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M.B.A. (Semester - I) (CBCS) Examination: March/April - 2025
Principles of Management (20407101)

Day & Date: Wednesday, 14-May-2025
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 right Answer.

16

- 1) The management builds this type of organization in order to induce certain rules and procedures within the enterprise with regard to work relationships.

a) Informal	b) Formal
c) Casual	d) Ad Hoc
- 2) Management is a creative and _____ process.

a) Continuous	b) Technical
c) Democratic	d) Interrupted
- 3) Which of the following is not a principle by Henry Fayol?

a) Esprit de Corps	b) Division of work
c) Discipline	d) Physical Fitness
- 4) In Bottom of the pyramid focus is given on _____ people of the society.

a) Affluent class	b) Upper Middle class
c) Working class	d) Top class
- 5) An identified group of people contributing their efforts towards the attainment of goals is called _____.

a) Sole Trading	b) Individual
c) Organisation	d) All of these
- 6) _____ is the primary function of management.

a) Planning	b) Recruitment
c) Training	d) Directing
- 7) According to which principle each group of activities with the same objective must have one head one plan?

a) Unity of Direction	b) Unity of Command
c) Unity of Discipline	d) Unity of Work
- 8) In the decision-making environment of _____, the information available to the manager is incomplete, insufficient and often unreliable.

a) Certainty	b) Uncertainty
c) Risk	d) All of these

- 9) _____ is an example of chart that has boundary lines or limits.

a) Pareto diagram	b) Control charts
c) Process Mapping	d) Cause and effect diagrams
- 10) The Two factor theory of motivation has been propounded by which scholar among the following?

a) Maslow	b) Peter Drucker
c) Herzberg	d) McGregor
- 11) _____ is father of Scientific Management.

a) F.W. Taylor	b) Henry Fayol
c) Pigou	d) Adam Smith
- 12) At what level of an organisation does a corporate manager operate?

a) Functional	b) Operational
c) Mid level	d) Top level
- 13) _____ refers to all measures which are used to motivate people to improve performance.

a) Leadership	b) Control
c) Incentives	d) Direction
- 14) Concentration of authority at one level is called: _____.

a) Decentralization	b) Delegation
c) Accountability	d) Accountability
- 15) According to Maslow _____ is the highest level of need.

a) Self Actualization	b) Safety and Security
c) Self Esteem	d) Social need
- 16) Coordinating people and human resources to accomplish organizational goals is the process of _____.

a) Planning	b) Directing
c) Leadership	d) Motivating

Q.2 Answer the following

16

- a) Managerial Grid
- b) Factors of Business Environment

Q.3 Answer the following

16

- a) Steps in Decision making
- b) McGregor's Theory X and Theory Y

Q.4 Answer any one of the following

16

- a) Define Organisation. Explain forms of Organisational Structure in detail.

OR

- b) What is Management Control? Explain various types of management control.**

Q.5 Analyse the case and answer the questions.**16**

Suresh works in a bulb manufacturing company. Each bulb which is manufactured is of standard size and quality. Further if there is any unrequired type of bulb manufactured then its production is stopped. Last month when the company came to know that 10-watt bulbs were no more liked by customers, their production was stopped. He works in the purchase department. His job is to purchase the filaments required to make bulbs. This time when he purchases the filament, he gets the instruction from the seller that some special care needs to be taken in the first hour of fixing the filaments inside the bulb. Suresh knows this information should be given immediately to the production department before the assembling process starts. However, he finds that his company's policies only allow him to give the message to his immediate boss who will further pass this message to his boss. The passing of this message will continue till it reaches the desired person in the production department.

Questions:

- | | |
|--|-----------|
| 1) Which technique of management is followed here? | 04 |
| 2) Name the principle of management followed here by the company? | 04 |
| 3) Which option is now available to Suresh since the company is not allowing him to interact with the concerned worker in the production department? | 04 |
| 4) Analyse the case and explain in your words. | 04 |

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M.B.A. (Semester - I) (CBCS) Examination: March/April - 2025
Financial Accounting (20407102)

Day & Date: Thursday, 15-May-2025
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 correct alternative. 16

- 1) Which of the following statements is incorrect?
a) $\text{Assets} - \text{Capital} = \text{Liabilities}$ b) $\text{Liabilities} + \text{Assets} = \text{Capital}$
c) $\text{Liabilities} + \text{Capital} = \text{Assets}$ d) $\text{Assets} - \text{Liabilities} = \text{Capital}$
- 2) Which of the following is not an asset?
a) Buildings b) Debtors
c) Loan from Ram d) Cash balance
- 3) Which of the following is liability?
a) Motor Vehicles b) Machinery
c) Creditors for goods d) Cash at Bank
- 4) What is the important objective of accounting?
a) To maintain records
b) Depiction of financial position
c) Make information available to various groups and users
d) All of three
- 5) Which of the following best describes the meaning of Purchases?
a) Goods bought on credit b) Goods paid for
c) Goods bought for resale d) Items bought
- 6) Which of the following should not be called 'Sales'?
a) Goods sold for cash
b) Sale of item previously included in Purchases
c) Office fixtures sold
d) Goods sold on credit
- 7) Given the following, what is the amount of Capital?
Assets: Premises Rs. 20,000; Stock Rs. 8,500; Cash Rs. 100.
Liabilities: Creditors Rs. 3,000; Loan from A Adams Rs. 4,000
a) 21,100 b) 21,400
c) 21,600 d) 32,400

- 8) Which of the following is correct?
- a) Profit reduces capital
 - b) Profit increases capital
 - c) Capital can only come from profit
 - d) Profit does not alter capital
- 9) Business is said to be in a profit when: _____.
a) Expenditure exceeds income
b) Income exceeds expenditure
c) Income exceeds liability
d) Assets exceed expenditure
- 10) As per the accounting double-entry system, an account that receives the benefit is: _____.
a) No need to show as an accounting record
b) Income
c) Debit
d) Credit
- 11) What does the term “credit” mean in business?
a) It depends upon items b) Provides benefits
c) It has no effect on business d) Receiving benefits
- 12) When a Liability is decreased or reduced, it is registered on the: _____.
a) Debit side or left side of the account
b) Credit side or right side of the account
c) Debit side or right side of the account
d) Credit side or left side of the account
- 13) When there is an increase in capital by an amount, it is registered on the: _____.
a) Credit or right side of the account
b) Debit or left side of the account
c) Credit or left side of the account
d) Debit or right side of the account
- 14) What kind of expenses are paid from Gross Profit?
a) Selling Expenses b) Financial Expenses
c) General Expenses d) All of the above
- 15) Which option gives a review report on the firm’s financial status at a specified date?
a) Income & Expenditure Account
b) Balance Sheet
c) Cash Flow Statement
d) Profit & Loss Account
- 16) Which of the options is not an intangible asset?
a) Land b) Patents
c) Goodwill d) Franchise rights

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

- a) Basis of accounting
- b) Subsidiary Books

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

- a) Users of Accounting Information
- b) Concept of Accounting Process & System

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

- a) Explain Objectives of Preparing Trial Balance.

OR

- b) A Ltd. purchased a machine on 1st July, 2019 at a cost of Rs.14,00,000 and spent Rs. 1,00,000 on its installation. The firm writes off depreciation at 10% p.a. of the original cost every year. The books are closed on 31st March every year. You are required to:
Show the Machinery Account and Depreciation Account for the year 2019 and 2020.

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

The following balances were extracted from the books of Thomas as on 31st March, 2023. Prepare trading account, profit and loss account and balance sheet.

Particulars	₹	Particulars	₹
Purchases	75,000	Capital	60,000
Returns inward	2,000	Creditors	30,000
Opening stock	10,000	Sales	1,20,000
Freight inwards	4,000	Returns outward	1,000
Wages	2,000		
Investments	10,000		
Bank charges	1,000		
Land	30,000		
Machinery	30,000		
Building	25,000		
Cash, at bank	18,000		
Cash in hand	4,000		
	2,11,000		2,11,000

Additional information:

- 1) Closing stock Rs. 9,000
- 2) Provide depreciation @ 10% on machinery
- 3) Interest accrued on investment Rs. 2,000

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M.B.A. (Semester - I) (CBCS) Examination: March/April - 2025
Managerial Economics (20407103)

Day & Date: Friday, 16-May-2025
 Time: 11:00 AM To 02:00 PM

Max. Marks: 80

Instructions: 1) All questions are compulsory.
 2) Each question carries equal marks.

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

- 1) Which of the following are determinants of demand for a product/service?
 - a) Price of the product/service
 - b) Income of the buyer
 - c) Desire to purchase the product/service
 - d) All of the above
- 2) The law of demand states that if there is an increase in a product's selling price _____.
 - a) The quantity demanded of that good will decrease
 - b) The quantity supplied of that good will decrease
 - c) The quantity demanded of that good will increase
 - d) The quantity supplied of that good will increase
- 3) Two goods are _____ when the quantity consumed of one increase with the decrease in price of the other.

a) Substitute	b) Normal
c) Complementary	d) None of the above
- 4) Why is the indifference curve convex to origin?
 - a) Due to continuous decline of marginal rate of substitution
 - b) Due to law of diminishing marginal utility
 - c) Due to monotonic preferences
 - d) Both a and b
- 5) Indifference curves used to study _____.

a) Purchase demands	b) Consumer preferences
c) Target markets	d) Customer behaviour
- 6) Which type of elasticity is characterized by a percentage change in quantity demanded equal to the percentage change in price?

a) Elastic demand	b) Inelastic demand
c) Unitary elasticity	d) Perfectly elastic demand

- 7) _____ type of goods tend to have elastic demand.
- a) Inferior goods
 - b) Complementary goods
 - c) Luxury goods
 - d) Giffen goods
- 8) Average revenue equals _____.
- a) Total revenue divided by the quantity produced
 - b) Price
 - c) Both a and b
 - d) None of the above
- 9) Under _____ form of market $P=AR=MR$.
- a) Perfect competition
 - b) Semi-perfect competition
 - c) Monopoly
 - d) Monophony
- 10) When a firm double its inputs and finds that its output is more than doubled, this is known as _____
- a) Economies of scale
 - b) Constant return to scale
 - c) Diseconomies of scale
 - d) A violation of the law of diminishing returns
- 11) A monopoly is a market structure that consist of _____
- a) A single seller or producer and no close substitutes
 - b) A small number of firms that have substantial influence over a certain industry or market
 - c) Both of the above
 - d) None of the above
- 12) Market equilibrium is defined as _____
- a) The price and quantity point at which market supply and market demand for an item are equal
 - b) The Price and quantity point at which market supply and market demand for an item are unequal
 - c) Dumping
 - d) None of the above
- 13) Gross domestic product (GDP refers to
- a) The total monetary or market value of all the finished goods and services produced within a country's borders in a specific time period
 - b) The total value of the goods and services produced by the residents of a country, no matter their location
 - c) Both a and b
 - d) None of the above
- 14) Increases in the price of hand washes, hand sanitizers, and masks is a noteworthy example of _____
- a) Cost push inflation
 - b) Demand pull inflation
 - c) Walking Inflation
 - d) Built in Inflation

- 15)** Monetary policy is ____
- a) The use of government spending and taxation to influence the economy
 - b) The control of the quantity of money available in an economy and the channels by which new money is supplied
 - c) Government legislation that dictates how, what, when, and with whom country exports goods
 - d) A collection of guidelines and instructions governing the import and export of products

- 16)** WTO known as ____
- a) World Trade Organization
 - b) World Tariff Organization
 - c) World Taxes Organization
 - d) None of the above

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

- a) Elasticity of Demand
- b) Economies and Diseconomies of scale

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

- a) Major problems of Indian Economy
- b) Monetary and Fiscal Policy

Q.4 Attempt the following: (Any One) **16**

- a) Explain the Nature, Scope, and Significance of Managerial Economics.

OR

- b) Define Market structure. Elaborate types of market structures. Explain price determination under perfect competition.

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

Explain the relationship between Total Revenue (TR), Average Revenue (AR) and Marginal Revenue (MR) with the help of diagram.

Seat No.	
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M.B.A. (Semester - I) (CBCS) Examination: March/April - 2025
Organizational Behavior (20407104)

Day & Date: Monday, 19-May-2025
 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 correct alternative.

16

- 1) OB focuses on three levels _____.
 a) Individuals, Organization , society
 b) Organization , Nation, society
 c) Employee, Employer, Management
 d) Individuals, Group, Organization

- 2) The _____ approach of organizational Behaviour views the organization as a united, purposeful system composed of interrelated parts.
 a) Productivity
 b) Human Resource
 c) Contingency
 d) Systems

- 3) The three components of attitude are _____.
 a) Cognitive, Affective and Behavioural
 b) Affective, Effective and Behavioural
 c) Individual, Personal and organizational
 d) None of the above

- 4) Any permanent change in behavior that occurs as a result of experience is known as _____.
 a) Perception
 b) Principle
 c) Learning
 d) Attitude

- 5) The _____ grew out of experiments to teach dogs to salivate in response to the ringing of bell by Ivan Pavlov.
 a) Operant Conditioning
 b) Classical conditioning
 c) Both of the above
 d) None of the above

- 6) The process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment is _____.
 a) Learning
 b) Perception
 c) Attitude
 d) Personality

- 7) The factors influencing perception are factors in the _____.
 a) Object, subject, individual
 b) Perceiver, situation, target
 c) Object, subject, target
 d) Perceiver, object, target

- 8) The 100 question personality test that asks people how they usually feel or act in particular situation is known as _____.
a) MBTI b) Big Five
c) Fraud d) Erikson
- 9) Interest and friendship groups are types of _____ Groups.
a) informal b) formal
c) open d) closed
- 10) The bonding of group members and desire to remain part of the group is known as group _____.
a) identity b) statues
c) cohesiveness d) role
- 11) A _____ is a small number of people with complementary skills who are committed to a common purpose, common performance goals and an approach for which they hold themselves mutually accountable.
a) Group b) Team
c) Both a and b d) None of the above
- 12) The process by which organizations move from their present state to some desired future state to increase their effectiveness is known as _____.
a) Perception b) Change
c) Attitude d) Transformation
- 13) Disagreement between two or more individuals or groups over an issue of mutual interest is known as _____.
a) Conflict b) Fight
c) Debate d) All of the above
- 14) The conflict which occurs at personal level within one person is known as _____.
a) Intra-personal b) Inter-personal
c) Functional d) Dysfunctional
- 15) Lower productivity, absenteeism and turnover are _____ consequences of stress.
a) Physiological b) Psychological
c) Behavioral d) All of the above
- 16) Stress is induced by a stimulus known as _____.
a) Stimulus b) Stimuli
c) Stressor d) Stress agent

Q.2 Answer the following.

