSAI
 - c) BIS
 - d) BCCI
- 2) _____ was first given in the year 1992.
 - a) Rajiv Gandhi National Quality Award
 - b) Malcolm Baldrige National Quality Award
 - c) Deming Prize quality award
 - d) EFQM award
- 3) The dimension of 'product quality' which appreciates agile manufacturing is _____.
 - a) Aesthetics
 - b) Reputation
 - c) Responsiveness
 - d) Conformance
- 4) Ishikawa diagrams are sometimes referred to as _____.
 - a) Fish bone diagrams
 - b) Herringbone diagrams
 - c) Cause-and-effect-diagrams
 - d) All of above
- 5) _____ is not an advantage of process benchmarking.
 - a) To make the process effective
 - b) To make the process efficient
 - c) To make the process faster
 - d) To make the process ineffective
- 6) _____ is any systematic process of determining whether a product or service meets specified requirements.
 - a) Quality assurance (QA)
 - b) Quality control (QC)
 - c) Quality performance (QP)
 - d) Quality focus (QF)
- 7) _____ recognizes both individuals for their contributions to the field of Total Quality Management (TQM) and businesses that have successfully implemented TQM.
 - a) Malcolm Baldrige National Quality Award.
 - b) Rajiv Gandhi National Quality Award
 - c) Deming Prize quality Award
 - d) EFQM Award
- 8) Process deployment flow is another term for _____.
 - a) Flow chart
 - b) Matrices
 - c) Determinants
 - d) Arrows

- 9) IMC Ramakrishna Bajaj National Quality Award was started in the year _____.
 - a) 1994
 - b) 1995
 - c) 1996
 - d) 1997
- 10) _____ is considered to be the father of Six Sigma.
 - a) Bill Smith
 - b) Deming
 - c) Crosby
 - d) Taguchi
- 11) ISO create the ISO 14000 family of standards in the year _____.
 - a) 1956
 - b) 1966
 - c) 1978
 - d) 1996
- 12) Which of the following is the optimum number of employees in a quality circle team?
 - a) 600-1000
 - b) 6000-10000
 - c) 6-10
 - d) 60-100
- 13) The Rajiv Gandhi Quality award is given at _____ level.
 - a) National
 - b) Regional
 - c) Trade or professional bodies
 - d) By other companies
- 14) The contribution by quality guru Crosby was _____.
 - a) PDCA cycle
 - b) Quality trilogy
 - c) PDSA
 - d) Concept of zero defects
- 15) 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.
- 16) Which country gives The Deming Prize?
 - a) U.S.A.
 - b) India
 - c) South Africa
 - d) Japan

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

- a) Consequences of poor-quality management
- b) Quality Circles

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

- a) Rajiv Gandhi National Quality Award.
- b) Quality Assurance/ Quality Control.

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

Write an explanatory note on Control Chart, Pareto Diagram, Ishikawa Diagram, Histogram.

OR

Write a short note on Evolution of Quality Management Concepts and explain Deming's, Quality Philosophy.

Q.5 Attempt the following case study.

How Japan caught up with US and how are US caught back with Japan

Immediately following World War 2 the quality of products produced by Japanese companies was not good enough to compete in the international market place. The only advantage Japanese companies had was price. Japanese goods were cheaper than that of Western manufacturers. The manufacturing companies in the US considered the Japanese threat as being rooted in cost rather than quality.

Reading the future more realistically, Japanese companies saw quality as the key success in 1950. began doing something seriously about it. By the late 1940s key industrial leaders in Japan realized that they had to compete in the international market places in quality. Some industrial leaders in Japan invited Deming to visit Japan and share his views on quality. Unlike their counterparts in the US the Japanese industrialist accepted his views, learnt his techniques and adopted his philosophy. While Japanese companies were slow but patiently and persistently creating a quality-based infrastructure, American companies were still focusing on cost, shifting the manufacture of labor-intensive products off- shore and at the same time neglecting infrastructure improvement. By the mid 1970s the quality of Japanese manufactured goods in such key areas such as automobiles and consumer electronic products was better than that of competing American firms. As a result, Japanese exports increased while those of Western countries decreased.

This explains how Japan rose up out of ashes of World War 2 to become a world leading industrial nation. But the story did not end here after losing market share to the Japanese for more than two decades, companies in US began to embrace the principles of quality management. As a result, by the mid 1990s companies in the US had reasserted themselves in the global market place. Now the two companies are like well-matched heavyweight boxer who slug it out every day in the world of global business. On any given day either can win the global business battle. There are no longer any automatic winners regardless of whether they are Japanese or American. Those companies that stick to the principles of quality management and continually improve are the ones that will win today's market place.

Analyze the above case and answer the following questions.

Questions

- a) Why do you think that companies in the US were slow to adopt the quality management principles Japanese had used to gain market share worldwide?
- b) What were Deming's contribution to the quality revolution in Japan?

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M.B.A (Semester - IV) (New) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS
Human Resource Management
Competence Based HRM. (20407416)

Day & Date: Friday, 24-05-2024
 Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

Q.1 Choose the correct alternatives given below

16

- 1) _____ statement is/are correct.
 - a) HRM is a strategic management functions
 - b) Under HRM employee is treated as resource
 - c) HRM is the management of skills, talent and abilities
 - d) HRM lacks the organization to achieve its goals
- 2) Following are the characteristics of HRM except _____.
 - a) Pervasive function
 - b) Interdisciplinary function
 - c) Integrating mechanism
 - d) Job oriented
- 3) Challenges faced by Human resource management includes _____.
 - a) Technological changes, workforce diversity, globalisation
 - b) Productivity, career planning
 - c) Compensation management
 - d) Downsizing and voluntary retirement scheme
- 4) The process of familiarizing the new employees to the organisation rules and regulations is known as _____.
 - a) Placement
 - b) Induction
 - c) Recruitment
 - d) Selection
- 5) Human resource management means _____.
 - a) A method which an organisation collects, maintains and reports information on people and jobs.
 - b) The process of integrating the employees' needs and aspirations with organizational needs
 - c) The process of bringing people and organisation together so that the goals of each are achieved.
 - d) The efforts to make life worth living for workers.
- 6) Methods of training and development are _____.
 - a) Off the job
 - b) On the job
 - c) Both (a) and (b)
 - d) None of these
- 7) _____ is a device or situation that replicates job demands at on the job site.
 - a) Brainstorming
 - b) Simulation
 - c) Artificial intelligence
 - d) Transactional analysis
- 8) Management development _____.
 - a) Is a short term in nature
 - b) Focuses on employees' current job
 - c) Is an informal activity
 - d) Aims at overall development of a manager.

- 9) Off the job training method includes _____.
 a) Vestibule training b) Syndicate
 c) Sensitivity training d) All of these
- 10) Simulation technique of off the job method includes _____.
 a) Role playing b) In-basket exercise
 c) Case study d) All of these
- 11) Relative worth of a job is known by _____.
 a) Job design b) Job analysis
 c) Job evaluation d) Job change
- 12) Methods of job evaluation are _____.
 a) Qualitative method b) Quantitative method
 c) Both (a) and (b) d) None of these
- 13) Quantitative job evaluation methods are _____.
 a) Ranking method b) Point rating method
 c) Factor comparison method d) Both (b) and (c)
- 14) Qualitative job evaluation method are _____.
 a) Ranking b) Grading
 c) Point Rating d) Both (a) and (b)
- 15) Process of studying and collecting information about a job is known as _____.
 a) HRP b) Job design
 c) Job analysis d) Job evaluation
- 16) _____ is a factual statement of tasks & duties involved in a job.
 a) Job description b) Job specification
 c) Job Analysis d) Job evaluation

Q.2 Answer the following short questions. 16

- a) What is competency? Explain the different types of competencies.
 b) Explain the different components of remuneration.

Q.3 Attempt the following short answer. 16

- a) Describe new trends in training.
 b) Discuss the different challenges to human resource development.

Q.4 Attempt any One of the following. 16

- a) Explain the dynamic factors around human resource development.

OR

- b) Discuss the human resource development functions that can be aligned to business goals.

Q.5 Attempt the following Case study.

Sys info system is in existence for the last two decades offering enterprise solutions to its clientele headquartered in sand Jose California. It has over 2000 employees spread across 6 countries. The workforce profile is mainly engineering graduates who have work experience ranging from 2 to 18 years. The company has the performance management system which has well defined criteria of goal setting appraisal and feedback. And analysis of previous appraisal data so that about 80% of employees either meet or exceeding their goals does set for them by the manager. However, as an organization sis info could not meet its organizational goals in the last 3 years. Further the assessment has shown that the organization really like competent resources who can steer the organization towards growth. It is a paradoxical situation for the organization where its workforce meets the goal goals but organizations fails.

Question

Is it cascading problem is of task best performance appraisal? Whether competency based performance management can help this organization? Discuss the possibilities?

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Set **P**

M.B.A. (Semester - IV) (New) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS
International Business Management
EXIM Management (20407419)

Day & Date: Monday, 20-05-2024
 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 question**16**

- 1) Which of the following do not form part of duty drawback scheme.
 - a) Refund of excise duties
 - b) Refund of custom duties
 - c) Refund of export duties
 - d) Refund of income dock charges at the port of shipment
- 2) Headquarters of ITPO is at _____.
 - a) Mumbai
 - b) New Delhi
 - c) Ahmedabad
 - d) Kolkata
- 3) The tenure of the Foreign Trade policy is _____.
 - a) 3 years
 - b) 5 years
 - c) 1 year
 - d) 7 years
- 4) Duty remission Scheme consist of _____.
 - a) MDA
 - b) ITPO
 - c) DBK
 - d) DEPB
- 5) EXIM policy is also called as _____.
 - a) Foreign trade Policy
 - b) Export policy
 - c) Import policy
 - d) trade policy
- 6) _____ assists exporter in trade fairs and exhibitions.
 - a) ICA
 - b) ITPO
 - c) EIC
 - d) MIC
- 7) Import of capital goods under EPCG scheme is subject to _____.
 - a) Terms and conditions of agreement
 - b) Conditions of law of exporting country
 - c) Actual user condition
 - d) Conditions of law of importing country
- 8) Duty Drawback is available for _____.
 - a) Import duty on imported components
 - b) Central excise on indigenous components
 - c) Import duty and central excise on indigenous components
 - d) Import duty, central excise and VAT

- 9) The risk to a bank in confirming a letter of credit is covered by ECGC under _____.
a) export performance guarantee
b) transfer guarantee
c) export finance guarantee
d) import and export finance guarantee
- 10) The basic objective of export Promotion Council is to promote and develop the Exports of the _____.
a) Particular products of country
b) Only attractive projects of the country
c) Only services industry products of the country
d) Overall exports of the country
- 11) The standard policy of ECGC protects loss to the extent of _____.
a) 90% for political risk and 60% for commercial risk.
b) 90% for both political and commercial risks
c) 60% for political risk and 90% for commercial risk
d) 60% for both political and commercial risks
- 12) APEDA stands for _____.
a) Agricultural and Product Food Products Export Development Authority.
b) Agricultural and Processed Food Products Export Development Authority.
c) Agmark and Processed Food Products Export Development Authority.
d) Agricultural and Processed Food Products Export Development Association.
- 13) Indian Institute of Foreign Trade came into existence in the year _____.
a) 1961
b) 1962
c) 1963
d) 1964
- 14) FEMA was introduced in the year _____.
a) 1979
b) 1969
c) 1989
d) 1999
- 15) The main benefit(s) of FDI to host country is(are) _____.
a) Resource-transfer effects
b) Balance-of-payments effect
c) Effect on competition and economic growth
d) All of the above
- 16) HEPC is _____.
a) Handloom Export Promotion Council
b) Handloom Export Private Council
c) Handloom Export Promotion Commission
d) Handloom Export Promotion Country

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

- a) ITPO
b) Export Guarantee Corporation of India.

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

- a) Marine Products Export Development Authority.
b) Duty Drawback (DBK) Scheme.

Q.4 Answer the following question.

16

Explain the objectives of new foreign trade policy in details.

OR

Write briefly about the export promotion schemes in India.

Q.5 Explain briefly the objectives, scope and important provisions in FEMA.

16

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Set **P**

M.B.A (Semester - IV) (New) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS

Banking Management
Marketing of Financial Services (20407422)

Day & Date: Monday, 20-05-2024
 Time: 11:00 AM To 02:00 PM


Max. Marks: 80

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

Q.1 Choose correct alternative.**16**

- 1) We should keep our savings with banks because

a) It is safe	b) Earns interest
c) Can be withdrawn anytime	d) All of the above
- 2) Bank does not give loan against

a) Gold Ornaments	b) LIC policy
c) Lottery ticket	d) NSC
- 3)  is the logo of

a) State Bank of India	b) Punjab National Bank
c) Bank of Baroda	d) None of above
- 4) Banking sector comes under which of the following sectors _____.

a) Marketing sector	b) Service sector
c) Industrial sector	d) Private sector
- 5) _____ is a market for financial assets which have a long or indefinite maturity.

a) Financial market	b) Capital market
c) Money market	d) Secondary market
- 6) _____ Services are mainly provided to foreign investors.

a) Custodial Services	b) Financial Services
c) Factoring Services	d) Discounting
- 7) Banks implement the RBI's _____ policies.

a) Monetary	b) Credit
c) Commercial	d) Both a and b
- 8) The term _____ is defined as a central location for keeping securities on deposit.

a) Depository	b) Instrument
c) Institutions	d) None of the above
- 9) Role of merchant bankers _____.

a) Mobilization of funds	b) Promotional function
c) Innovation	d) All of these
- 10) Customer Relationship Management results in _____.

a) Boosted Sale	b) Decreased Productivity
c) Less customers	d) Poor Service

- 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) Venture capital
 - b) Seed Start-up capital
 - c) Second round financing
 - d) Third round financing
- 13) We should keep our savings with banks because.
 - a) It is safe
 - b) Earns interest
 - c) Can be withdrawn anytime
 - d) All of above
- 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 questions.

16

- a) Explain on emerging trends in Financial Services.
- b) Discuss Significance of Financial Services.

Q.3 Answer the following questions.

16

- a) What are the characteristics of Services?
- b) Discuss features of international bank marketing?

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

16

- What are financial products? Explain the major types of financial products available in India.
- Define marketing strategy. Explain various marketing mix and promotional strategies for banks?

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:

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. 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.

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. 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%.

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.