16

- a) Approaches to OB
- b) Types of Attitude

Q.3 Answer the following.

- a) Forces for change
- b) Levels of Conflict

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

- a) Define Group. Explain its different types with the stages of group development.

OR

- b) Define perception. Explain the perceptual process in detail.

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

In November 17, 1998, Daimler Benz and Chrysler finalized a \$35 billion transatlantic merger. The merger made sense economically and provided a number of advantages for both of the previous companies. Chrysler wanted to improve its image as a maker of luxury automobiles; Daimler wanted to improve the marketability of its cars and expand into the light truck segment. Although Daimler Benz has always been known for its German craftsmanship and meticulous attention to detail, Chrysler added its expertise in using the platform team as a method of putting cars together. The platform team is one thing that did not change with the merger and continues to add considerable value to the production process as its application is expanded.

Actually, the platform team, long the standard way of putting cars together among Japanese automakers, was officially embraced by Chrysler executives several years ago as superior to the compartmentalized functional system still prevalent throughout the US auto industry. Simplification is the goal of the platform team. When designers, product engineers, manufacturing engineers, purchasing agents, suppliers, and line workers make decisions together from the beginning, it saves time, money, and untold hassles when the car finally goes into production.

A typical example of how teams can contribute to productivity occurred at Chrysler's assembly plant at Brampton, Ontario. Don Callahan and Brian Large huddled around a half-built Dodge intrepid, trying to figure out why the warning light on the instrument panel was on even though the air conditioner was working fine. Both men were members of the LH car's "platform team": Callahan, an hourly assembly-line worker, and Large, a product engineer, have worked together since the intrepid prototype was first built. In a few hours, they managed to fix the electrical glitch and send their car down the line.

If Chrysler had developed the LH like most US vehicles have been developed, Callahan wouldn't have contacted Large about the problem because the two would never have met. And the early production cars would likely have reached customers' hands with the electrical system still on the fritz. But the workers, designers, and engineers who collaborated in developing the first test batch of cars thrashed out the final stages of vehicle development process that sought to blur the traditional lines between people in different functional work units - all in the name of building a better car.

The team approach paid-off in a number of ways for former Chrysler. The LH team, for example, shaved a full year off Chrysler's average vehicle-development cycle, historically 414 years. This was an attractive lure for executives at Daimler who sensed that they could learn a lot from Chrysler about how to get a wider variety of cars to market more quickly. And team members did it with 40 per cent fewer engineers than a typical product programme would use. At a price tag of just over \$1 billion, the LH budget came in well under those of two other well-known team efforts, Ford's \$3 billion Taurus/Sable and GM's \$3.5 billion Saturn.

Questions:

- 1) How did teams benefit Chrysler?
- 2) Relate the principles you have learnt about teams in this chapter to this case.

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M.B.A. (Semester - I) (CBCS) Examination: March/April - 2025
Business Statistics (20407105)

Day & Date: Tuesday, 20-May-2025
 Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

Q.1 Select appropriate word:

16

- 1) ____ index number is an ideal index number.
 a) Laspeyres's b) Paasche's
 c) Fishers d) All of the above
- 2) If $\sum D^2 = 0$, then Spearman's Coefficient of correlation, R is ____.
 a) 1 b) 0
 c) -1 d) 0.5
- 3) The characteristic which cannot be measured is called as ____.
 a) Variable b) Attribute
 c) Constant d) None of these
- 4) Coefficient of Range for the data with values 8,10,2,5,6,0 is ____.
 a) 8 b) 8.1
 c) 0.1 d) 1
- 5) ____ is used to determine mode graphically.
 a) Histogram b) Historigram
 c) Bar diagram d) Ogive curves
- 6) There are ____ components in time series.
 a) One b) Two
 c) Three d) Four
- 7) The relationship between two attributes is called as ____.
 a) Association b) Regression
 c) Dispersion d) Central tendency
- 8) For a data with values 20,10,12,12,12,12,13,14
 a) Mean = Median = Mode b) Mean > Median = Mode
 c) Mean = Median < Mode d) Mean < Median = Mode
- 9) ____ is used to find correlation.
 a) Scatter Diagram b) Bar Diagram
 c) Histogram d) give curves

- 10) _____ is an example of seasonal variation.
- Constant sales throughout the year.
 - Increased sales during Diwali.
 - Decline in overall economic activity.
 - Random sales spikes unrelated to time of year.
- 11) When two attributes are independent, the coefficient of association (Q) is ____.
- 0
 - 1
 - 1
 - Infinity
- 12) Index number for the base year is always taken as ____.
- 0
 - 1
 - 10
 - 100
- 13) QD of 5,5,5,5,5, is ____.
- 5
 - 25
 - 0
 - 10
- 14) _____ is the best measure of dispersion.
- QD
 - MD
 - Range
 - SD
- 15) _____ is not measure of central tendency.
- Mean
 - Range
 - Median
 - Mode
- 16) Class width of 45-50 is ____.
- 45
 - 50
 - 5
 - 47.5

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

- Data and sources of data.
- Time series.

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

- Calculate Laspey's price index number and Paasche's price index number for the given data below:

Commodities	2010		2020	
	Price	Quantity	Price	Quantity
A	20	1	25	1
B	32	3	40	2
C	65	2	80	1
D	100	5	100	2

- Compute correlation coefficient for the below data

X	14	16	18	18	16	20	22	24
Y	45	50	52	50	52	54	56	54

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

- a) Calculate missing frequencies of the following frequency distribution if mean of distribution is 50.

X	10	30	50	70	90	Total
f	17	f ₁	32	f ₂	19	N = 120

- b) Calculate Yules coefficient of association for the following data:

- i) (A) = 625, (B) = 300, (AB) = 180, N= 1800
 ii) (A) =200, (B)= 300, ($a\beta$) = 650, N= 1000

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

- a) Calculate mean, median and mode for the below data, also find coefficient of variation.

Marks	0-5	5-10	10-15	15-20	20-25
No. of students	17	20	25	22	10

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M.B.A. (Semester - I) (CBCS) Examination: March/April - 2025
Computer Operations And Management (20407107)

Day & Date: Wednesday, 21-May-2025
Time: 11:00 AM To 02:00 PM

Max. Marks: 80

Instructions: 1) All questions are compulsory.
2) Each question carries equal marks.

Q.1 Choose the correct alternatives given below.

16

- 1) Which of the following is NOT a primary storage device?
 - a) RAM
 - b) ROM
 - c) Hard Disk Drive
 - d) Cache Memory
- 2) A network that spans a city or a campus is called a:
 - a) LAN
 - b) MAN
 - c) WAN
 - d) PAN
- 3) Which protocol is used to transfer files over the internet?
 - a) HTTP
 - b) FTP
 - c) SMTP
 - d) POP3
- 4) A pre-written software package designed to meet the needs of a wide range of users is called:
 - a) Custom software
 - b) Proprietary software
 - c) Open-source software
 - d) Packaged software
- 5) A private network accessible only to authorized users within an organization is called.
 - a) Internet
 - b) Intranet
 - c) Extranet
 - d) VPN
- 6) Which cloud computing model provides both hardware and software resources?
 - a) Infrastructure as a Service (IaaS)
 - b) Platform as a Service (PaaS)
 - c) Software as a Service (SaaS)
 - d) All of the above
- 7) The primary function of an operating system is _____.
 - a) Manage hardware and software resources
 - b) Run applications
 - c) Provide a user interface
 - d) All of the above

- 8)** The Recycle Bin is used _____.
a) Permanently delete files
b) Temporarily store deleted files
c) Format disks
d) Install software
- 9)** The Control Panel is used to:
a) Customize Windows settings
b) Manage hardware and software
c) Access system information
d) All of the above
- 10)** Which function calculates the average of a range of cells?
a) SUM
b) AVERAGE
c) MAX
d) MIN
- 11)** Which chart type is best for showing trends over time?
a) Pie chart
b) Bar chart
c) Line chart
d) Scatter plot
- 12)** Which function can be used to calculate the standard deviation of a range of numbers?
a) SUM
b) AVERAGE
c) STDEV
d) COUNT
- 13)** Which chart type is best for comparing the relative sizes of different categories?
a) Line chart
b) Bar chart
c) Pie chart
d) Scatter plot
- 14)** What is a cell reference?
a) The intersection of a row and a column
b) A formula used to calculate values
c) A function that performs a specific task
d) A chart or graph to visualize data
- 15)** Which function returns the MIN Count of a range of cells?
a) SUM
b) AVERAGE
c) MAX
d) MIN
- 16)** How can you protect a worksheet from accidental changes?
a) Use the "Protect Sheet" feature
b) Apply a password to the workbook
c) Hide rows and columns
d) All of the above

- Q.2 Write Short notes:** **16**
- a) Explain the Networking: Types - LAN; MAN; WAN
 - b) Explain IT Infrastructure
- Q.3 Attempt the following:** **16**
- a) Write a short note on Word Processing using MS Word.
 - b) Write a short note on Presentations using MS PowerPoint.
- Q.4 Attempt the following:** **16**
- a) Explain in brief Input and Output devices of Computer System.
- OR**
- b) Write Steps on Charts & Graphs, Data Security - Cell Level, Sheet Level, Book Level.
- Q.5 Answer the following (Long problem/ Case Study)** **16**
- BrightSpark Solutions, a small marketing firm based in Solapur, Maharashtra, employs 25 staff members who rely heavily on a Local Area Network (LAN) to perform daily tasks such as collaborative work, client communications, and accessing shared resources. The firm is known for delivering high- quality, creative campaigns, but its operations are frequently hindered by LAN-related issues. The company does not have a dedicated IT team and outsources IT maintenance to a local vendor on a need basis.
- Current LAN Setup:**
- Hardware:** A single 10-year-old switch, basic routers, and outdated CAT5 cables.
- Network Load:** Multiple devices, including desktops, laptops, printers, and VoIP phones.
- Applications:** Cloud-based CRM software, file-sharing platforms, and a project management tool.
- Issues Faced**
- Intermittent Connectivity Issues:**
- Employees frequently experience disconnections from the LAN, especially during peak working hours. This results in delays in accessing shared files and using cloud-based software.
- Slow Network Speed:**
- Tasks like downloading campaign assets or sharing high-resolution graphics are significantly delayed due to slow data transfer rates.
- Security Concerns:**
- Recent incidents of malware attacks have disrupted operations, compromising project files and delaying campaign deliveries.
- Inability to Scale:**
- With the company's client base expanding, more devices are being connected to the LAN, but the existing setup cannot handle the load effectively.
- High Dependence on External Support:**
- The firm relies on a local IT vendor, but response times are slow, leading to extended downtime during network failures.

Business Impact

These LAN issues have resulted in:

Missed Deadlines: Campaign delays caused by connectivity problems.

Client Dissatisfaction: Repeated disruptions have tarnished the firm's reputation. Employee Frustration: Workflow disruptions have led to lower morale and productivity

- a) **Analyse the case**
- b) **Provide alternative solutions**
- c) **Provide best alternative with brief explanation.**

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M.B.A. (Semester - I) (CBCS) Examination: March/April - 2025
Disaster Management (20407109)

Day & Date: Thursday,22-05-2025
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 correct alternative.

16

- 1) Which of the following diseases appeared as public health concern in the last quarter of 20th century.
a) HIV
b) Ebola virus
c) Escherichia coli O157:H7
d) All of the above
- 2) A _____ happens when a hazard impacts on the vulnerable population and causes damage, casualties and disruption.
a) disaster
b) hazard
c) Damage
d) Disruption
- 3) High intensity and long duration of rainfall in Tripura causes _____.
a) Earthquakes
b) Floods
c) Landslides
d) Cyclone
- 4) Disaster Management includes _____.
a) Mitigation
b) Reconstruction
c) Rehabilitation
d) All of the above
- 5) _____ can be defined as the sudden shaking of the earth crust.
a) Disaster
b) Earthquake
c) Hazard
d) Disruption
- 6) Floods may happen because of _____.
a) Heavy rainfall
b) Heavy siltation of the river bed reduces the water carrying capacity
c) Construction of dams and reservoirs
d) All of these
- 7) The level of harm by a hazard is governed by _____.
a) Magnitude of the hazard
b) Frequency of the hazard
c) Intensity at the impact point
d) All of the above

- 8) The National Disaster Management Authority (NDMA) is headed by _____.
a) Prime Minister of India b) President of India
c) Governor of States d) Chief Minister of States
- 9) The National Institute of Disaster Management (NIDM) was established on _____.
a) September 14, 2002 b) August 14, 2004
c) October 14, 2003 d) August 14, 2001
- 10) In which city the National Institute of Disaster Management is situated?
a) Kolkata b) New Delhi
c) Hyderabad d) Manipur
- 11) What devices are used to track minute changes in volcanoes' ground slope and shape?
a) Strain meters b) Tiltmeter
c) Both a and b d) None of these
- 12) The level of risk of a disaster depends on _____.
a) Nature of the hazard
b) Vulnerability of the elements which are affected
c) Economic value of the elements which are affected
d) All of the above
- 13) Which of the following is a man-made disaster?
a) Terrorism b) Major fire
c) Pollution d) All of the above
- 14) The Disaster Management Act was made in _____.
a) 2006 b) 2003
c) 2005 d) 2009
- 15) Natural disasters include _____.
a) floods b) draught
c) earthquakes d) All of the above
- 16) In India, Cyclone is tracked through which satellite?
a) INSAT b) IRS
c) Ocean SAT d) None of the above

Q.2 Write short answers. 16

- a) Explain the various types of Hazards
b) Explain the disaster impacts

Q.3 Answer the following. 16

- a) Disaster Risk Reduction
b) Discuss the role of National Disaster Management Authority.

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

a) Explain the various factor affecting vulnerability.

OR

b) Explain the types of disasters.

Q.5 Answer the following questions in detail. 16

Explain the phases, prevention and mitigation of Disaster Management Cycle.