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

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 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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Set **P**

M.B.A (Semester - IV) (New) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS

System Management
Security and Control Information System (20407425)

Day & Date: Saturday, 25-05-2024
 Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

Q.1 Choose correct alternative.**16**

- 1) Installing best antivirus software is a onetime process which ensures 100% security for all times without any modifications required to be made.
 - a) True
 - b) False
 - c) Not Sure
 - d) Depends
- 2) IETF is _____.
 - a) Internet Emerging Task Force
 - b) Internet Engineering Task Force
 - c) Intranet Engineering Tarmac Force
 - d) Internet Electronic Task Force
- 3) From the options below, which of them is not a vulnerability to information security?
 - a) flood
 - b) without deleting data, disposal of storage media
 - c) unchanged default password
 - d) latest patches and updates not done
- 4) The data which, if disclosed/Compromised with, may cause serious damage to the organization in terms of loss of an opportunity or an edge over the competition or achieving leading position in the market, can be classified as :
 - a) Unclassified
 - b) Confidential
 - c) Secret
 - d) Top Secret
- 5) Which software is mainly used to help users detect viruses and avoid them?
 - a) Antivirus
 - b) Adware
 - c) Malware
 - d) None of the above
- 6) Actions which can be taken to protect buildings, property and assets against intruders are categorised as _____.
 - a) Logical security
 - b) internet security
 - c) Personal Security
 - d) Physical security
- 7) Which of the following is not a Logon Security feature?
 - a) Mandatory Logon
 - b) Lock and Cabinet system
 - c) Password Restrictions
 - d) Account Expiry
- 8) Find the Odd one out of the following _____.
 - a) Subject
 - b) Authentication Database
 - c) Object
 - d) Password

- 9) If “Mary had a little ...” is presented as “Jack & Jill Went up the hill...” then “Mary had... be known as _____ & “Jack & Jill...” Will be known as _____.
 i) Clear Text ii) Encryption
 iii) Cipher Text iv) Decryption
 a) i, ii b) i, iii
 c) i,iv d) ii,iv
- 10) Which of the following is considered as the unsolicited commercial email?
 a) Virus b) Malware
 c) Spam d) All of the above
- 11) Identify the term which denotes the protection of data from modification by unknown users.
 a) Confidentiality b) Integrity
 c) Availability d) None of the Above
- 12) _____ is the practice and precautions taken to protect valuable information from unauthorised access, recording, disclosure or destruction.
 a) Network Security b) Database Security
 c) Information Security d) Physical Security
- 13) Which of the following is defined as an attempt to steal, spy, damage or destroy computer systems, networks, or their associated information?
 a) Cyber attack b) Computer security
 c) Cryptography d) Digital hacking
- 14) Protection of data so that it is not disclosed in an unauthorized fashion is known as _____ principal of information security.
 a) Confidentiality b) Integrity
 c) Availability d) Auditing
- 15) 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
- 16) Protocols are _____.
 a) Software b) Type of Security
 c) Antivirus Programs d) Communication Rules

Q.2 Answer the following. 16

- a) Discuss meaning of malicious software and its threat to information system.
 b) Explain Database security

Q.3 Write Short Notes on: 16

- a) Security Policy.
 b) Secret Key Cryptography

Q.4 Answer the following (Any One) 16

- a) Discuss in detail Cryptography and different types of cryptographic techniques.
 b) Discuss the various types of security in details.

Q.5 Analyse the following case carefully, identify the problem, provide alternative solutions and justify the best solution:

16

Aetna is one of the United States leading providers of health care, dental, pharmacy, group life, disability and long-term care insurance and employee benefits. Prior to 1987, information security at Aetna was the responsibility of three corporate level entities. The computer security function established information systems security policy, the information systems function handled the computer center backup and disaster recovery planning and the facilities risk management group was responsible for other security, safety and insurance activities. In 1998, the company implemented a comprehensive information security awareness program managed by ISPP group of five employees. The goal is to persuade all of its users to employ good security practices and behavior.

The key element of Aetna's security program is its mandatory web based InfoSec exam accessible through SecurNet to be completed by all users, every year, including managers. Moreover, these exams are role based and users are accordingly trained. Implementation of InfoSec exam is done in phased manner. One week before InfoSec exam becomes operational; ISPP sends mail to Helpdesk to warn them of potential increase in user calls for assistance.

After a few days, managers are notified to remind the purpose and importance of security. All employees are similarly informed by mail about the InfoSec exam in increments to avoid undue burden on infrastructure and Help support group. New users are sent special notification on first day of employment providing link to Orientation program including Information Security overview that also includes link to InfoSec exam to be completed within one month of hire.

Employees must go through online registration process for exam. User can complete the exam module wise at their convenience and do not need to be finished all at once. Each employee can printout a personalized certificate of completion with a customized Information security Message after the exam is finished. Employees display these certificates in their work areas which serve to reinforce the importance of security throughout the organization.

ISPP group regularly analyses exam statistics to evaluate completion progress according to individual employee groups. Management can keep track of employees' exam completion and e-mail reminders are sent from ISPP to management further to specific users who need to complete their exams.

Aetna's comprehensive monitoring and communication plans have resulted in an impressive compliance rate. All its users and managers have completed every InfoSec exam each year since 2000.

Questions:

- a) *Many organizations tried and failed implementation of successful Information security awareness program. How was Aetna able to succeed?*
- b) *What factors should be considered in the development of any Information security awareness program.*

Seat No.	
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Set **P**

M.B.A. (Semester - IV) (New) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS

Agriculture & Co-operative Management

Agro- Processing Industries & Rural Industrialization (20407428)

Day & Date: Monday, 20-05-2024

Max. Marks: 80

Time: 11:00 AM To 02:00 PM

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

Q.1 Multiple choice Questions.**16**

- 1) Amul is an Indian _____ Co-operative Society.
 - a) Dairy
 - b) Consumer
 - c) Labour
 - d) Housing
- 2) 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
- 3) Rural credit is required for farming Business because _____.
 - a) Most farming families have small holdings.
 - b) They produce only for self – Consumption.
 - c) They Need funds for further Investment in Agriculture.
 - d) All of these
- 4) Non- Institutional sources of agriculture Finance includes _____.
 - a) Money lender
 - b) Co-operative Societies
 - c) RBI
 - d) NABARD
- 5) Apex funding agency in India for providing rural credit is _____.
 - a) State Bank of India
 - b) Regional rural banks
 - c) National Bank for Agriculture and Rural Development (NABARD)
 - d) None of the above
- 6) When did the World Trade Organization come into effect?
 - a) March 6, 1996
 - b) April 8, 1994
 - c) February 5, 1994
 - d) January 1, 1995
- 7) Who manages the registration and management activities of urban co-operative banks in India?
 - a) RBI
 - b) NABARD
 - c) RCS (Registrars of Co-operative Societies)
 - d) None of above
- 8) Identify the cause for rural indebtedness in India?
 - a) Poverty
 - b) High Income
 - c) High Productivity
 - d) Full employment

- 9) The small scale industry can enjoy the status of _____. If exports more than 50% of its production.
- a) Import oriented units
 - b) Export oriented units
 - c) Small scale Unit
 - d) Domestic Unit
- 10) WTO stands for
- a) World technology association
 - b) World time organization
 - c) World trade organization
 - d) World tourism organization
- 11) Which of the following is part of small scale sector?
- a) Paper products and printing
 - b) Food products
 - c) Cotton textile
 - d) All of the above
- 12) Which of the following is the objective of the Khadi and Village Industries Commission?
- a) To provide employment in rural area
 - b) To provide finance to Transport Industry
 - c) To help international trade
 - d) None of the above
- 13) Which approach was adopted by India in 1969 to meet the needs of rural credit?
- a) Social Banking
 - b) Multi – Agency
 - c) Both a and b
 - d) None of these
- 14) The main Function of NABARD is _____.
- a) Serves as an apex funding agency
 - b) Co-ordinate the rural financing activities
 - c) Monitor and evaluate the refunded projects
 - d) All of these
- 15) Food processing is an example of _____ based industry.
- a) Marine
 - b) Agro
 - c) Mineal
 - d) Forest
- 16) Law of demand shows a relation between the _____.
- a) Quantity demand and quantity supply of a commodity
 - b) Income and quantity demand of a commodity
 - c) Price and quantity of a commodity
 - d) Income and price of a commodity

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

- a) Cooperative Sugar Industries?
- b) Khadi and village Industry

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

- a) Functions of NABARD.
- b) Explain Need of Agriculture Finance.