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M.B.A (Semester - I) (CBCS) Examination: March/April – 2025
Business Law (20407108)

Day & Date: Friday, 23 -05-2025
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) Maximum number of members allowed in private company as per the Company Act 2013 is _____.
 - a) 200 members
 - b) 50 members
 - c) 100 members
 - d) 250 members
- 2) Transfer of ownership takes place at some other time in future and not today or immediately is _____.
 - a) Sale
 - b) Contract
 - c) Agreement to sale
 - d) Ownership
- 3) When the whole of the price has not been paid or tendered is
 - a) Unpaid seller
 - b) Contractor
 - c) Seller
 - d) Promisor
- 4) A _____ is a symbol that is used to distinguish the goods of one enterprise from its competitors.
 - a) Copyright
 - b) Trademark
 - c) Patent
 - d) None of the above
- 5) Objectives of Consumer Protection includes _____.
 - a) To provide a venue for grievances
 - b) Protecting the consumer against immoral and unfair activities of the traders
 - c) Both A & B
 - d) None of these
- 6) Following is true about electronic signature _____.
 - a) Used to signing a document digitally
 - b) Protect the document from falsification digital signature
 - c) A license Certifying Authority issues the digital signature
 - d) All of the above

- 7) The complaint shall ordinarily be decided within _____.
a) Twenty-one days from the date on which the complaint was received
b) Thirty days from the date on which the complaint was received
c) Forty-five days from the date on which the complaint was received
d) No time limit
- 8) What do you mean by symbolic possession?
a) Delivery of keys of lock of godown where the goods are kept
b) Conditional promise to delivery
c) Actual Delivery
d) None of these
- 9) Court issues notice on infringement to _____.
a) Patent agent
b) Mortgagee
c) Assignee
d) Defendant
- 10) Section 157 A deals with not disclosing information relating to _____.
a) Security of India
b) Citizens
c) Patent types
d) Nuclear reactors
- 11) _____ meeting is the first meeting of the members of the public company after formation.
a) Board
b) Annual
c) General departmental
d) Statutory
- 12) A proposal, when accepted becomes a _____.
a) Agreement
b) Void Contract
c) Promise
d) Quasi Contract
- 13) Offer is one which is made to a definite person or particular group of persons and that can be accepted by a definite person _____.
a) Implied Offer
b) Specific Offer
c) Standing offer
d) Counter offer
- 14) The mistake of foreign law is to be treated as _____.
a) Mistake of offer
b) Mistake of Promise
c) Mistake of Acceptance
d) Mistake of Fact
- 15) Future goods mean goods to be manufactured or produced or acquired by the seller _____.
a) In future prescribed time
b) after making of contract
c) before making of contract
d) none of the above
- 16) Rights of patentee are infringed by supplying substance commercially in _____.
a) Process patent
b) Product patent
c) Commercial patent
d) National patent

- Q.2 Write Short Notes on:** **16**
- a) Cyber Laws In India And Their Limitations
 - b) The Trade Marks Act, 1999 provisions
- Q.3 Write Short Notes on:** **16**
- a) Offer and acceptance.
 - b) Prospectus.
- Q.4 Answer the following questions in detail. (Any One)** **16**
- a) Explain various redressal agencies under consumer protection act.
- OR**
- b) Differentiate between conditions and warranty and sale and agreement to sale.
- Q.5 Attempt the following cases:** **16**
- a) A advertised in the newspaper that he would give Rs 500000/- to anyone who traces his missing daughter. B traced the girl and claimed the amount of reward. State whether B is entitled to receive the amount of reward if (A) he did not know about the reward? And (B) if he knew about the reward.
 - b) X gave an advertisement in the newspaper that a sale of office furniture would take place by auction on 2nd September at 2pm at pragati maidan Delhi. Y from Mumbai reached at the said place and found that X had cancelled the auction sale. Can Y claim damages from Y
 - c) The prospectus of the company stated that an application had been made in the Chennai Stock Exchange for enlisting its share. On the faith of the prospectus A purchased 20 shares in the company. Thereafter the Chennai Stock Exchange refused to enlist the share of the company. Has A got any remedy against the company?
 - d) A, B, C, D, and E are the only members of a private company. All of them go for a trip and there they meet with an accident and die. Whether the private company remains into existence?

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M.B.A. (Semester - I) (CBCS) Examination: March/April - 2025
Banking Operations & Services (20407110)

Day & Date: Saturday, 24-May-2025
 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 the fastest possible money transfer system through banking channel.

a) RTGS	b) EFT
c) ATM	d) None of these
- 2) Electronic money is called as _____ money.

a) E-cash	b) E-money
c) E-Rupee	d) None
- 3) _____ is known as banker's bank.

a) RBI	b) SBI
c) PNB	d) NABARD
- 4) Current deposit is also known as _____.

a) savings deposit	b) demand deposit
c) time deposit	d) recurring deposit
- 5) _____ is a credit facility granted by commercial banks to current account holders.

a) Cash credit	
b) overdraft	
c) discounting of bills of exchange	
d) demand loans	
- 6) Fixed Deposit can _____.

a) not be withdrawn before maturity	
b) paid only after maturity	
c) withdrawn before maturity	
d) all of above	
- 7) NPA means _____.

a) Net Performing Assets	b) Non-Performing Asset
c) Net profit Acceptance	d) None of these

- 8) _____ is a loan for short term temporary financing for Business firms.
- a) Term loans
 - b) Bridge loans
 - c) Cash credit
 - d) All
- 9) When RBI increases the cash reserve ratio (CRR), it will _____.
a) Decrease money supply in the economy
b) Increase money supply in the economy
c) Increase supply initially but decrease automatically later on
d) No impact on money supply in the economy
- 10) NBFC stands for _____.
a) New banking finance company
b) New business finance and credit
c) National banking and Finance Corporation
d) Non banking financial company
- 11) Maximum tenure of Fixed Deposit is _____.
a) 5 years- b) 7 years
- c) 8 years
- d) 10 years

12) Education Loans _____.
a) Cover tuition fee & expenses
b) Are repayable after completion of course
c) Granted for studies in India & abroad
d) All of above

13) _____ introduced first ATM machine in India.
a) RBI- b) HSBC
- c) PNB
- d) ICICI Bank

14) ECS refers to _____.
a) Easy Cash Service- b) Electronic Clearing Service
- c) Electronic cash service
- d) Easy Clearing Service

15) Debit card means _____.
a) Pay later- b) Pay now
- c) Both of these
- d) None of these

16) Paperless banking is known as _____.
a) RTGS- b) Internet banking
- c) EFT
- d) mobile banking

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

- a) Development of Banking in India
- b) Categories and causes of NPA

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

- a) Electronic Funds Transfer
- b) Hypothecation

Q.4 Answer the following.

16

a) Explain the Structure and functions of Indian Banking System.

OR

b) Explain briefly various banking rates.

Q.5 Explain the process of opening a bank account.

16

Max. Marks: 80

Q.1 Multiple choice question:

16

- Page 1 of 3

- 9) Handouts are _____ in a presentation.
- a) Useless
 - b) Helpful
 - c) Not required
 - d) Informative
- 10) Which of the following is not an advantage of oral presentation?
- a) Flexibility
 - b) Scope for body language
 - c) Expensive
 - d) Time-saving
- 11) A moderator is a monitor of a group discussion.
- a) True
 - b) False
- 12) Select the less important principle of effective writing.
- a) Clarity of thought and information
 - b) Logical sequence
 - c) Metaphoric language
 - d) Conciseness
- 13) Which is not basis for a technical report?
- a) Facts
 - b) Tests
 - c) Personal prejudices
 - d) Experiment
- 14) Which of the following is different from other types of letters?
- a) Enquiry
 - b) Complaint
 - c) Order
 - d) Adjustment
- 15) Which of the following letters has the base of credit-based sale?
- a) Complaint
 - b) Sales
 - c) Collection
 - d) Order
- 16) Why should you keep text to a minimum on slides?
- a) So, the focus is on you as the speaker
 - b) To help make your presentation longer
 - c) So, the pictures are easier to see
 - d) To make sure the audience can read everything you have to tell them

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

- 1) Elements of Communication
- 2) Advantages of nonverbal communication

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

- 1) Psychological barriers and the ways to overcome them
- 2) Types of listening

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

- 1) You wish to purchase some air coolers from Sai Electronics, Pune-024, for your office. As the Purchase Manager, write a letter placing order in the standard format. Mention the terms and conditions of purchase.

OR

- 2) What is presentation? Explain various steps in the process of a presentation.

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

- a) What is Group Discussion? Explain various traits of personality evaluated during a group discussion.
- b) Which are various platforms of communication technology? Explain their advantages & disadvantages.

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M.B.A. (Semester - II) (CBCS) Examination: March/April - 2025
Marketing Management (20407201)

Day & Date: Friday, 30-May-2025
 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 correct alternative. 16

- 1) Aggressive selling is a characteristic of which of the following concept of _____ marketing.

a) Production concept	b) Marketing concept
c) Selling concept	d) Holistic
- 2) If actual performance of the product exceeds the expected performance of the product, then customer is _____.

a) Satisfied	b) Dissatisfied
c) Delighted	d) Neutral
- 3) Rs. 999.99 is an example for _____ pricing.

a) Skimming	b) Penetration
c) Psychological	d) Even
- 4) _____ involves a face to face oral presentation.

a) Personal selling	b) Sales promotion
c) Advertising	d) Publicity
- 5) Free samples is given to consumers in case of _____.

a) Personal selling	b) Sales promotion
c) Advertising	d) Publicity
- 6) Dividing the market into distinct groups of buyers with different needs, characteristics or behavior is called _____.

a) Diversification	b) Distribution
c) Segmentation	d) Saturation
- 7) _____ pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share.

a) Skimming	b) Penetration
c) Psychological	d) Cost based
- 8) _____ refers to the total number of items in its product mix.

a) Product mix	b) Product line
c) Product width	d) Product length
- 9) The way a product is defined by consumers on important attributes is called _____.

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

- 10) The most basic level of a product is called _____.
 - a) Core product
 - b) Actual product
 - c) Basic product
 - d) Fundamental product
- 11) _____ involves paid form of non personal presentation and promotion of ideas.
 - a) Personal selling
 - b) Sales promotion
 - c) Advertising
 - d) Publicity
- 12) _____ refers to the average number of items offered by the company in each product line.
 - a) Product mix
 - b) Product depth
 - c) Product width
 - d) Product length
- 13) The stage in the PLC when sales growth is slow is called _____.
 - a) Maturity
 - b) Growth
 - c) Product development
 - d) Introduction
- 14) The most successful products are those which are _____.
 - a) differentiated
 - b) solve customer problems
 - c) offering customer value proposition
 - d) all of above
- 15) Manufacturer to consumer is _____ level channel.
 - a) One
 - b) Two
 - c) Three
 - d) Zero
- 16) Age, income, gender are grouped under _____.
 - a) Geographic segmentation
 - b) Demographic segmentation
 - c) Psycho graphical segmentation
 - d) Behavioural segmentation

Q.2 Answer the following

- | | | |
|-----------|---|-----------|
| a) | Basis for segmentation of consumer markets. | 08 |
| b) | Explain in detail Product life cycle. | 08 |

Q.3 Answer the following

- | | | |
|-----------|-------------------------------------|-----------|
| a) | Discuss the promotion tools. | 08 |
| b) | Explain marketing research process. | 08 |

Q.4 Answer the following. Long answers

- a)** Explain in detail various basis of segmentation with examples.
- OR**
- b)** Explain in detail consumer behaviour and consumer decision making.

Q.5 Solve the Case Study.**Launching a New IFB Dishwasher machine in the Indian Market**

Ask any woman and she will say that doing the dishes after meals is the most unwilling job they have to do. Most Indian homes, to tackle this have got a maid who comes once a day to do the dishes. All this because manual labour is extremely cheap in India and no comprehensive dishwasher has been yet made to suite Indian kitchens and cooking habits.

In this age of modernization and liberation where a variety of gadgets and products have come in to the market to assist a woman's every need, right from microwaves, vacuum cleaners, washing machines, and refrigerators for cooking, cleaning the house, washing clothes, preserving food respectively.

Dishwashers are a great addition to the Indian kitchen. They have the ability to clean dishes at a high temperature, which is important for removing tough stains and bacteria. The dishwasher rarely appeared on an Indian kitchen's appliances list.

The first dishwasher was introduced in India by IFB in 1997, making it the industry pioneer in that country for dishwashing solutions. IFB produces dishwashers that are specifically made for the oil-and-masala cooking method popular in India.

Now you can wash dishes at the press of a button. Let an IFB Dishwasher win you over with its ease of use, incredible features and technology. Its Extra Hygiene 70°C wash program is designed to remove stubborn stains caused by cooking Indian food. Its Quick Wash program cleans your dishes quickly and easily. Its Eco Wash program makes sure that you save on electricity and water to keep your utility bills in check. Whether you prefer a freestanding dishwasher or an integrated (Built-in) model, an IFB Dishwasher is the perfect appliance to trust your dishwashing with.

The **India Dishwashers Market** size was valued at USD 55.98 Million in 2022 and the total India Dishwashers Market revenue is expected to grow at a CAGR of 10.8 % from 2023 to 2029, reaching nearly USD 114.76 Million.

But, as far as, **India** is concerned; they have not succeeded like TVs, Washing machines refrigerators to make an impact. A place where dishwasher is still considered as a risky investment, especially when there is cheap labour available. But there are fallouts with the maid system too in terms of hygiene and flexibility of time

The IFB took up this study **to find out various reasons considered while buying Dishwashers at Indian homes**. The study has shown challenges like Indian cultural and traditional practices, food cooking habits, price sensitivity, availability of water and electricity infrastructure. On the other hands there are opportunities like disposable income, changing life style, time constrain level of education, nuclear families, problems of maid servants in big cities.

- | | |
|---|-----------|
| a) Explain various reasons behind slow adaptation of dishwashers in India. | 06 |
| b) Explain various opportunities for selling dishwashers in India. | 04 |
| c) Explain how IFB should develop new marketing factors to establish in market. | 06 |

Seat No.	
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Set P

M.B.A. (Semester - II) (CBCS) Examination: March/April - 2025
Financial Management (20407202)

Day & Date: Monday, 02-June-2025
 Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

Q.1 Choose the correct alternative.