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

- a) Explain the role of Reserve bank of India.

OR

- b) Explain the role of agriculture in Rural Industrialization?

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

What is Rural Indebtedness? Explain the Causes of Rural indebtedness.

Seat No.	
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Set **P**

M.B.A. (Semester – IV) (New) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS
Marketing Management
International Marketing (20407405)

Day & Date: Tuesday, 28-05-2024
 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 Correct Alternatives.**16**

- 1) _____ is the totality of features that affect how a product looks, feels and functions in terms of customer requirements.
 - a) Brand and for Positioning
 - b) Brand Segmentation
 - c) Differentiation
 - d) None of the above
- 2) Product design is important to translating the _____.
 - a) Packaging
 - b) Feature
 - c) Appearance
 - d) Content
- 3) The factors determining the international distribution relates to _____.
 - a) Product
 - b) Competition
 - c) Market
 - d) All of the above
- 4) Product with customer expectation is called _____.
 - a) Core Benefit
 - b) Augmented Product
 - c) Generic Product
 - d) Expected Product
- 5) Formal statements of expected product performance by the manufacturer _____.
 - a) Warrantees
 - b) Guarantees
 - c) Assurance
 - d) All of the above
- 6) High price for high quality is _____ pricing strategy.
 - a) Premium Strategy
 - b) Good-Value Strategy
 - c) Rip-off Strategy
 - d) Economy Strategy
- 7) Image Pricing, Location pricing are the examples of _____.
 - a) Discriminatory Pricing
 - b) Promotional pricing
 - c) Both A & B
 - d) None of these
- 8) International Promotion helps in _____.
 - a) Expanding market
 - b) Diversifying product line
 - c) Earning more profit
 - d) All of the above
- 9) Providing the training to the channel partners is the part of _____.
 - a) Channel selection
 - b) Motivation
 - c) Channel surfing
 - d) Locating channel partner
- 10) EOUs are _____.
 - a) Export of units
 - b) Export oriented units
 - c) Export on units
 - d) Equality oriented units

- 11) What is the theme of holistic marketing:
- a) Many different marketing activities communicate and deliver value
 - b) When coordinated, marketing activities maximize their joint effects
 - c) Both A & B
 - d) None of the above
- 12) The key customer markets consist of ____.
- a) Government Markets
 - b) Business Markets
 - c) Consumer Markets
 - d) All of the above
- 13) A group of businesses that offer products that are related from a consumer's perspective but which have no institutional connections.
- a) Marketplace
 - b) Market spaces
 - c) Metamarkets
 - d) Shopping websites
- 14) Which of the following are the elements of marketing plan ____.
- a) Market Research
 - b) Marketing Strategy
 - c) Budget
 - d) All of the above
- 15) Price discounting, Heavy advertising are the strategies of ____.
- a) Market challenger
 - b) Market Leader
 - c) Niches
 - d) Market follower
- 16) Top corporate management and staff plan worldwide manufacturing facilities, marketing policies, financial flows, and logistical systems is ____.
- a) Global Organization
 - b) International Division
 - c) Export Department
 - d) None of the above

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

- a) Write a short note on Marketing Research.
- b) Write a short note on Customer Loyalty Program.

Q.3 Answer the following Questions. 16

Compare and contrast between product adaptation and product standardization.

Q.4 Attempt Any One of the following. 16

- a) What are the challenges of international distribution?

OR

- b) Explain 5M's of advertisement in view of international marketing.

Q.5 Attempt the following.

Balsara Hygiene Products Ltd., which had some fairly successful household hygiene products introduced in 1978 a toothpaste, Promise, with clove oil (which has been traditionally regarded in India as an effective deterrent to tooth decay and tooth ache) as a unique selling proposition. By 1986 Promise captured a market share of 16 per cent and became the second largest selling toothpaste brand in India. There was, however, an erosion of its market share later because of the fighting back of the multinationals Hindustan Lever's Close-Up gel appealed to the consumers, particularly to the teens and young, very well and toppled Promise from the second position. Supported by the Export Import Bank of India's Export Marketing Finance (EMF) programme and development assistance, Balsara entered the Malaysian market with Promise and another brand of tooth paste, Miswak.

The emphasis on the clove oil ingredient of the Promise evoked good response in Malaysia too. There was good response to Miswak also in the Muslim dominated Malaysia. Its promotion highlighted the fact that Miswak (Latin name: *Salvadora Persica*) was a plant that had been used for centuries as a tooth cleaning twig. It had references in Koran. Quoting from Faizal E- Miswak, it was pointed out that prophet Mohammed used "miswak before sleeping at night and after awakening." The religious appeal in the promotion was reinforced by the findings of scientists all over the world, including Arabic ones, of the antibacterial property of clove and its ability to prevent tooth decay and gums.

Market intelligence revealed that there was a growing preference in the advanced countries for nature based products. Balsara tied up with Auromere Imports Inc. (AII), Los Angeles. An agency established by American followers of Aurobindo, an Indian philosopher saint. Eight months of intensive R&D enabled Balsara to develop a tooth paste containing 24 herbal ingredients that would satisfy the required parameters. Auromere was voted as the No. 1 toothpaste in North Eastern USA in a US Health magazine survey in 1991.

The product line was extended by introducing several variants of Auromere. A saccharine free toothpaste was introduced. It was found that mint and menthol were taboo for users of homeopathic medicines. So a product free of such mints was developed. Auromere Fresh Mint for the young and Auromere Cina Mint containing a combination of cinnamon and peppermint were also introduced. When the company realised that Auromere was not doing well in Germany because of the foaming agent used in the product, it introduced a chemical free variant of the product.

Questions

- 1) Explain the environmental factors which Balsara used to its advantage.
- 2) What is the strength of all to market Ayurveda toothpaste in USA?

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Set **P**

M.B.A. (Semester - IV) (New) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS
Financial Management
International Finance (20407408)

Day & Date: Wednesday, 29-05-2024
 Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

Q.1 Choose the Correct Alternative.**16**

- 1) _____ is exchange of goods, services, capital & other resources across borders or territories of nation.
 - a) Domestic Business
 - b) International Business
 - c) Both a & b
 - d) None of these
- 2) _____ is locally incorporated bank that is either wholly owned or owned in major part by a foreign parent.
 - a) Correspondent Bank
 - b) Foreign Branches
 - c) Subsidiary Bank
 - d) Representative Office
- 3) _____ are a debt instrument, that are issued by international agencies, governments & companies for borrowing foreign currency for specified period of time.
 - a) ADR
 - b) GDR
 - c) International Bond
 - d) International Equities
- 4) % Spread = _____ - Bid Price / Ask Price * 100
 - a) Spread
 - b) Future Rate
 - c) Spot Rate
 - d) Ask Price
- 5) The term _____ refers to the class of foreign exchange transaction which requires the immediate delivery or exchange of currencies.
 - a) Option Rate
 - b) Future Rate
 - c) Spot Exchange Rate
 - d) Forward Rate
- 6) When country's exports more goods, services and capital than it imports, it is called _____.
 - a) Surplus balance of payments
 - b) Deficit balance of payment
 - c) Net Cash inflow
 - d) Net cash outflow
- 7) _____ 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
- 8) 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

- 9) _____ are sold at a discount from face value and do not pay any coupon interest over their life.
 - a) Bearer Bond
 - b) Convertible Bond
 - c) Floating Rate Bond
 - d) Zero Coupon Bond
- 10) Which of the following may be participants in the foreign exchange markets?
 - a) Bank and nonbank foreign exchange dealers
 - b) Central banks and treasuries
 - c) Speculators and arbitrageurs
 - d) All of the above
- 11) By definition, currency appreciation occurs when:
 - a) The value of all currencies falls relative to gold
 - b) The value of all currencies rises relative to gold
 - c) The value of one currency rises relative to another currency
 - d) The value of one currency falls relative to another currency
- 12) NASDAQ is located in _____.
 - a) London
 - b) New York
 - c) Mumbai
 - d) Chicago
- 13) _____ is an internal technique an enterprise may use to reduce its exchange risk by making and receiving payment in the same currency.
 - a) Money Market Operations
 - b) Swap
 - c) External Technique
 - d) Netting
- 14) The cost of capital for MNCs may differ from that for domestic firms because of the following differences _____.
 - a) Size of Firm
 - b) Access to International Capital Markets
 - c) International Diversification
 - d) All of the above
- 15) A rate of Rs. 80 per U.S. Dollar is an example of _____ quotation in India.
 - a) Indirect
 - b) Direct
 - c) Option
 - d) Contract
- 16) _____ 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

Q.2 Write Short Note on:

16

- a)** Characteristics of International Business.
- b)** The following quotes are given for spot, 1 month, 3 months and 6 months for \$ and GBP and \$ and Euro. Convert these into outright rates, which corresponding spread.

	Spot	1Month	3 Month	6 Month
\$ and GBP	2.0015/30	19/17	26/22	42/35
\$ and Euro	0.6965/70	7/9	11/16	24/38

Q.3 Write Short Note on:

16

- a) NASDAQ**
b) Importance of Balance of Payment

Q.4 Answer the following.

16

- a) Define Risk. Explain in detail different types of risk involved in international operations.

OR

- b) Determine arbitrage gain from the following data:

Spot Rate Rs. 78.10/€

3 Months Forward Rate: Rs.78.60/€

Interest Rates:

In Rupees: 9%P.A.

In Euro: 5% P.A.

Assume Rs. 10 Million borrowing or € 2,00,000 (as the case may be) to explain your answer.

Q.5 Case Study:

16

Company planning to set up a project in USA involving initial investment of Rs. 10,00,000/- Scrap Value 10%. Project also needs additional working capital of Rs. 1,00,000/-. Cost of capital 10%.

Present Exchange Rate 1\$ = Rs.50/-. It is forecasted that Rupee likely to be depreciate by 5% by every year

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

Year	CFAT (Rs.)
1	3,00,000
2	3,50,000
3	2,50,000
4	3,00,000
5	2,00,000

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

Seat No.	
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Set **P**

M.B.A. (Semester - IV) (New) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS
Tourism and Hospitality Management
Hospitality and Tourism Marketing (20407411)

Day & Date: Saturday, 01-06-2024
 Time: 11:00 AM To 02:00 PM

Max. Marks:80

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

Q.1 Multiple choice questions. 16

- 1) _____ is an important strategy for differentiating a product from its competitors, represents the source of the product which leads him to associate with the brand
 - a) Branding
 - b) Packaging
 - c) Labelling
 - d) Pricing
- 2) The total number of Products carried by a firm at a given point of time is called _____.
 - a) Consistency
 - b) Product Depth
 - c) Promotion Mix
 - d) Product Mix
- 3) The Skimming, Penetration, Bargaining and Bundling are decided in the _____ of the Marketing Mix.
 - a) Price Decision
 - b) Place Decision
 - c) Product Decision
 - d) Promotion Decision
- 4) The process of grouping people within a market according to similar needs, characteristics, or behavior is known as _____.
 - a) Targeting
 - b) Segmentation
 - c) Positioning
 - d) Tourism marketing
- 5) _____ pricing is a strategy where in the company sells different tourist products at different prices in different locations.
 - a) Mark-up
 - b) Follow the leader
 - c) Promotional
 - d) Differential
- 6) Personal selling in tourism is one of the elements in _____ mix.
 - a) Distribution
 - b) Product
 - c) Promotion
 - d) Price
- 7) At _____ stage of PLC the company reaches at the utmost profits and later observes declination.
 - a) Growth
 - b) Introduction
 - c) Decline
 - d) Maturity
- 8) How production and consumption are related each other in tourism industry?
 - a) Production after consumption
 - b) Immediate consumption after production
 - c) delayed consumption after its production
 - d) No relation at all

- 9) Selecting suitable promotional mix element _____ in sales of tourism product.
a) Aids in increasing b) Aids in decreasing
c) Aids in maintaining d) Aids in declining
- 10) Classifying entire market by the occupation and income of the customer forms the basis of _____ market segment.
a) Geographic b) Demographic
c) Psychographic d) Behavioral
- 11) Advertisement is a _____ presentation and _____ form of communication.
a) personal, unpaid b) personal, paid
c) non-personal, unpaid d) non-personal, paid
- 12) _____ is the difference between customer expectation and services provided by a firm.
a) Product failure b) Service failure
c) Service gap d) Service delivery
- 13) Reliability, responsiveness, assurance and empathy are _____ aspects of services.
a) Intangible b) Physical
c) Visual d) intangible
- 14) _____ is a face-to-face selling technique by which a salesperson uses his or her interpersonal skills to persuade a customer in buying a particular product.
a) Sales Promotion b) Personal selling
c) Contest d) Advertising
- 15) Market _____ defines where firm's product or service stands in relation to others offering similar products and services in the marketplace as well as the mind of the consumer.
a) Segmentation b) Targeting
c) Positioning d) All of these
- 16) Word-of-Mouth is a practice by that public that results into _____.
a) Publicity b) Promotion
c) Broadcasting d) Advertising

Q.2 Answer the following

- a) Role of media in Promotion of Destination Marketing **08**
b) Product Life Cycle (PLC) **08**

Q.3 Answer the following

- a) Stages in Destination Life Cycle **08**
b) Market Segmentation **08**

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

Define Promotion Mix. Explain various tools of Promotion Mix meant for Tourism Industry.

OR

Define Pricing. Explain various factors influencing Pricing and major pricing strategies for products of tourism industry.

Q.5 Define Marketing mix in Tourism and hospitality industry. Explain in detail 7 P's of Marketing Mix.