16

- 1) _____ is non discounted technique of capital budgeting.

a) IRR	b) Pay Back Period
c) Net Present Value	d) Profitability Index
- 2) Cash is one of the components of _____.

a) Current liabilities	b) Current assets
c) Fixed assets	d) Capital
- 3) Debt owed to the firm by customers arising from sale of goods or services in the ordinary course of business is known as _____.

a) Bills receivables	b) Bills payables
c) Discount	d) Bad debts
- 4) The only viable goal of financial management is _____.

a) Profit maximization	b) Asset maximization
c) Sales maximization	d) Wealth maximization
- 5) Time value of money supports the comparison of cash flows recorded at different time period by _____.

a) discounting all cash flows to a common point of time
b) compounding all cash flows to a common point of time
c) using either a or b
d) none of the above
- 6) Which of the following transactions will improve the current ratio?

a) purchase of goods for cash
b) payment to trade payables
c) credit purchase of goods
d) cash collected from trade receivables
- 7) The basic current liabilities are _____.

a) accounts payable and bills payable
b) bank overdraft
c) outstanding expenses
d) all of the above

- 8) Debt to equity ratio establishes relationship between _____
- a) Long term debt and current assets
 - b) Fixed assets and equity
 - c) Long term debt and equity
 - d) Current liabilities and short term assets
- 9) The _____ approach of financial management provides analytical framework for financial problems.
- a) Classical
 - b) Traditional
 - c) Modern
 - d) Empirical
- 10) The field of finance is closely related to the fields of _____
- a) statistics and economics
 - b) statistics and risk analysis
 - c) economics and accounting
 - d) accounting and comparative return analysis
- 11) Which of the following properly lists balance sheet items in order of liquidity, from most liquid to least liquid?
- a) Accounts receivable, inventory, marketable securities, cash
 - b) Cash, marketable securities, accounts receivable, inventory
 - c) Inventory, marketable securities, cash, accounts receivable
 - d) Cash, inventory, accounts receivable, marketable securities
- 12) Commercial paper may best be defined as _____
- a) short term obligation of the government issued to commercial investors
 - b) short term unsecured promissory notes issued by corporations
 - c) an insignificant source of funds to large corporations
 - d) the debt obligations of chartered banks
- 13) Which of the following is not a money market security?
- a) Treasury Bills
 - b) National Saving Certificates
 - c) Public Deposits
 - d) Commercial Papers
- 14) Long term finance is required for _____
- a) Current assets
 - b) Fixed assets
 - c) Intangible assets
 - d) None of these
- 15) A mutually exclusive project can be selected as per payback period when it is _____
- a) Less
 - b) More
 - c) More than 5 years
 - d) None of the above
- 16) If the nominal rate of interest is 10% p.a. and there is quarterly compounding, the effective rate of interest will be _____
- a) 10% p.a.
 - b) 10.10% p.a.
 - c) 10.25% p.a.
 - d) 10.38% p.a.

Q.2 Solve the following**16**

- a) Advantages and Disadvantages of Ratio Analysis
 b) Mr. Yash deposited following amounts at the end of each year in his savings bank account for the period of five years

Year	1	2	3	4	5
Amount (Rs)	500	900	1400	1900	2400

You are required to calculate future value of series of deposits for Mr. Yash, if the bank pay 5% compound rate of interest.

Q.3 Write Short Notes**16**

- a) Finance and related disciplines
 b) Factors affecting working capital

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

- a) Briefly explain about various long term sources of finance.

OR

- b) Determine the working capital required to finance a level of 180,000 units of output for a year. The cost structure is as under

Elements of cost	Rs. (Per Unit)
Raw material	20
Direct Labor	05
Overheads	10
	<hr/>
Total Cost	35
	<hr/>
Profit	10
	<hr/>

Selling Price 45

Additional information -

Minimum desired cash balance is Rs. 20,000

Raw Materials are kept in stock, on an average for two months.

Work-in-process will approximate to half months period.

Finished goods remain in warehouse on an average of one month.

Suppliers of materials extend a month's credit period.

Debtors are provided two months credit period.

(The cash sales are 25% of total sales)

There is a time lag in payment of wages of a month and half a month in the case of overheads.

There is need to provide 10 percent contingency.

- Q.5** Blue Star Ltd. has to make a choice between three possible investments - **16**
 Project A, B and C, the immediate capital outlays for each being Rs. 110,000. Each will continue for 5 years and it has been decided that a discount rate of 12 percent is acceptable for all the proposals. The cash flows for the three projects are as follows-

Year	A Rs.	B Rs.	C Rs.
1	10000	20000	30000
2	20000	30000	40000
3	30000	50000	35000
4	40000	30000	25000
5	50000	20000	20000

Evaluate and comment on all these projects under:

- i) Payback period method
- ii) NPV method
- iii) PI method

The net present values of Rs.1 @ 12% are as under

Year	1	2	3	4	5
D.F.	0.8929	0.7972	0.7118	0.6355	0.5674

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Max. Marks: 80

16

- Page 1 of 3

- 8) HR Planning involves four distinct phases one of these stages is _____.
a) Forecasting human resource requirements
b) Business scanning
c) Organisation development
d) Organising
- 9) Which of the following is a benefit of employee training ____?
a) increased employee performance
b) Helps people identify with organisational goals
c) Improves company processes
d) All of the above
- 10) _____ is choosing the most appropriate candidates and offering them jobs.
a) Placement
b) Training
c) Recruitment
d) Selection
- 11) _____ is a process by which one selects career goals & path to achieve the goals.
a) Career Planning
b) Training
c) Promotion
d) Placement
- 12) HRIS stands for _____.
a) Human Resource Information System
b) Human Resource Interest System
c) Human Requirement Information System
d) None of these
- 13) _____ is the process of identification, evaluation of employees competencies & organisational requirements and establishing perfect collaboration among them.
a) Performance Appraisal
b) Training
c) Competency Mapping
d) HRD
- 14) _____ interview is conducted by a group of interviewers.
a) Directional
b) Structured
c) Panel
d) Stress
- 15) IHRM is known as _____.
a) Internet Human Resource Management
b) Initiative Human Resource Management
c) Institutive Human Resource Management
d) International Human Resource Management
- 16) _____ are the new trends of HR.
a) Moonlighting of employees
b) Green HRM
c) Employer Branding
d) All of the above

- Q.2 Write short notes on.** **16**
- a) Personnel Management Vs. Human Resource Management
 - b) Training Tools and Aids

- Q.3 Write short notes on.** **16**
- a) Human Resource Planning Process
 - b) Green HRM

- Q.4 Attempt the following:** **16**
- a) Define recruitment and explain the process of selection in detail.
- OR**
- b) What is performance appraisal? Explain the methods of performance Appraisal.

- Q.5 Analyse the following Case.** **16**

Mrs. Deena joined Syndicate Bank as a clerk after M.Sc., in 2000. She was aspiring for the promotion to the Officer's post. She completed CAIIB to which certain weightage is given in promotion. After getting the eligibility service in 2006 she applied for officer's post in the bank under the promotion quota.

She could not get the promotion as her score in the written test was quite low. But at that time, she was transferred to her native town, i.e., Rajahmundry. She tried for Officer's post several times but could not succeed. She was annoyed with her trials. But she was elected to the office of President of local branch of Bank Employees' union. Since then, she has become a problem to the management. She solved a number of problems of the members of her union.

Consequently, almost all the clerks of the branch joined her union. However, she has been continuing her trials for officer's post. She was not given the promotion in 2007 though she got more than the minimum score in the written test on the ground that her interview score was less than the minimum. In fact, the confidential report of the branch manager regarding her trade union activities worked against her in this case. With this failure she decided not to make any further trials and activate the trade union activities. Further, she started a business of dealership in automobiles. She succeeded in diverting the deposits of the business community in her bank to other banks. Management has decided to promote her to the Officer cadre based on the recommendations of the new Branch Manager. One day Mrs. Deena received appointment order for Officer's post from the head office of the bank. All the colleagues including the branch manager congratulated her. But she said that she does not want that promotion. It was quite surprising to all of them.

- a) Do you think that the management's action of not selecting Mrs. Deena in 2007 based on the confidential report of the Branch Manager was right?
- b) Why does Mrs. Deena not want promotion?
- c) Explain the theoretical base related to this case.

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M.B.A. (Semester - II) (CBCS) Examination: March/April - 2025
Production Management and Operational Research (20407204)

Day & Date: Wednesday, 04-June-2025
Time: 03:00 PM To 06:00 PM

Max. Marks: 80

Instructions: 1) All questions are compulsory.
2) Each question carries equal marks.

Q.1 Choose the correct alternatives given below. 16

- 1) This innovative science of Operations Research was discovered during _____.
 - a) Civil War
 - b) World War I
 - c) World War II
 - d) Industrial Revolution
- 2) Maximization assignment problem is transformed into a minimization problem
 - a) Adding each entry in a column from the maximum value in that column
 - b) Subtracting each entry in a column from the maximum value in that column
 - c) Subtracting each entry in the table from the maximum value in that table
 - d) None of the above
- 3) Transportation problem can be solved by _____.
 - a) VAM Method
 - b) NWCR Method
 - c) LCM Method
 - d) All of the Above
- 4) The dummy source or destination in transportation problem is added to.
 - a) Satisfy the rim (Row & Column) conditions
 - b) Prevent the solution from being becoming degenerate
 - c) Modify the allocations
 - d) All of the above
- 5) The assignment matrix is always a
 - a) Rectangular matrix
 - b) Square matrix
 - c) Identity matrix
 - d) None of the above
- 6) Which of the following industries should be located near the vicinity of raw materials?
 - a) Televisions
 - b) Steel mills
 - c) Sewing machines
 - d) Cycles

- 7) In Airplane manufacturing, the type of layout preferred is
a) Fixed position layout b) Product layout
c) Combination layout d) Process layout
- 8) Which of the following is not the function of Production, Planning & Control (PPC)?
a) Routing b) Scheduling
c) Integration of processes d) Expediting and follow-up
- 9) Which of the below layouts is suited to job shop production?
a) Process layout b) Product layout
c) Fixed position layout d) Plant layout
- 10) What do Flexible Manufacturing Systems (FMS) do?
a) Moves and manipulates products, parts or tools
b) Moves materials between operations
c) Co-ordinates the whole process of manufacturing and manufactures a part, component or product
d) Completely manufactures a range of components without significant human intervention during the processing.
- 11) Objective function of a linear programming problem is
a) a constraint
b) function to be optimized
c) a relation between the variables
d) None of these
- 12) For the LP problem maximize $z = 2x + 3y$ The coordinates of the corner points of the bounded feasible region are A (30, 3), B (20, 3), C(20, 10), D(18, 12) and E(12, 12). The minimum value of z is
a) 72 b) 60
c) 49 d) 45
- 13) Which of the following criterion is not used for decision making under uncertainty?
a) Maximin criterion b) Laplace criterion
c) Hurwicz criterion d) Expected value criterion
- 14) Decision making under which condition is associated with probability
a) Under conditions of certainty b) Under conditions of uncertainty
c) Under conditions of risk d) None of above
- 15) Which of the following functions of the production planning and controlling is related to the time table of activities?
a) Routing b) Scheduling
c) Dispatching d) Expediting

- 16) Mass production is characterized by
- | | |
|-----------------------------|----------------------------|
| a) Low volume high variety | b) High volume low variety |
| c) High volume high variety | d) Low volume low variety |

Q.2 Attempt the following questions.

16

- a) A firm produces two products. These products are processed on three different machines. Product A requires 1 hour on M_1 , 3 hours on M_2 , and 4 hours on M_3 . Product B requires 2 hours on M_1 , 1 hour on M_2 , and 3 hours on M_3 . Machine M_1 is available for 40 hours in a week. Whereas Machine M_2 & M_3 must be utilized at least 30 hours and 60 hours in a week respectively.

It is required to determine the weekly number of units to be manufactured for each product. The profit per unit for product A and B is Rs. 20 and Rs. 10 respectively. It is assumed that all the products produced are consumed in the market. Formulate the mathematical (L.P.) model & solve it by graphical method to maximize the weekly profit.

Q.3 Attempt the following:

- a) Explain in detail about Supply chain management
- b) Write a short note on -Decision making under uncertainty

08

08

Q.4 Attempt the following:

- a) A company is having 5 salesman for 5 different sales areas. Assign salesman to sales areas so that total profit will be maximum.

08

		Sales areas				
		I	II	III	IV	V
Salesman	A	30	37	40	28	40
	B	40	24	27	21	36
	C	40	32	33	30	35
	D	25	38	40	36	36
	E	29	62	41	34	39

- b) Explain in detail about types of plant layout with examples.

08

Q.5 Attempt the following:

- a) Describe in brief about inventory techniques such as ABC & VED.
- b) Milk processing company wants to transport milk from its collection centers to processing centers. Per liter transportation cost is given below along with supply and demand values. Company wants to make transport plan in such a way that total transportation cost will be minimum. Solve the transportation problem by using NWCR and LCM method meet purpose.

08

08

		Processing Centers			Supply
		P_1	P_2	P_3	
Collection Centers	C_3	5	8	4	50
	C_2	6	6	3	40
	C_1	3	9	6	60
Demand		20	95	35	

Seat No.	
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M.B.A. (Semester - II) (CBCS) Examination: March/April - 2025
Research Methodology (20407205)

Day & Date: Thursday, 05-June-2025
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) 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) Every body
 - 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 in details.

Q.5 Answer the following (Long problem/ Case Study) 16

Mr. Ravi, a qualified food technologist was an NR! 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?

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M.B.A. (Semester - II) (CBCS) Examination: March/April - 2025
Event Management (20407207)

Day & Date: Friday, 06-06-2025
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) Most important skill for event industry is/ are _____.
a) Organisational skills b) Management skill
c) Marketing skills d) All of these
- 2) The information that event proposals should include _____.
a) Description of the Event b) The proposed event budget
c) Venue and facilities offered d) All of these
- 3) Which of the following is not a type of event impacts _____.
a) Social impact b) Economic impact
c) Physical impact d) Technological impact
- 4) Mishaps in an event is related to _____.
a) Event Planning b) Event Insurance
c) Both a & b d) Traffic management
- 5) Which department is responsible for the publicity of the event?
a) Hospitality department
b) Programme coordination department
c) Promotion coordination department
d) Equipment department
- 6) What is the major role of Account Planner?
a) Analysing feedback
b) Creating long term relationship with the client
c) Planning the event
d) None of the above
- 7) Event management is considered one of the strategic _____.
a) Entertainment sector
b) Message deliver
c) Marketing and communication tool
d) Fun factor

- 8) An event can be described as _____.
a) A public assembly for the purpose of celebration, education, marketing or reunion
b) A Movie making
c) Video editing
d) Attending a large gathering
- 9) When booking a supplier, service, entertainer, etc., what should you determine?
a) That they have public liability insurance
b) That they have attended events like yours in the past
c) That they will fully sponsor your event
d) That they are the most local option available
- 10) You've found a venue online that you think would be suitable. What should you do?
a) Book it immediately so you have a backup at all times
b) Visit the venue to further determine its suitability
c) Compare its renting price with others and go with the cheapest
d) Compare its location with others and select
- 11) Which department handles seating, directions and refreshments?
a) Venue department
b) Hospitality department
c) Programme department
d) Equipment department
- 12) Caps, T-shirts, items of apparel are some examples of _____ used in events.
a) Promotional products
b) Merchandising items
c) Both a & b
d) None of the above
- 13) In big events notifying local residents and businesses of traffic plans is a part of _____.
a) Traffic Management
b) Venue Management
c) Audience Management
d) Stakeholders Management
- 14) Which among the following is not an event planning tool?
a) Maps
b) Creative brief
c) Models
d) Run sheet
- 15) Events can be classified on the basis of their _____.
a) Size, Type and Context
b) Content
c) Location
d) Chief Guest
- 16) Event marketing is _____ marketing.
a) A good
b) Tangible
c) A service
d) A Product

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

- a) Explain role of Event Manager.
b) Prepare Checklist for a Business conference.

Q.3 Answer the following. 16

- a) Explain various categories of event.
- b) Planning of Corporate Event.

Q.4 Answer the following. 16

- a) Explain in detail various Permissions required for making event successful with its importance.

OR

- b) Explain in detail importance and various tools in Public Relation used for event marketing.

Q.5 Prepare an Event Plan for Cultural Event of the college. 16

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M.B.A. (Semester - II) (CBCS) Examination: March/April - 2025
Hospitality & Tourism Management (20407208)

Day & Date: Monday, 09-June-2025
 Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

Q.1 Multiple choice question**16**

- 1) Travel business is an _____ activity.
 - a) Economic
 - b) Social
 - c) Environment
 - d) Physical
- 2) Following is/are the new trends in travel industry _____
 - a) Impact of millennials
 - b) Unstoppable seniors
 - c) Rise of conspicuous leisure
 - d) All of above
- 3) Travel agency makes arrangement for _____.
 - a) Travel ticketing
 - b) Travel documentation
 - c) Both a and b
 - d) Neither a nor b
- 4) Tours are classified into _____ broad categories
 - a) 5
 - b) 4
 - c) 3
 - d) 1
- 5) _____ means the total cost incurred on tourism product.
 - a) Tour cost
 - b) Travel cost
 - c) Trade cost
 - d) Trip cost
- 6) The word 'tour' is derived from the Latin word meaning 'a tool for making a circle' _____.
 - a) Travel
 - b) Tornus,
 - c) Taen
 - d) Timbe
- 7) UNWTO stands for _____.
 - a) Union Nation World Tourism Organisation
 - b) United National World Tourism organisation
 - c) United Nation World Tourism Organisation
 - d) United Nation World Travel Organisation
- 8) _____ is celebrated as world tourism every year.
 - a) September 24
 - b) September 25
 - c) September 26
 - d) September 27

- 9) Refers to tourists of outside origin entering a particular country _____.
a) Inbound tourism b) Outbound tourism
c) Domestic tourism d) International tourism
- 10) _____ are people who are rewarded in the form of a company paid holiday for their hard work, or for achieving goals set by their company.
a) Happy tourist b) Learner tourist
c) Incentive tourists d) Worker tourist
- 11) _____ is not a factor affecting a tour cost
a) Seasonality
b) Foreign exchange fluctuation
c) Promotional pricing
d) Individual choice
- 12) Itinerary is known as a _____.
a) Tour package b) Tour price
c) Tour Cost d) Tour Plan
- 13) _____ is the first step in itinerary
a) Identify problem b) Identify tourist requirement
c) Identify place of tourism d) Identify travel agent
- 14) _____ is predicted to be major force in 21st century
a) Senior tourism b) Youth tourism
c) Male tourism d) Female tourism
- 15) MICE stands for _____.
a) Meetings, Incentives, Concerts, and Exhibitions
b) Music, Incentives, Conferences, and Exhibitions
c) Meetings, Incentives, Conferences, and Exhibitions
d) Managing , Incentives, Conferences, and Exhibitions
- 16) _____ is represented as the total cost incurred or attributed to various elements of package tour
a) Tour cost b) Tour price
c) Tour deal d) Tour money

Q.2 Write short note on

16

- a) PATA
b) Eco Tourism

Q.3 Write Short Notes on

16

- a)** Travel Guide License & Permits required for Hotels
- b)** Service equipment in hotels

- Q.4 Answer the following.** **16**
- a)** Define hospitality industry. Explain its nature growth and evolution
- OR**
- b)** Define tourism. Explain its concept, significance and importance.
- Q.5 Explain the various modes of transport in tourism industry** **16**

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M.B.A. (Semester - II) (CBCS) Examination: March/April - 2025
Logistics and Supply Chain Management (20407209)

Day & Date: Tuesday, 10-June-2025
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) Logistics grew from the _____ function of supplying troops in the field.
 - a) Airforce
 - b) Military
 - c) Commerce
 - d) Distribution
- 2) _____ is not the part of supply chain management system.
 - a) Supplier
 - b) Manufacturer
 - c) Information Flow
 - d) Competitor
- 3) The term Supply Chain Management was first termed by _____.
 - a) Frankel and Paul Raj
 - b) Peter Druker
 - c) Keith Oliver
 - d) Philip Kotler
- 4) 4PL Stands for _____.
 - a) Fourth Party Logistic Provider
 - b) Four Point Logistic Provider
 - c) Fourth Party Location Provider
 - d) Fourth Party Longitude Provider
- 5) Logistics is typically considered as a subset of _____.
 - a) Marketing
 - b) Supply Chain Management
 - c) HRM
 - d) Production
- 6) The word Logistics is also derived from the Greek word _____.
 - a) Logic
 - b) Loger
 - c) Logistikos
 - d) Logos
- 7) Which of the following is not an area of Logistics and supply chain manager _____.
 - a) Inventory
 - b) Warehousing
 - c) Transportation
 - d) Advertising and Promotions
- 8) The Business Term that involves choosing a supplier agreeing what to buy at a certain price and by when is called _____.
 - a) Logistics
 - b) Supply chain management
 - c) Stock Control
 - d) Procurement

- 9) Inbound and Outbound Logistics is _____ in the generic value chain of logistics.
- a) A support activity
 - b) A primary activity
 - c) Not an activity
 - d) The only activity
- 10) Green Supply Chain management involves _____.
- a) Incorporating Sustainable environmental Processes
 - b) Traditional Environmental Damaging Processes
 - c) Green Colored Packaging of the products
 - d) Green Colored warehouses
- 11) _____ is not an element of logistics and supply chain management.
- a) Warehousing
 - b) Packaging
 - c) Transportation
 - d) Accounting
- 12) _____ is not the benefits of logistical outsourcing.
- a) R & D of the product benefit
 - b) Performance and capacity incremental benefit
 - c) Overall logistics Cost benefit
 - d) System and infrastructure investment cost benefit
- 13) _____ is / are the most important component of e commerce logistics.
- a) Management of Inventories
 - b) Warehousing and Transportation
 - c) Order Fulfillment
 - d) All of the above
- 14) _____ is not an Obstacle in Supply chain co-ordination.
- a) Personality obstacle
 - b) Information Obstacle
 - c) Operations Obstacle
 - d) Pricing Obstacle
- 15) A supply Chain Phenomenon describing how small fluctuations in demand at the retail level can cause progressively larger fluctuations in demand at the raw material supplier levels is termed as _____.
- a) The Bullish Effect
 - b) The Bearish Effect
 - c) The Bullkeep Effect
 - d) The Bullwhip Effect
- 16) _____ is a system of records and reports, used to aggregate, analyze, validate and display data that can be used to make logistics decisions and manage supply chain.
- a) Logistics Internal System
 - b) Logistics Information System
 - c) Logistics resource management
 - d) Logistics data System

Q.2 Answer the following questions. 16

- 1) Define Logistics and Logistics management, what's the importance of Logistics management.
- 2) Describe the concept of Logistics Information System (LIS), what are the principles of designing Logistics Information System (LIS).

Q.3 Answer the following questions. 16

- 1) What are the problems in Supply chain management? Suggest Solutions to the problems in Supply chain management.
- 2) What are the new developments in Supply chain management with reference to recent trends in Supply chain management?

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

- 1) Explain the Concept of Logistics Outsourcing, What is Third party Logistics (3PL) and Fourth Party Logistics (4PL).

OR

- 2) What is the Importance of coordination in supply chain management, Explain the Bullwhip Effect.

Q.5 Read the given case study and answer the questions given below. 16**Logistics and Supply Chain Management at Flipkart and Ekart (Flipkart, s Subsidiary)****Soaring higher with a Robust Supply chain**

This year Flipkart worked on building a stronger supply chain by ramping up capacity for serving millions of more customers Flipkart, s facility at Haringhata in Bengal, spread across 110 acres, is India's largest modern fulfillment center to cater to our growing customer base. This technologically advanced facility will reduce the turnaround time for processing shipments by 30-35%, creating value for the entire ecosystem.

Technology has always been at the heart of all Employees at Flipkart. Robust tech- enabled supply chain network, helps them deliver 100 million shipments each month. Technology ensures faster processing of orders and thus, faster deliveries. Automation and robotics used at their fulfillment centers enable them to delegate tedious and repetitive tasks to automation while harnessing human intelligence to manage and survey these tools. A true combination to bring solutions at scale to serve a billion customers.

Skilling for the Future

This year, Flipkart also worked to bring skilling closer to their network by launching the Supply Chain Operations Academy (SCOA). By imparting the necessary skills and knowledge to the youth of the nation, SCOA's goal is to create future leaders in Supply Chain Management.

With ongoing supply chain expansion, Flipkart want to build a Powerful e-commerce network for not only their present customers but also the future of e- commerce. Their goal with these expansion efforts is to bring the next

200 million customers to e-commerce and play a key role in bridging the gap between India and Bharat.

Going Green

The task at hand was not only to expand the supply chain by deploying innovative solutions but also to build the greenest e-commerce supply chain in India. In 2022, Flipkart decided to wave a thread of sustainability initiatives throughout every node of their extensive supply chain network. Taking a big step in that direction, Flipkart have set an ambitious target of net zero carbon emissions in their supply chain by 2030, and in larger operations by 2040.

While Flipkart made a pledge to achieve Net Zero target by 2030 only this year, Efforts toward building a sustainable supply chain started much earlier. Flipkart became the first e-commerce company to take the EV100 pledge in 2020, to replace 100% of their last-mile delivery vehicles with electric vehicles by 2030. Flipkart faced challenges during the pandemic that accelerated Flipkart's EV journey with over 2,000 electric vehicles already being a part of Flipkart's supply chain and their plans.

Answer the following Questions:

- 1) By reading the above Case, what do you understand about the logistics and supply chain management Strategy of Flipkart.
- 2) Describe Green Supply Chain Management with reference to Going Green Plans of Flipkart.

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M.B.A. (Semester - II) (CBCS) Examination: March/April - 2025
Employability Skills (20407206)

Day & Date: Wednesday, 11-June-2025
Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

Q.1 Multiple choice questions.

16

- 1) Identify a tip for writing business e- mail messages.
 - a) Use fancy fonts and colors
 - b) Write a detailed message.
 - c) Use keyboard characters to convey the tone of voice.
 - d) Use simple language.
- 2) Identify form of nonverbal communication that is not visible but can be perceived.
 - a) Tone of voice
 - b) Dressing style
 - c) Body posture
 - d) Spatial distance
- 3) Identify the appropriate time for presenting a business card during introduction.
 - a) After the introduction is complete
 - b) at the beginning of the introduction
 - c) After a Hand shake
 - d) At the time of departing
- 4) -play an important role in determining the dressing style followed by people while dressing for a business meeting.
 - a) Position
 - b) Cost
 - c) Season
 - d) Comfort
- 5) During a conference call you should _____.
 - a) Inform the other participants if you need to leave in the middle of the conversation
 - b) Avoid activating the speakerphone.
 - c) Indulge in casual conversation.
 - d) Ask close-ended questions.
- 6) Refers to replacing the verbal content of communication with a nonverbal symbol.
 - a) Complimenting
 - b) Substituting
 - c) Contradicting
 - d) Regulating

- 7) Many organizations allow their employees to dress casually on Friday.
- | | |
|----------|----------|
| a) Hats | b) Lungi |
| c) Jeans | d) Shot |
- 8) Michael, a project manager, had scheduled A display of extreme positive or negative a meeting with Regis, a business associate emotions depicts low self-esteem. However, due to some unavoidable circumstances, Michael missed the meeting. Merlin, a sales development executive has What should Michael do to handle such a finalized a business deal with Peter, head of situation?
- | |
|---|
| a) Michael should call Regis to apologize and to Peter. Identify the appropriate gift that request to reschedule the meeting. |
| b) Michael should wait for Regis' call and then reschedule the meeting. |
| c) Michael should apologize to Regis whenever he meets Regis in the future. |
| d) Michael should visit Regis whenever he business deal on behalf of his organization gets time. |
- 9) While conversing with colleagues and co worker at the work place, you should speak in a moderate tone of voice. This is because by speaking in a moderate tone of voice, you:
- | |
|--|
| a) Maintain decorum at the workplace. |
| b) Enable others to participate in the conversation. |
| c) Create a positive and pleasant environment |
| d) Depict a high self-esteem. |
- 10) While negotiating, you should avoid being critical. This is because by being critical, you make the other person _____
- | | |
|---------------|--------------|
| a) Aggressive | b) Defensive |
| c) Submissive | d) Proactive |
- 11) No one can give you better advice than _____
- | | |
|--------------|-------------|
| a) Friend | b) Yourself |
| c) Neighbors | D Student |
- 12) Mommen makss a man _____ maker a good man.
- | | |
|-----------------|--------------------|
| a) Etiquette | b) Book |
| c) Good manners | d) corporate world |
- 13) The mobile phone are ment to _____ not to speak .
- | | |
|----------|----------------|
| a) Read | b) Learn |
| c) Laugh | d) Communicate |
- 14) What is one common time management mistake?
- | | |
|----------------------|-----------------------|
| a) Procrastingnation | b) manage distraction |
| c) Taking Breaks | d) Scheduling Tasks |

- 15) Which of the following SWOT elements are internal factors for a business?
- a) Strengths and Weaknesses b) Opportunities and Threats
 - c) Strengths and Opportunities d) Weaknesses and Threats
- 16) Which of the following is true about preparing a SWOT Analysis?
- a) It should focus on where the organization is today, not where it could be in the future
 - b) A SWOT Analysis is objective
 - c) It should be specific and avoid grey areas
 - d) It should analyze the organization only and ignore the performance of competitors.