16

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M.B.A. (Semester - IV) (New) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS
Production and Materials Management
World Class Manufacturing (20407414)

Day & Date: Thursday, 30-05-2024
 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) Which of these are not IT requirements to implement WCM _____.
 - a) Network and communications
 - b) Computers, Phones and Visual Display Boards
 - c) Secure systems
 - d) Embedded systems.
- 2) What is called for the pollution that can be traced directly to industrial activity?
 - a) Soil pollution
 - b) Water pollution
 - c) Air pollution
 - d) Industrial pollution.
- 3) Human capital management is occasionally used synonymously among _____.
 - a) Marketing
 - b) Finance
 - c) Information Technology
 - d) Human Resources.
- 4) Continuous learning is possible by looking at organizations design's _____.
 - a) 4 elements
 - b) 5 elements.
 - c) 6 elements
 - d) 7 elements
- 5) _____ is the systematic, periodic, and impartial rating of an employee excellence in matters pertaining to his present job and his potential for a better job.
 - a) Performance appraisal.
 - b) Compensation and motivation
 - c) Training and Development
 - d) Performance indicator
- 6) AMHS stands for _____.
 - a) Aeronautical Message Handling Services
 - b) Alaska Marine Highway System
 - c) Automated material handling systems.
 - d) Automated Message Handling System
- 7) Which of the following is not a strategic decision in manufacturing management?
 - a) Location Strategy
 - b) Supply chain Management
 - c) Marketing Management.
 - d) Inventory Management
- 8) Which Indian industries have been hit by globalization?
 - a) Cement
 - b) Jute
 - c) Toy making.
 - d) Information technology (IT)

- 9) Globalization is beneficial for firms because: _____.
a) It protects them against foreign competition
b) It cushions them from the effects of events in other countries
c) It opens up new market opportunities.
d) It increases the risk and uncertainty of opening in a globalization world economy
- 10) EMS stands for _____.
a) Engine Management System
b) Employees Management System
c) Equipment Management System
d) Environmental Management System.
- 11) Why sustainable manufacturing is required?
a) Proper Maintenance b) Reuse
c) Conserving resources d) All of the above.
- 12) What is the Goal of World-Class Manufacturing as per Schonberger?
a) Global marketing and distribution of production
b) Continual and rapid improvement.
c) Global sourcing of inputs
d) Waste elimination
- 13) On which factors does the down-time of an equipment at the maintainability phase, depend?
a) Design b) Installation
c) Both a and b. d) None of the above
- 14) Flexibility in manufacturing means the ability to deal with _____.
a) variation in parts assembly and variations in process sequence
b) change the design of certain product
c) change the production volume
d) all of the above.
- 15) Which type of maintenance is associated or concerned with an elimination of failures during the operational level of an equipment _____.
a) Preventive b) Predictive
c) Breakdown. d) Capital
- 16) Which stage of life-cycle associated with an electronic instrument plays a vital role in establishing a target figure for reliability in terms of specifications?
a) Design. b) Production
c) Storage & Transport d) Operation

Q.2 Answer the following**16**

- a) Write short Note on - Benchmarking
b) Explain flexible manufacturing system.

Q.3 Answer the following**16**

- a) Explain Automation in Material Handling system.
b) write Short Note on - Control of Environmental Pollution.

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

What are the factors causing Pollution & its effects on health? How to Control Pollution.

OR

What are characteristics of world class manufacturing Companies? Discuss Experiences of Indian world class manufacturers.

Q.5 Discuss the role of Motivation and Reward in the age of continuous improvement with respect to HRM In world class manufacturing in your own words as per your experiences. **16**

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M.B.A. (Semester - IV) (New) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS

Human Resource Management

International Human Resource Management (20407417)

Day & Date: Friday, 31-05-2024
 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) In _____ relations it is important to realise that it is difficult to compare industrial relations systems and behaviour across the national boundaries.

a) International labour	b) International human
c) Local human	d) None of these
- 2) The term _____ failure has been defined as the premature return of an expatriate.

a) Expatriate	b) Non-expatriate
c) Global expatriate	d) Repatriate
- 3) If the employee is citizen of the country where the operation is located but headquarters are located in another country then employee is classified as _____.

a) Expatriate	b) Host country nationals
c) Third country nationals	d) Third world employees
- 4) The dimension of culture which refers to preference of people about unstructured and structured situations is classified as _____.

a) Certainty followers	b) Uncertainty avoidance
c) Certainty non-avoidance	d) Uncertainty follower
- 5) In global assignments, if the individuals are sent to perform some limited tasks and then return to their home country then this assignment is called _____.

a) Functional assignments	b) Technical assignment
c) Development assignments	d) Transnational assignments
- 6) _____ is the main issue in international labour relations.

a) Labour participation	b) Labour Turnover
c) Labour Retention	d) Labour Change
- 7) _____ are less likely to be offered international assignment due to prejudice mind.

a) Males	b) Females
c) Qualified candidates	d) TCNs
- 8) PCN in International HRM is _____.

a) Post Country National	b) Position Country National
c) Past Country National	d) Parent country nationals
- 9) _____ 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

- 10) Differences between management practices in various countries is _____.
a) Cultural management b) Adjustment management
c) Cross cultural management d) Practice management
- 11) When an international firm follows a strategy of choosing only from the nationals of the parent country, it is called _____.
a) Polycentric approach b) Geocentric approach
c) Ethnocentric approach d) None of the above
- 12) When the firms adopt a strategy of limiting recruitment to the nationalities of the host country where the branch is located, it is called _____.
a) Polycentric approach b) Geocentric approach
c) Ethnocentric approach d) None of the above
- 13) When the firms choose a strategy of recruiting the most suitable persons for the positions available in the firm, irrespective of their nationalities, it is called _____.
a) Polycentric approach b) Geocentric approach
c) Ethnocentric approach d) None of the above
- 14) IHRM involves _____ of the right people at the right positions, irrespective of geographic location.
a) Selection b) Employment
c) Rejection d) All of these
- 15) Knowledge sharing among expatriates is done under _____ strategy.
a) Individual strategy b) Group strategy
c) Organizational strategy d) National strategy
- 16) TNC stands for _____.
a) Transport National company b) Trans National company
c) Tourist National Company d) Travel National company

Q.2 Write Short Notes. 16

- a) Trade unions in Multinational company
b) Challenges in performance management appraisal

Q.3 Write Short Notes. 16

- a) Global Training
b) Quality circles

Q.4 Answer the following Question. 16

What is the meaning international human resource management? Explain in details. State the difference between domestic and international HRM.

OR

Define international compensation. Explain the complexities and factors affecting international compensation

Q.5 Analyse the following case

Coca-Cola, perceived as the quintessential global corporation, is one of the most successful multinational enterprises. Although headquartered in Atlanta, the company has the privilege to establish its headquarters anywhere, coca cola considers itself as a “multi local” company i.e. it presents the brand with a “local-face” in nearly 200 country where it does business thereby deriving 80% of its operating income from businesses outside united states. Its philosophy “think globally, act locally” captures the essence of Coca-Cola’s cross border management mentality.

- Coca-Cola manages its global operations through 25 operating divisions that are organized under 6 regional groups.
- The corporate HRM function is charged with providing the glue that binds these various divisions and groups into the Coca-Cola family in two main ways:
 - i) By propagating a common human resource philosophy within the company; and
 - ii) by developing a group of internationally minded mid-level executives for future senior management responsibility.
- Coca-Cola tries to staff its operations with local personnel. However, expatriates are needed in the system for two main reasons.
- To fill a need for a specific set of skills that might not exist at a particular location.
- To improve the employee's own skill base.
- The corporate hrn group has about 500 high level managers involved in its global service programme. Of the 500 participants in the programme, about 200 move each year. To ease the costs of transfer for these employees, coca cola gives those in its global service programme a US based compensation package. They are paid according to the US benchmarks irrespective of the prevailing benchmarks of the country they are located in.
- An ultimate goal of this programme is to build a cadre of internationally minded executives from which the future senior managers of Coca-Cola will be drawn.