Q.2 Answer the following **16**

- a) Define Negotiation. Mention different types of Negotiation and Negotiation strategies
- b) Business process outsourcing.

Q.3 Answer the following **16**

- a) 80:20 rule
- b) SWOT analysis and its benefits

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

- a) Explain modern Etiquettes and write down the benefits of etiquettes.

OR

- b) Define explain the steps in writing effective proposals

Q.5 Define critical thinking skills draw critical thinking process. How to Improve critical thinking skill **16**

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M.B.A. (Semester - II) (CBCS) Examination: March/April - 2025
Digital Business (20407210)

Day & Date: Thursday, 12-June-2025
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) What is the primary definition of electronic commerce (EC)?
 - a) Conducting physical trade in traditional markets
 - b) Conducting business transactions over electronic networks
 - c) Managing digital warehouses
 - d) Building offline partnerships
- 2) Which of the following is NOT an EC classification by transaction nature?
 - a) Business-to-Consumer (B2C)
 - b) Consumer-to-Business (C2B)
 - c) Consumer-to-Machine (C2M)
 - d) Business-to-Business (B2B)
- 3) Which of the following is a characteristic of Web 2.0?
 - a) Static content with minimal interaction
 - b) Collaborative and user-generated content
 - c) Advanced blockchain-based systems
 - d) Fully AI-driven virtual environments
- 4) What is the focus of social commerce?
 - a) Selling digital goods only
 - b) Facilitating online shopping through social networks
 - c) Conducting international corporate trade
 - d) Developing e-commerce websites
- 5) Which of the following best describes a digital enterprise?
 - a) A business operating only offline
 - b) A business leveraging digital tools and technologies
 - c) A small business focusing on local trade
 - d) A traditional retailer with a limited online presence

- 6)** What is one major driver of e-commerce adoption?
- a) Increased manual processes
 - b) Growing internet and mobile penetration
 - c) Rising costs of online platforms
 - d) Limited global market access
- 7)** Which of the following is a significant feature of e-tailing?
- a) Limited inventory options
 - b) Use of personalized recommendations
 - c) Absence of customer reviews
 - d) High dependence on physical storefronts
- 8)** What is a key characteristic of successful B2C social shopping?
- a) Collaboration and trust among consumers
 - b) Minimal use of social networks
 - c) Lack of product recommendations
 - d) No focus on user-generated content
- 9)** What is a common feature of mobile commerce (m-commerce)?
- a) Use of desktop computers for transactions
 - b) Shopping using smartphone applications
 - c) Offline payments and purchases
 - d) Dependency on traditional trade systems
- 10)** Which of the following is a primary benefit of IoT in e-commerce?
- a) Higher transaction fees
 - b) Enhanced real-time data collection
 - c) Limited market scope
 - d) Reduced automation capabilities
- 11)** Which payment option is an example of a third-party payment gateway?
- a) Bank transfers
 - b) PayPal
 - c) Credit card POS systems
 - d) Crypto currency wallets
- 12)** What is the primary goal of Web 3.0?
- a) Enhancing static content delivery
 - b) Creating an intelligent, semantic web
 - c) Eliminating social networks
 - d) Reducing user-generated content
- 13)** What does e-learning primarily enable?
- a) In-person training sessions
 - b) Digital access to educational resources
 - c) Restriction of knowledge sharing
 - d) Traditional classroom learning only

- 14)** What is a basic technical security issue in e-commerce?
a) Spam emails
b) Distributed Denial of Service (DDoS) attacks
c) Phishing scams
d) Online fraud schemes
- 15)** What does "B2B e-commerce" refer to?
a) Business-to-Consumer transactions
b) Business-to-Business transactions
c) Consumer-to-Business transactions
d) Business-to-Market transactions
- 16)** What is a major limitation of e-commerce?
a) Reduced accessibility to rural areas
b) Limited ability to automate processes
c) High cost of global delivery systems
d) Security concerns related to transactions

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

- a) Write a note on Electronic Commerce
b) Write a note on Mobile Commerce

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

- a) Explain Web 3.0, Web 4.0, and Web 5.0
b) Explain Mobile Commerce

Q.4 Answer the following (long answers). 16

- a) Write a brief note on Online Consumer Behavior

OR

- b) Explain E-Learning, E-Training, and E-Books

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

E-commerce has revolutionized shopping by offering convenience, variety, and personalized experiences. Consumers are influenced by factors such as trust, user-friendly interfaces, social media marketing, competitive pricing, and secure payment systems. While many are motivated by ease of access and the ability to compare prices, a significant portion of consumers remains hesitant to fully trust e-commerce platforms. Concerns over digital security, including data breaches, fraud, and misuse of personal information, play a major role in limiting consumer confidence. Additionally, privacy concerns and the impersonal nature of online shopping often deter buyers from engaging with certain platforms.

Businesses face challenges such as catering to diverse preferences, addressing trust issues, and keeping up with rapidly-evolving technology. Emerging trends like, mobile commerce, AI-powered personalization, and social commerce are reshaping consumer expectations.

Questions

- a)** Analyse the case
- b)** Provide Alternatives solutions to the problems
- c)** Provide Best solutions to the problems

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M.B.A. (Semester - III) (CBCS) Examination: March/April - 2025
Strategic Management (20407301)

Day & Date: Wednesday, 14-May-2025
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) A possible and desirable future state of an organization is called _____.
a) Mission b) Strategy implementation
c) Strategy formulation d) Vision
- 2) Cash cows in the BCG matrix symbolize _____.
a) Invest b) Remain Stable
c) Liquidate d) Remain diversified
- 3) Stability strategy is strategy to be considered at _____.
a) Corporate level b) Functional level
c) Operational level d) Business level
- 4) Market Development is _____ strategy.
a) Stability b) Expansion
c) Retrenchment d) Combination
- 5) In GE nine-box matrix the business is appraised through two dimensions - one is Industry/ Market attractiveness and other is _____.
a) Business Strength b) Business Opportunity
c) Business Threat d) Business Challenges
- 6) Selling all of a company's assets in parts of their tangible worth is called _____.
a) Divestiture integration b) Liquidation
c) Concentric diversification d) Unrelated integration
- 7) Micro and Macro level factors are part of _____ environment.
a) Internal b) External
c) Both a & b d) Competitive
- 8) One company buying another company means _____.
a) Joint venture b) Acquisition
c) Amalgamation d) Merger
- 9) Business Strategies are formulated by _____ level of management.
a) Corporate b) SBU
c) Operational d) All of these

- 10) Low cost, focus and differentiation are examples of _____.
a) Corporate strategies b) Operational strategies
c) Business strategies d) Functional strategies
- 11) Which of the following is not part of the micro environment?
a) Demography b) Shareholders
c) Competitors d) Customers
- 12) Which of the following is not a major element of the strategic management process?
a) Formulation strategy
b) Implementing strategy
c) Evaluating strategy
d) Assigning administrative tasks
- 13) In company's environment, company's customers are part of which of the following _____.
a) Internal environment b) Micro environment
c) Macro environment d) External environment
- 14) The corporate level is where top management directs _____.
a) All employees for orientation
b) Its efforts to stabilise recruitment needs
c) Overall strategy for the entire organization
d) Overall sales projections
- 15) McDonalds is deciding whether to expand into manufacturing kitchen equipment in China. At what level is this decision likely to be made?
a) Business b) Corporate
c) Functional d) Operational
- 16) Horizontal integration occur when _____.
a) When a firm acquires or merges with a major competitor
b) When a firm acquires or merges with an unrelated business
c) When a firm acquires or merges with a distributor
d) When a firm acquires or merges with a supplier firm

Q.2 Answer the following **16**
a) SWOT analysis
b) Corporate level strategies and its types

Q.3 Answer the following **16**
a) GAP Analysis
b) Porter's 5 Force Model

Q.4 Answer the following **16**
a) What is Environment scanning? Explain various techniques of Environment scanning in detail.

OR

- b) What is strategic evaluation and control? Explain various Techniques of strategic control in detail.

Q.5 Analyse the case and answer the questions given below it.

16

Meters Limited is a company engaged in the designing, manufacturing, and marketing of instruments like speed meters, oil pressure gauges, and so on, that are fitted into two and four wheelers. Their current investment in assets is around Rs. 5 crores and their last year turnover was Rs. 15 crores, just adequate enough to breakeven.

The company has been witnessing over the last couple of years, a fall in their market share prices since many customers are switching over to a new range of electronic instruments from the range of mechanical instruments that have been the mainstay of Meters Limited. The Company has received a firm offer of cooperation from a competitor who is similarly placed in respect of product range. The offer implied the following:

- i) transfer of the manufacturing line from the competitor to Meters Limited;
- ii) manufacture of mechanical instruments by Meters Limited for the competitor to the latter's specifications and brand name; and
- iii) marketing by the competitor.

The benefits that will accrue to Meters Limited will be better utilization of its installed capacity and appropriate financial compensation for the manufacturing effort. The production manager of Meters Limited has welcomed the proposal and points out that it will enable the company to make profits. The sales manager is doubtful about the same since the demand for mechanical instruments is shrinking. The chief Executive is studying the offer.

Questions:

- 1) What is divestment strategy? Do you see it being practiced in the given case? Explain. **04**
- 2) What is stability strategy? Should Meters Limited adopt it? **04**
- 3) What is expansion strategy? What are the implications for Meters Limited in case it is adopted? **04**
- 4) What are your suggestions to the Chief Executive? **04**

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M.B.A. (Semester - III) (CBCS) Examination: March/April - 2025
Management Accounting (20407302)

Day & Date: Thursday, 15-May-2025
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 correct alternative.

16

- 1) Management accounting assists the management _____.
a) Only in control b) Only in direction
c) Only in planning d) In planning, direction and control
- 2) Flexible budget are useful for _____.
a) Planning purpose only
b) Planning, performance evaluation & feedback control
c) Control of performance only
d) None of the above
- 3) Profit volume ratio establishes the relationship between _____.
a) Contribution and profit b) Fixed cost and contribution
c) Profit and sales d) Contribution and sales value
- 4) A balance sheet is a form of _____.
a) Dynamic financial reports b) Static financial reports
c) Activity reports d) None of the above
- 5) How long is the auditor's term of office?
a) Until the audit is complete
b) Until the financial statements are complete
c) Until the next AGM
d) Until the directors remove them
- 6) Management accountancy is a structure for _____.
a) Costing b) Accounting
c) Decision making d) Management
- 7) Management accounting deals with _____.
a) Quantitative information b) Qualitative information
c) Both a and b d) None of the above
- 8) Master budget is a summary of _____.
a) Cash budget b) Sales budget
c) Production budget d) All functional budget

- 9) Who coined the concept of management accounting?
 - a) R.N Anthony
 - b) James H. Bliss
 - c) J. Batty
 - d) American Accounting Association
- 10) The labour engaged in the making of a product is known as _____.
 - a) Direct labour
 - b) Indirect labour
 - c) Temporary labour
 - d) None of the above
- 11) Marginal costing technique helps the management in deciding _____.
 - a) Pricing
 - b) To accept fresh orders at low price
 - c) To make or buy
 - d) All of the above
- 12) A budgeting process which demands each manager to justify his entire budget in detail from beginning is _____.
 - a) Functional budget
 - b) Master budget
 - c) Zero base budgeting
 - d) None of the above
- 13) Direct material cost + direct labor cost + other variable costs are equal to _____.
 - a) Contribution
 - b) Total cost
 - c) Marginal cost
 - d) Sales
- 14) The independent auditor's primary responsibility is to _____.
 - a) the directors
 - b) the company's creditors (payables)
 - c) the company's bank
 - d) the shareholders
- 15) The fundamental objective of the audit of a company is to _____.
 - a) Protect the interests of the minority shareholders
 - b) Detect and prevent errors and fraud
 - c) Assess the effectiveness of the company's performance
 - d) Attest to the credibility of the company's accounts
- 16) A budget is prepared for _____.
 - a) One year
 - b) One month
 - c) 6 months
 - d) A specified period

Q.2 Write short note on.

16

- a) Objectives of Reporting
- b) Advantages & Limitations of Budgetary Control system

Q.3 Answer the following.

16

- a)** Explain Relationship of Financial, Cost and Management Accounting.
b) From the following particulars find out break-even point:
 Fixed Expenses Rs. 1,00,000
 Selling price Per unit Rs. 20
 Variable cost per unit Rs. 15

Q.4 Answer the following.

- a) India Ltd. manufactures a particular product, the standard direct labour cost of which is Rs.120 per unit whose manufacture involves the following:

Type of workers	Hours	Rate (Rs.)	Amount (Rs.)
A	30	2	60
B	20	3	60
	50		120

During a period, 100 units of the product were produced, the actual labour cost of which was as follows:

Type of workers	Hours	Rate (Rs.)	Amount (Rs.)
A	3,200	1.50	4,800
B	1,900	4.00	7,600
	5,100		12,400

Calculate:

- 1) Labour cost variance
- 2) Labour Rate variance
- 3) Labour Efficiency variance
- 4) Labour mix variance

OR

- b) Explain Reporting Needs at different levels on Management.

Q.5 Answer the following.

The expenses budgeted for production of 1,000 units in a factory are furnished below:

Particulars	Per Unit Rs.
Material Cost	700
Labour Cost	250
Variable overheads	200
Selling expenses (20% fixed)	130
Administrative expenses (Rs.2,00,000)	200
Total Cost	1,480

Prepare a budget for production of 600 units and 800 units assuming administrative expenses are rigid for all level of production.

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M.B.A. (Semester - III) (CBCS) Examination: March/April - 2025
Marketing Management
Brand Management (20407305)

Day & Date: Friday, 16-May-2025
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) The process of establishing and maintaining a distinctive place in the market for an organization or its specific product offers is known as ____
 - a) Profiling
 - b) Profiling Segmentation
 - c) Segmentation
 - d) Positioning
- 2) A comprehensive examination of a brand to assess its health, uncover sources of equity, and suggest ways to improve and leverage that equity is called ____
 - a) Brand positioning
 - b) Brand evaluation
 - c) Brand communication
 - d) Brand audit
- 3) 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
- 4) Medimix soap is positioned as herbal soap; it is an example of ____
 - a) To differentiate the product
 - b) To differentiate customers
 - c) To Trade
 - d) To market
- 5) ____ is not a brand related characteristic of brand personality.
 - a) Country of origin
 - b) Product package
 - c) Product Price
 - d) Product Category
- 6) Green marketing is a part of ____
 - a) Social marketing
 - b) Service marketing
 - c) Relationship marketing
 - d) Rural marketing
- 7) Multiproduct branding strategy is also known as: ____
 - a) Blanket or Family Branding
 - b) Co-branding
 - c) Brand licensing
 - d) Generic branding

- 8) Brand _____ is when company changes a brand's status in the marketplaces.
- a) Repositioning
 - b) Identity
 - c) Strategy
 - d) Leverage
- 9) I-phone made in India is an example of _____
- a) Quality
 - b) Country of origin
 - c) Product scope
 - d) Brand image
- 10) _____ of the following is NOT a key element of brand management.
- a) Brand positioning
 - b) Brand identity
 - c) Brand sales
 - d) Brand communication
- 11) 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
- 12) Brand resonance refers to _____
- a) The financial success of a brand
 - b) The level of customer satisfaction with a brand's products
 - c) The depth and intensity of customer brand loyalty
 - d) The level of brand awareness among the target market
- 13) 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
- 14) A marketer needs to understand that some general traits of brand name are _____
- a) Easy to recognize
 - b) Easy to pronounce
 - c) Easy to memorize
 - d) All of the above
- 15) Mostly, the major source of power throughout the distribution channel is _____
- a) The company
 - b) The brand
 - c) The distributor
 - d) The customer
- 16) _____ are musical messages written around a brand.
- a) Logos
 - b) Symbols
 - c) Jingles
 - d) Tag lines

Q.2 Write short answers:

- a) Cause Marketing
- b) Corporate Branding

- Q.3 Attempt the following:** **16**
- a) What are the different methods used in measuring the brand equity?
 - b) Explain in detail brand positioning guidelines.

- Q.4 Answer the following: (Any One)** **16**
- a) Explain with suitable example the customer-based brand equity model.

OR

- b) What is the process of brand value chain?

- Q.5 Attempt the following: (Case Study)** **16**

Nike's branding success relies heavily on carefully chosen brand elements that reinforce its identity. The Nike "swoosh" is among the most recognized logos globally. It symbolizes movement, speed, and athleticism, which aligns with Nike's identity as a brand that promotes active lifestyles. Slogan ("Just Do It"): Launched in 1988, this slogan became a rallying cry for athletes worldwide. It reflects Nike's encouragement of pushing personal limits and overcoming obstacles.

Nike has collaborated with athletes like Michael Jordan, Serena Williams, and LeBron James to enhance brand equity. These partnerships position Nike as a brand for top-performing athletes and inspire brand loyalty among fans. Nike frequently uses distinctive names such as "Air Max," "Zoom," and "Flyknit" for its product lines, reinforcing the brand's image of advanced athletic technology and high performance.

Nike faces significant competition from Adidas, Under Armor, and Puma, among others, in the global sportswear market. These brands compete on innovation, technology, and endorsements, forcing Nike to stay constantly agile. Consumers increasingly expect brands to minimize their environmental footprint. Nike has been criticized for waste in its supply chain and the carbon emissions associated with manufacturing.

Nike has faced criticism over labor practices and working conditions in its supply chains. Addressing these issues is critical for maintaining Nike's brand image and reputation among conscious consumers. Today's consumers value personal expression and unique fashion styles, which challenges Nike's standardized product approach. This preference for customization has led Nike to invest in customization options like NikeiD.

Questions:

- a) How does Nike's choice of athlete endorsements influence its brand image?
- b) How can Nike differentiate itself further in such a competitive landscape?
- c) What strategies can Nike implement to improve its social and environmental reputation?

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M.B.A. (Semester - III) (CBCS) Examination: March/April - 2025
Banking Management
Banking Operations Management (20407317)

Day & Date: Monday, 19-May-2025
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 correct alternative.

16

- State Bank of India Act was passed in _____.
a) 1934
b) 1945
c) 1955
d) 1965
- _____ is known as bankers bank.
a) RBI
b) SBI
c) BOI
d) ICICI
- IRDA stands for _____.
a) Insurance Regulatory Division Authority
b) Insurance Regulatory Development Authority
c) Investment Regulatory Development Authority
d) None of these
- A drawer can also be a _____.
a) Payee
b) Drawee
c) Creditor
d) Debtor
- The chairman of SEBI is appointed by _____.
a) Ministry of finance
b) RBI
c) SBI
d) None of above
- _____ maintains RTGS payment framework.
a) SBI
b) RBI
c) BOI
d) None of above
- The primary function of ATM is _____.
a) Infrastructure
b) Banking
c) Working
d) Office automation
- SEBI was constituted on _____.
a) 10th April 1988
b) 11th April 1988
c) 12th April 1988
d) 13th April 1988

- 9)** NEFT was started in India in _____.
a) 2003 b) 2004
c) 2005 d) 2006
- 10)** IMPS started in India in _____.
a) 2008 b) 2009
c) 2007 d) 2010
- 11)** Negotiable Instrument Act was passed in _____.
a) 1981 b) 1956
c) 1881 d) 1984
- 12)** NDA means _____.
a) Net Performing Asset b) Non Performing Asset
c) Net Profit Asset d) None of above
- 13)** _____ is example of foreign bank.
a) Centurion Bank b) Axis Bank
c) City Bank d) All of above
- 14)** Banking Regulation Act was passed in the year _____.
a) 1934 b) 1946
c) 1949 d) 1948
- 15)** EFT was introduced by _____.
a) RBI b) SBI
c) IRDA d) SEBI
- 16)** SEBI Act was passed on _____.
a) 30th Jan 1982 b) 30th Jan 1987
c) 30th Jan 1992 d) 30th Jan 2002

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

- a) Bank reconciliation statement – need & importance.
- b) Final accounts of Banking companies.

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

- a) Calculation of simple and compound interest.
- b) KYC

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

- a) Define cheques. Explain different types of cheques.**

OR

- b) Explain Electronic banking in details.**

Q.5 Explain the functions of RBI. **16**

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M.B.A. (Semester - III) (CBCS) Examination: March/April - 2025
Production and Materials Management
Purchasing and Inventory Management (20407311)

Day & Date: Monday, 19-May-2025
 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 correct alternative.

16

- 1) VED analysis is concerned with _____.
 a) Marketing function b) Material management
 c) Credit management d) None of the above

- 2) The following eases the process of stock control _____.
 a) Standardization b) Simplification
 c) Both a and b d) None of the above

- 3) MRP stands for _____.
 a) Master Resources Production
 b) Management Reaction Planning
 c) Materials Requirements Planning
 d) Manufacturing Resource Planning

- 4) Materials management is also called as _____.
 a) Control and logistics management
 b) Distribution management
 c) Both a and b
 d) Neither a nor b

- 5) ABC analysis is _____.
 a) At best Control b) Always better Control
 c) Average better Control d) All best control

- 6) ABC analysis is based on _____.
 a) Unit price material b) Consumption value of material
 c) Storage value of material d) All the above

- 7) FSN in inventory management stands for _____.
 a) Forward moving-slow moving-non
 b) Fast moving-speedy moving-non moving
 c) Fast moving-slow moving-never moving
 d) Fast moving-slow moving-non moving

- 8) The vendor rating is the process of rating the _____.
a) Suppliers b) Buyers
c) Manufacturers d) Sellers
- 9) _____ is a function of purchasing department?
a) Receive purchase requisition
b) Supplier selection
c) Order placement
d) All of these
- 10) In XYZ analysis 'X' stands for _____.
a) NO variation b) Very little variation
c) Some variation d) Highest variation
- 11) _____ is the first step in a manufacturing planning and control system.
a) Production planning
b) Achieving the forecast
c) Maintaining the required inventory
d) Maintaining the planned backlog
- 12) The cost of a _____ that is too large equals the cost of turning away business.
a) production plan b) backlog
c) resource plan d) capacity plan
- 13) To reach its objectives, the master production schedule must: _____.
a) Satisfy customer demand
b) Be outside the capacity of manufacturing
c) Be outside the guidelines of the production plan
d) Be outside both the capacity of manufacturing and the guidelines of the production plan
- 14) The first step in preparing an MPS is: _____.
a) Resolve differences between the preliminary MPS and the capacity available.
b) Check the preliminary MRP against available capacity.
c) Develop a preliminary MRP.
d) Develop a rough-cut capacity plan.
- 15) It is possible to increase the available capacity by: _____.
a) Using fewer workers
b) Scheduling overtime
c) Limiting subcontracting
d) Rerouting away from other work centers
- 16) Higher demand uncertainty provides higher savings by pooling which of the following inventory?
a) Seasonal inventory b) Pipeline inventory
c) Safety inventory d) Decoupling inventory

- Q.2 Answer the following.** **16**
- a) Logistics Management
 - b) Evaluation of Materials Management
- Q.3 Answer the following.** **16**
- a) Characteristics of Good Coding System
 - b) Significance of Materials Management
- Q.4 Answer the following.** **16**
- a) How does the purchasing department function. What is the importance of purchasing department.
- OR**
- b) Define materials management. Explain its scope and objectives.
- Q.5 Explain in details various vendor rating techniques.** **16**

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M.B.A. (Semester - III) (CBCS) Examination: March/April - 2025
International I Business Management
International Business Environment (20407315)

Day & Date: Monday, 19-May-2025
 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 correct alternative.

16

- 1) Globalization refers to: _____.
 a) Lower incomes worldwide
 b) Less foreign trade and investment
 c) Global warming and their effects
 d) A more integrated and interdependent world

- 2) The traditional mode of entering into international business is _____.
 a) Licensing
 b) Exporting
 c) Joint venture
 d) Subsidiary

- 3) Rapid integration or interconnection between countries is known as _____.
 a) Globalisation
 b) Liberalisation
 c) Socialisation
 d) Privatisation

- 4) _____ institute supports investments and foreign trade in India?
 a) IMF
 b) WTO
 c) World Bank
 d) International labour Organisation

- 5) _____ environment impacts business due to change in government.
 a) Legal
 b) Cultural
 c) Social
 d) Political

- 6) Balance of Payments is an accounting statement that records monetary transactions between _____.
 a) Residents of a nation and the rest of the world
 b) Non-residents and the rest of the world
 c) Residents of a nation and non-residents
 d) None of the above

- 7) The dimension of e-commerce that enables commerce across national boundaries is called _____.
 a) interactivity
 b) global reach
 c) richness
 d) ubiquity

- 8) SAARC was established in the year _____.
 - a) 1967
 - b) 1995
 - c) 1953
 - d) 1985
- 9) IMF was established in _____.
 - a) Dec. 27, 1945
 - b) Jan. 30, 1947
 - c) Jan. 1, 1946
 - d) Sept. 24, 1947
- 10) The value of Special Drawing Right (SDR) is determined by the basket of _____ currencies.
 - a) 4
 - b) 5
 - c) 6
 - d) 7
- 11) _____ is not the objective of the IMF.
 - a) To promote international monetary cooperation
 - b) To ensure balanced international trade
 - c) To ensure exchange rate stability
 - d) To provide loan to private sectors
- 12) If the Balance of Payment of a country is adverse, _____ will help that country.
 - a) World Bank
 - b) World Trade Organization
 - c) International Monetary Fund
 - d) Asian Development Bank
- 13) World Bank was established _____.
 - a) To promote the International Trade
 - b) To reconstruct the economies damaged during the Second World War
 - c) To improve the adverse Balance of Payment situation of the non-member countries
 - d) None of the above
- 14) Balance of Payments uses the _____ system of accounting.
 - a) Single-entry
 - b) Double-entry
 - c) Cash basis
 - d) Accrual basis
- 15) _____ does not form part of current account under balance of payments.
 - a) Export and import of goods
 - b) Export and import of services
 - c) Income receipts and payments
 - d) Capital receipts and payments
- 16) _____ is not the member of the SAARC.
 - a) Myanmar
 - b) Bhutan
 - c) Nepal
 - d) Maldives

Q.2 Write short note on.

- a)** World Bank
b) Advantages and disadvantages of e-commerce

- Q.3 Write short note on .** **16**
- a) major problems of India's export sector
 - b) Indo-Lanka Free Trade agreements

- Q.4 Answer the following.** **16**
- a) Define international business environment. Explain the impact of political and legal environment on international business.

OR

- b) Define globalisation. What are the advantages and disadvantages of globalisation

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

Nestle, founded in 1866 in Switzerland, is one of the largest nutrition and foods organizations in the world. It started with the infant food made from powdered milk, baked food, and sugar. In early years only, it looked for opportunities to enter the whole world. It established its first office in London in 1868 and merged with Anglo-Swiss Condensed Milk, which expanded Nestle's product line. It expanded through acquisition and merger strategies; for example, it acquired the Swiss chocolate maker and moved into the chocolate business in 1929. It marked, the introduction of Nescafe as the world's first soluble coffee drink. In 1990s, Nestle had entered 76 countries with 500 factories. The product range of Nestle expanded to include coffee, bottled water, chocolates, ice creams, infant food, healthcare nutrition, confectionary, and refrigerated food.

Nestle realized the problems in maintaining the growth rate. The reason was stagnation of population growth, decline in food consumption, and competition in retail environment of some of the countries. Nestle looked for the opportunities in Asia, Eastern Europe and Latin America, as these regions were poor but had high potential to become developed. These countries were characterized by high population and economic growth. Thus, the strategies aimed at entering the emerging markets and building a market position. Nestle used the same global brands in various countries, however, it also focused on optimizing the ingredients and technology to local conditions. Nestle found success in countries, such as China and parts of Middle East, but failed to establish itself in Japan because of the lack of local adaptation. In addition, Coca Cola emerged as a competitor of Nestle by introducing a cold canned coffee and captured 40 % of the market.

Nestle entered in India in 1912 by trading as an importer of finished food products. In 1961, it started its first factory in Punjab and developed the milk industry by educating, advising, and helping the farmers. Nestle has built a special relationship with India by collaborating in India's growth. It focused on understanding the lifestyles of the people and anticipating their needs. It acquired customers by providing a high product quality at affordable prices. The Indian portfolio of products includes Nescafe,

Maggi, Milky Bar, Kit Kat, Bar-one, Milkmaid, Nestea, and Nestle Natural Dahi. Nestle is recognized as one of India's most respected organizations and top wealth creators. The major strategies followed by Nestle India are as follows:

- Expansion of Nescafe through vending machine network
- Development of confectionaries in railways platforms and college canteens
- Development of coffee corners at metros
- Value addition through innovation and continuous improvement
- Improvement in product availability and visibility

Nestle is divided in several Strategic Business Units (SBUs). Which can take their own decisions regarding distribution, pricing, production, and marketing. Each of its SBUs focuses on different areas of operations. For example, one SBU focuses on beverages and coffee; whereas other focuses on confectionary items. All SBUs formulate the expansion strategies related to acquisitions as two-third of the growth of Nestle comes from acquisitions. Nestle runs various R&D operations in around 11 countries throughout the world. Nestle spent 1% of the sales revenue on the R&D activities and 70% of R&D budget on the development of products.