Questions:

- a) What is Coca-Cola's staffing policy for managerial positions: ethnocentric, polycentric, or geocentric? Does this policy make sense?
- b) What is the strategic role of the HRM function at Coca-Cola? How does HRM help Coca-Cola to become a more successful international business?
- c) Do you think it is appropriate to pay expatriates according to US benchmark rates, even when their home operation is not the United States? What potential problems might such a policy cause? What are the benefits of the policy?

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M.B.A. (Semester - IV) (New) (CBCS) Examination March/April-2024
COLLEGE AND UNIVERSITY CAMPUS
International Business Management
International Logistics (20407420)

Day & Date: Thursday, 30-05-2024
 Time: 11:00 AM To 02:00 PM

Max. Marks:80

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

Q.1 Multiple choice questions.

16

- 1) _____ is a negotiated agreement between a shipowner and a charterer who needs to transport cargo.
 - a) Charter Party
 - b) Charter selling
 - c) Both a and b
 - d) None of the above
- 2) The main bases for international trade takes are _____.
 - a) Difference in technology
 - b) Difference in Demand
 - c) Difference in resource Endowments
 - d) All of the above
- 3) Which of the following is not Inventory model in global supply chain.
 - a) ABC Analysis
 - b) Economic Order Quantity (EOQ).
 - c) Economic/Inventory Production Quantity (EPQ)
 - d) Kevin Keller Analysis
- 4) Distribution resource planning (DRP) is a method used for
 - a) planning orders within a supply chain.
 - b) Planning cost within supply chain
 - c) Planning sales within supply chain
 - d) All of the above
- 5) Container Corporation of India Limited (CONCOR) aims
 - a) provide total logistics solutions for containerized cargo of both EXIM and Domestic nature.
 - b) Provide Sales and customer services at global level
 - c) Provide supplier service for raw material
 - d) All of the above
- 6) A voyage charter is
 - a) The hiring of a vessel and crew for a voyage between a load port to discharge port.
 - b) The hiring of a vessel and crew for a voyage between discharge port.to load port.
 - c) To hire the ship for specific period of time
 - d) An arrangement of vessel for which no technical cost
- 7) An hiring Export trading company is _____ of International marketing,
 - a) Direct channel
 - b) Indirect channel
 - c) Both a and b
 - d) Valuable material inventory

- 8) A worldwide network that organizations use for producing and distributing goods or services known as _____.
a) Local supply chain b) Regional supply chain
c) Global Supply chain d) Domestic Supply chain
- 9) Clearing agents are also called as _____.
a) International Consultant Agent b) Custom House Agent
c) International Law Agent d) None of the above
- 10) Which of the following is logistic company providing shipping services?
a) DHL b) AHL
c) CHL' d) NHL
- 11) What does ICD stand for in International Logistic?
a) International container depot b) Intermodal container depot
c) Inland Container Depot d) Inter Container Depot
- 12) International trade is mostly conducted by _____.
a) Cargo Shipping b) Air Shipping
c) Railway d) Road Vehicles
- 13) _____ are buildings and locations for storages typically used to hold products that have just been made, are in transit, or are at their destination
a) Warehouses b) Materials Management
c) Bill of Materials d) None of the above
- 14) _____ is business management model used to accelerate product delivery and improve customer service.
a) Integrated Logistic system b) Integrated Lead system
c) Integrated Idle system d) None of the above
- 15) _____ and Physical distribution are the two major operation of Logistic.
a) Supply chain Management b) Material Management
c) Logistic Management d) All of these
- 16) The mode and means of international transport depend upon
a) Time b) Speed
c) Distance d) All of the above

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

- a) Discuss Classification, Constraints and benefits of containerization.
b) Explain trends in international supply chain management

Q.3 Answer the following short questions.**16**

- a) Discuss Multimodal transportation and their benefits in international logistic.
b) Discuss role and functions of Inland Container Depot (ICD)

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

Discuss various approaches of Inventory management and suggest how to manage poor Inventory in global supply chain.

OR

Define International Logistic. Explain its evolution, importance, components and objectives.

Q.5 Case Study

The logistics sector plays a pivotal role in the economy of the nation - whether it is in the distribution of essential goods like medicines or household items ordered via an e-commerce website. The government has designed the National Logistics Policy 2022 (NLP) which aims to reduce the logistics cost in India by 2030. The government plans to do this through the development of a technologically-enabled, integrated, cost-efficient, and trusted logistics ecosystem. A key highlight of the policy is the development of a Unified Logistics Interface Platform (ULIP) to bring all transportation digital services into a single platform. The implementation of ULIP helps manufacturers, governments, and shippers to exchange information in real-time. This will help in reducing delays and transport costs and enhancing efficiency.

An increasing number of organizations are outsourcing their supply chain operations to logistics partners to minimize costs and focus on their core competencies. This trend will likely bring the supply chain operations from automobile, FMCG, pharmaceuticals, and retail to existing 3PL (third-party logistics) players in the sector.

Like any other sector, logistics has also seen the emergence of new-age technology-oriented operators. These operators are increasingly using technology as a differentiating factor to solve the inefficiencies in the system. This phenomenon has also forced traditional operators to invest in the development of newer technology such as artificial intelligence and blockchain. The whole industry is likely to benefit as a result of the improved efficiency and faster turnaround time. Logistics trends for 2022 point to more automated and digitised warehousing. Technology advance – e.g., digital twins and cloud computing - make logistics operations more agile, secure and reliable.

Flexible logistics was key throughout 2022 and will remain so this year. Factors such as the consolidation of omnichannel, product seasonality and returns management have compelled many companies to implement flexible logistics to remain competitive.

Robotic process automation (RPA) technology — i.e., the adoption of software robots to interact with programs in an automated way — will continue to play a major role in business processes in 2023. RPA is used to automate repetitive tasks. These include connecting to web apps, copying and pasting data, moving folders and creating directories and folders, among other functions.

Data mining consists of analysing large quantities of information to detect and extract patterns that reveal useful knowledge for improving decision-making in organisations. In Logistics 4.0, automatically detecting patterns in operations such as goods receipt, order picking and returns could enhance stock demand forecasting and inventory control. Data mining has become more relevant, along with the development of technologies such as big data, artificial intelligence (AI) and machine learning.

Drones are starting to gain ground in the logistics industry and could become a mainstay in 2023. Multinational tech companies such as Google and Amazon have been working for some time on drone prototypes to deliver orders to customers by air. Although still at an experimental stage, drone delivery would bring benefits such as lower costs, faster shipments, less road transport and reduced pollution. Also known as sustainable logistics, green logistics encompasses the set of policies and measures designed to lessen the environmental impact of business activity. Environmental awareness is increasingly gaining momentum as companies seek to reduce their carbon footprint, pollution and waste at all stages of the supply chain.

Question:

Define International logistic. Discuss various trends in logistic.

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- 10) Which of the following is known as "Retail banking"?
a) Consumer Banking b) Merchant Banking
c) Investment Banking d) Wholesale Banking
- 11) Which of the following institutions is not a bank?
a) BOB b) IDBI
c) SBI d) BOI
- 12) Which of the following is not fundamental ingredient in effective marketing mix of retail banking.
a) Product and profit b) Product and price
c) Place and people d) Process Trade
- 13) Customer not gaining any interest from _____.
a) Current account b) FD
c) RD d) Savings
- 14) RTGS stands for _____.
a) Reverse Technology geographic service
b) Repeated Technology geographic service
c) Reengineered Technology geographic service
d) Real time Gross Settlement
- 15) The form which serve as database Banking is _____ modern commerce and trade
a) Backbone b) Blood
c) Both a & b d) None of these
- 16) Which of the following is a function of central Bank?
a) accepting deposits of money from public with a purpose of lending or investment
b) Agency function of the Bank
c) Credit Creation
d) Banker to the Government

Q.2 Attempt the following. 16

- a) Write on different kinds of loans.
b) Write on Retail and Corporate/Wholesale Banking.

Q.3 Attempt the following. 16

- a) Write on credit and debit card in terms of Eligibility, purpose, amount, margin security, process and billing cycle.
b) Explain advantages of retail banking

Q.4 Attempt the following. (Any one) 16

- a) Define Universal Banking and explain its evolution. Importance and Scope
b) Define Customer relationship management and explain Stages of CRM process in retail banking and explain role and importance of CRM in customer relationship.

Q.5 Explain the recent developments/trends in retail banking. 16

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M.B.A. (Semester - IV) (New) (CBCS) Examination: March/April-2024
COLLEGE AND UNIVERSITY CAMPUS
System Management
Programming Concepts and Practices (20407426)

Day & Date: Saturday, 01-06-2024
 Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

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

- 1) _____ refers to the process of locating and removing the errors in a program.
 - a) Analyzing
 - b) Correcting
 - c) Debugging
 - d) Executing
- 2) Function _____ contains the actual definition and body of a function.
 - a) Declaration
 - b) Definition
 - c) Body
 - d) Call
- 3) Which of the following is a ternary operator?
 - a) ?:
 - b) *
 - c) Size of
 - d) ^
- 4) Which of the following is a looping construct?
 - a) While
 - b) For Next
 - c) Both a & b
 - d) None of a & b
- 5) Which of the following is a Not a looping construct?
 - a) IF-Else
 - b) While
 - c) do...while
 - d) For...Next
- 6) _____ class cannot be instantiated.
 - a) Friend
 - b) Abstract
 - c) Local
 - d) Global
- 7) The purpose of _____ construct is to repeat a set of statements till a condition results false.
 - a) programming
 - b) looping
 - c) branching
 - d) class
- 8) '=' operator is a _____ type of operator.
 - a) Arithmetic
 - b) Logical
 - c) Assignment
 - d) Relational
- 9) A function that calls itself is known as a _____ function.
 - a) Static
 - b) Recursive
 - c) Null
 - d) None of the Above
- 10) A variable declared inside the function is called _____.
 - a) private variable.
 - b) function variable
 - c) local variable
 - d) complex variable

- 11) _____ is a feature of reusing the set of properties and methods of one class in another class.
 - a) Abstraction
 - b) Encapsulation
 - c) Inheritance
 - d) Polymorphism
- 12) A function may or may not take _____ from the calling function.
 - a) variables
 - b) parameters
 - c) instructions
 - d) inputs
- 13) '>=', '<=' or '==' are examples of _____ operators.
 - a) Arithmetic
 - b) Comparative
 - c) logical
 - d) unary
- 14) The _____ statement is used to discontinue the loop before iteration condition becomes false.
 - a) for
 - b) Skip
 - c) stop
 - d) break
- 15) Method(s) of implementing polymorphism in OOP is (are) _____.
 - a) overloading
 - b) overriding
 - c) None of the above
 - d) Both of the above
- 16) An object is _____ of a class.
 - a) a property
 - b) a method
 - c) a variable
 - d) an instance

Q.2 Answer the following. (Any Two) **16**

- Differentiate between BREAK and CONTINUE statements during loop execution.
- Explain the concept of Arrays with examples.

Q.3 Answer the following. (Any Two) **16**

- a) Various Elements of a Flowchart
- b) Unary and Binary operators in programming.

Q.4 Answer Any One of the following: **16**

- Describe various types of functions viz. Inbuilt, user defined, recursive, with parameters, without parameters. Explain the difference between with parameter and without parameter functions.
- Discuss in detail types of operators and function of different operators. Also discuss their precedence.

Q.5 Write an algorithm and draw a flowchart to: **16**

- i) Accept Date of Birth, Gender and profession of a person
- ii) Evaluate the Bus Fare charges applicable for the person subject to following conditions:
 - a) All persons with age less than 5 years have 'No Charge'
 - b) All Females between 5 years to 30 years have 70% Fare charges.
 - c) 'Students' have 50% Fare Charges.
 - d) All persons with age more than 60 years have 25% Fare Charges.Else Full Charges are applicable.

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Day & Date: Thursday, 30-05-2024
Time: 11:00 AM To 02:00 PM

Max. Marks: 80

Q.1 Multiple Choice Questions (One mark each).

16

- 1) AGMARK is related to _____.
a) Industry b) The Indian Railway
c) Agriculture Goods d) Agriculture finance
- 2) Which of the following is international Trade?
a) Trade between provinces b) Trade between regions
c) Trade between Countries d) Both (b) and (c)
- 3) 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
- 4) Bill of Lading is issued by _____ Company.
a) Transport b) Shipping
c) Warehousing d) Outsourcing
- 5) Eliminating government set restrictions or barriers is known as?
a) Free Trade b) Favourable trade
c) Investment d) Liberalisation
- 6) Special Drawings Rights (SDRs) is related to _____.
a) World bank b) Reserve bank of India
c) World trade Organisation d) International Monetary Fund
- 7) The problem of international liquidity is related to the non-availability of _____.
a) Goods and Services
b) Gold and silver
c) Dollar and other Hard currencies
d) Exportable surplus
- 8) 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
- 9) Which among the following are called "Breton Wood Twins"?
a) IBRD & IMF b) IDA & IFC
c) IDA & MIGA d) IMF & IDA

- 10) What does EXIM Policy Control?
 - a) Exports
 - b) Imports
 - c) both
 - d) Can't say
- 11) Theory of comparative advantage was presented by _____.
 - a) Adam Smith
 - b) Ricardo
 - c) Hicks
 - d) Arsha
- 12) If the Balance of Payment of a country is adverse, then which institution will help that country?
 - a) World Bank
 - b) World trade organisation
 - c) International Monetary fund
 - d) Asian Development bank
- 13) The United Nations Conference on Trade and Development was established in _____.
 - a) 1964
 - b) 1967
 - c) 1969
 - d) 1962
- 14) The value of the special Drawings Rights (SDR) is based on a basket of how many currencies _____.
 - a) 3
 - b) 4
 - c) 5
 - d) 6
- 15) _____ is the largest producer of pulses in the world.
 - a) India
 - b) United States
 - c) Canada
 - d) China
- 16) Among the following options, which one are not strengths of Horticulture Crops _____.
 - a) Safety Foods
 - b) Comparative advantage in Organic food production
 - c) Poor quality management in production and food processing
 - d) Low cost of production

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

- a) Strategies to boost export
b) AGAMARK

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

- Explain the Bilateral Trade and Multilateral Trade.
- SWOT of Pulses

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

- a)** Explain the International Liquidity Problems.

OR

- b) Explain the Import and Export Procedures.**

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

What is the International Monetary Fund (IMF)? Explain the objectives and functions of the IMF.