However, considering the current scenario do you think Nestle need to restructure their strategies? Discuss.

Day & Date: Monday, 19-May-2025
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 3

- 8) Standardization and grading of agricultural products help in decision making relating to _____.
 - a) buying
 - b) selling
 - c) both A & B
 - d) none of these
- 9) The development of agribusiness is essential for _____.
 - a) Food security
 - b) Rural employment
 - c) Rural development
 - d) All of these
- 10) The Urban Credit Cooperatives are also known as _____.
 - a) National Banks
 - b) Urban Cooperative Banks
 - c) Cooperative Banks
 - d) None of the above
- 11) Moong - Maize - Potato - Wheat is an example of which type of cropping pattern?
 - a) Multilevel Cropping
 - b) Multitiered Cropping
 - c) Relay Cropping Pattern
 - d) Sequence Cropping
- 12) According to Reddy and Reddi classification which of the following is not included in Dryland Agriculture?
 - a) Drought Farming
 - b) Dry Farming
 - c) Dryland Farming
 - d) Rainfed Farming
- 13) Which of the following is major problem in Dry Farming Areas?
 - a) High water logging
 - b) Highly fertile soil
 - c) Inadequate and Uncertain Rainfall
 - d) High Productivity
- 14) Uncertainty in agriculture can be minimised through _____.
 - a) Specialisation in crop production
 - b) Use of hybrid varieties
 - c) Diversified farming
 - d) Co-operative farming
- 15) Which is not a characteristic of weed?
 - a) All seed of weed mature differentially
 - b) Seed production through apomixes
 - c) Propagules
 - d) Bearing seeds
- 16) The condition when water available in soil is not sufficient to meet demands of potential evapo-transpiration is called _____.
 - a) Drought
 - b) flood
 - c) Death
 - d) Agriculture Drought

Q.2 Write short note on.

- a) Unique features of co-operative Management
- b) Primary Cooperative credit societies

- Q.3 Write short note on .** **16**
- a) Significance of Cooperative Law
 - b) Types of Chemical fertilizers
- Q.4 Answer the following.** **16**
- a) Explain the powers and duties of chairman and board of directors of co-operatives.
- OR**
- b) What are consumer co-operative. What is the need and role of consumer co-operatives in agriculture.
- Q.5 What are the causes of plant diseases. What are various measures of protecting plants from diseases.** **16**

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M.B.A. (Semester - III) (CBCS) Examination: March/April - 2025
Financial Management
Corporate Tax Management (20407307)

Day & Date: Tuesday, 20-May-2025
Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

Q.1 Multiple-choice Questions.

16

- 1) What is a tax?
 - a) A fee charged by the government for a specific service.
 - b) A compulsory financial charge or some other type of levy imposed upon a taxpayer by a governmental entity.
 - c) A voluntary contribution to the government.
 - d) None of the above.
- 2) What is the primary purpose of taxation?
 - a) To generate revenue for the government,
 - b) To discourage certain activities
 - c) To redistribute wealth
 - d) All of the above
- 3) What is a direct tax?
 - a) A tax levied on the income or property of an individual or corporation.
 - b) A tax levied on goods and services.
 - c) A tax levied on the production or sale of goods
 - d) None of the above
- 4) What is an indirect tax?
 - a) A tax levied on the income or property of an individual or corporation.
 - b) A tax levied on goods and services.
 - c) A tax levied on the production or sale of goods.
 - d) None of the above.
- 5) What is the maximum deduction limit under Section 80C?
 - a) Rs. 1,00,000
 - b) Rs. 1,50,000
 - c) Rs. 2,00,000
 - d) Rs. 2,50,000
- 6) Which of the following is NOT eligible for deduction under Section 80C?
 - a) Life insurance premiums
 - b) Tuition fees paid for children's education
 - c) Fixed deposits with banks
 - d) Equity mutual funds

- 7) The maximum deduction limit under Section 80CCD(1B) for contribution to NPS is _____.
a) Rs. 50,000 b) Rs. 1,00,000
c) Rs. 1,50,000 d) No limit
- 8) What is the maximum deduction limit under Section 80D for health insurance premiums for self, spouse, and dependent children?
a) Rs. 25,000 b) Rs. 50,000
c) Rs. 75,000 d) Rs. 1,00,000
- 9) Standard deduction of self-occupied house is _____.
a) Taxable b) Partly taxable
c) Nil d) None of these
- 10) The annual value of self-acquired property is _____.
a) Taxable b) Partly taxable
c) Nil d) None of these
- 11) Any gratuity received by the employee of government or semi government department is _____.
a) taxable b) partly taxable
c) nil d) fully exempt
- 12) 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
- 13) XYZ LLP falls under which _____ category of person.
a) individual b) partnership firm
c) company d) association of person
- 14) _____ of the following taxes have been subsumed in GST.
a) Central sales tax b) Central excise duty
c) VAT d) All of these
- 15) Income includes _____.
a) Profits or Gains b) Capital gains
c) Lottery winnings d) All of these
- 16) Transport allowance to physically handicapped person is exempt up to Rs _____.
a) 800 b) 1600
c) 3200 d) 3000

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

- | | | |
|-----------|---|-----------|
| a) | Definition and Features of Taxes. | 08 |
| b) | Concept of PAN and Residential Status. | 08 |

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

- a) Assessment Year, Previous Year, Person, Assesses.
b) Exempted Incomes u/s 10.

08
08

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

- a) Explain CGST, SGST, IGST.

OR

- b) Deductions U/s 80 C to 80 U.

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

- a) Mrs. Rohini, a professor in a college furnishes the following particulars of her income for the previous year 2023-24:

a. Income from salary	3,51,000
b. Income from House Property	
i) Rent Received	24,000
ii) Municipal Tax	2,000
c. Income from other sources	
iii) Bank interest on fixed deposit	12,000
iv) Dividend from Indian Company	10,000
v) Examiner's remuneration from Calcutta University	5,700
c. Deposited in P.P.F.	40,000
d. Own Contribution to R.P.F.	12,000
e. Paid premium on insurance on own health	16,000
f. Donated ₹ 10,000 to National Relief Fund and ₹ 15,000 to a trust registered u/s 80G(5)	

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M.B.A. (Semester - III) (CBCS) Examination: March/April - 2025
Tourism and Hospitality Management
Fundamentals of Hospitality Management (20407309)

Day & Date: Wednesday, 21-May-2025
 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) The major responsibility of a hospitality manager is _____.
 - a) To ensure that travelers have a pleasant experience.
 - b) To ensure that travelers have good accommodation.
 - c) To ensure that travelers have comfortable food.
 - d) To ensure that travelers leave the hotel within time.
- 2) Small sized hotels have _____ rooms.

a) 50	b) 100
c) 500	d) 200
- 3) A _____ is known for its leisure attraction.

a) Resort	b) Hospital
c) Hotel	d) Hospitality
- 4) Accommodation units located near the Highways with Garage facilities are known as _____.

a) Cabana hotels	b) Motels
c) Downtown hotels	d) Casino Hotels
- 5) Which of the following is not a revenue generation department in a hotel?

a) Food and Beverage	b) Front office
c) Safety and Security	d) Engineering
- 6) 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
- 7) A _____ is a concept used for offering carious tourism components.

a) Tourist product	b) Tourist culture
c) Tourist brand	d) Tourist promotion

- 8) Boost was given to the country's hotel industry when India agreed to host the Asian Games in the year _____.
 - a) 1982
 - b) 1983
 - c) 1984
 - d) 1985
- 9) Two rooms which shares a common door, mostly used by families are called as _____.
 - a) Double room
 - b) Twin room
 - c) Interconnecting room
 - d) Double bed room
- 10) Facilities like accommodation, food and beverages etc which are provided by restaurants, hotels and resorts come under _____.
 - a) Travel sector
 - b) Tourism sector
 - c) Hospitality sector
 - d) Help sector
- 11) In a _____ a single individual owns all of the business and is responsible for all of its debts.
 - a) Sole proprietorship
 - b) Partnership
 - c) General partnership
 - d) Corporation
- 12) The components of tourism include _____.
 - a) Accessibility
 - b) Amenities
 - c) Attractions
 - d) All of above
- 13) _____ does not come under the scope of tourism.
 - a) Hotel
 - b) Restaurant
 - c) Travel agency
 - d) Iron and steel
- 14) House boats of Kerala are example for _____.
 - a) Rotels
 - b) Floatels
 - c) Motels
 - d) Resorts
- 15) _____ organisation in India is awards star ratings to hotels.
 - a) HRACC
 - b) FHRAI
 - c) IHM
 - d) FICCI
- 16) Services are typically produced and consumed simultaneously. This is an example of the _____ characteristic of services.
 - a) Intangibility
 - b) Variability
 - c) Inseparability
 - d) Heterogeneity

Q.2 Write short notes on:

16

- a) Basic Elements of Resort**
- b) Impact of Science and Technology in tourism transport**

Q.3 Write Short Notes:

16

- a) Changing trend in hospitality industry
- b) Global Standards for Hotels

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

1) Explain the importance, origin and growth of tourism industry

OR

2) Define hotel. How are hotels classified

Q.5 What are the basic elements of resort. Explain various types of resort with examples **16**

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M.B.A. (Semester - III) (CBCS) Examination: March/April - 2025
System Management
Management Information System (20407319)

Day & Date: Wednesday, 21-May-2025
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

- Top level managers use ESS to address ____ issues.
 - Strategic
 - Very short term
 - Routine
 - Operational
- ____ knowledge is the knowledge that we procure from personal experience and context .
 - Tacit
 - Implicit
 - Explicit
 - Procedural
- _____ is a form of software theft.
 - Software Patent
 - Software Copyright
 - Software Piracy
 - Software Privacy
- _____ helps the decision maker to retrieve, data and test alternative solutions during the process of problem solving.
 - ESS
 - HRIS
 - TPS
 - DSS
- _____ is a set of people, procedures and resources that collects, transforms and disseminates information in an organisation.
 - Information System
 - Computer System
 - Marketing System
 - Production System
- _____ is one of the Strategic roles of Information system.
 - Selecting proper staff
 - Creating Competitive edge
 - Putting a Purchase order
 - Proceeding Transactions
- _____ in the GDSS refers to the conference facility itself, including the room, the tables and the chairs.
 - Processor
 - Software
 - Policy
 - Hardware
- _____ in the system may be enormous or ambiguous, incomplete or may not be organised properly.
 - Knowledge
 - Information
 - Data
 - Wisdom

- _____ are intended to be used by the senior managers directly to provide support to non-programmed decisions in strategic management.
- 9) a) ESS b) TPS
c) OAS d) GDSS
- 10) Reduced data duplication is one of the _____ of MIS
- a) Merits b) Demerits
c) Disadvantages d) All of these
- 11) _____ are by operational staff to record day to day business transactions, and they are used to make structured decisions.
- a) ESS b) TPS
c) OAS d) GDSS
- 12) If the MIS is developed without streamlining the transaction processing systems in the organization it may lead to be _____ in the system.
- a) Successful b) Remedy
c) Failure d) Encouraging
- 13) Information system supports the staffing function that records and tracks human resources within accompany to maximize their use.
- a) Marketing b) HRIS
c) DSS d) Financial
- 14) It is a private computer network maintained by an organization for internal communication.
- a) Router b) Internet
c) Intranet d) SPSS
- 15) ICT stands for _____ in systems management.
- a) Information and Communication System
b) Intellectual and Compatible System
c) Information and Compatible System
d) Information and Cooperation System
- 16) _____ is planned to assist and support the information and decision making needs of senior executives to meeting the strategic goals of the organization.
- a) GDSS
b) Executive Information System
c) DSS
d) HR Information System

Q.2 Answer the following:

- a) Marketing Information System
b) Components of Decision Support System

08
08

Q.3 Answer the following

- a) Principle causes of information system failure. **08**
- b) Strategic role of information systems **08**

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

- 1) What is GDSS? Explain elements and characteristics of GDSS to enhance group decision.

OR

- 2) What is Information System? Explain role and importance of Information system in the organisation in detail.

Q.5 A waiter takes an order at a table, and then enters it online via one of the six terminals located in the restaurant dining room. The order is routed to a printer in the appropriate preparation area: the cold-item printer if it is a salad, the hot-item printer if it is a hot sandwich or the bar printer if it is a drink. A customer's meal check-listing (bill) the items ordered and the respective prices are automatically generated. This ordering system eliminates the old three-carbon-copy guest check system as well as any problems caused by a waiter's handwriting. When the kitchen runs out of a food item, the cooks send out an 'out of stock' message, which will be displayed on the dining room terminals when waiters try to order that item. This gives the waiters faster feedback, enabling them to give better service to the customers.

Other system features aid management in the planning and control of their restaurant business. The system provides up-to-the-minute information on the food items ordered and breaks out percentages showing sales of each item versus total sales. This helps management plan menus according to customers' tastes. The system also compares the weekly sales totals versus food costs, allowing planning for tighter cost controls. In addition, whenever an order is voided, the reasons for the void are keyed in. This may help later in management decisions, especially if the voids consistently related to food or service.

Acceptance of the system by the users is exceptionally high since the waiters and waitresses were involved in the selection and design process. All potential users were asked to give their impressions and ideas about the various systems available before one was chosen.

- a) In the light of the system, describe the decisions to be made in the area of strategic planning, managerial control and operational control? **04**
- b) What information would you require to make such decisions? **04**
- c) What would make the system a more complete MIS rather than just doing transaction processing? **04**
- d) Explain the probable effects that making the system more formal would have on the customers and the management. **04**

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M.B.A. (Semester - III) (CBCS) Examination: March/April - 2025
Human Resource Management
Strategic Human Resource Management (20407313)

Day & Date: Thursday, 22-May-2025
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) Strategic human resource management aims to achieve competitive advantage in the market through ____
 - a) Price
 - b) Product
 - c) People
 - d) Process
- 2) Compensation is referred as ____
 - a) Total of all rewards provided employees in return for their services
 - b) The wages individuals receive each pay period
 - c) Wage schedules and wage rates listed in the union contract
 - d) The internal alignment of intrinsic awards
- 3) The strategic human resource management function aims at ____
 - a) Ensuring that the human resources possess adequate capital, tool, equipment and material to perform the job successfully
 - b) Increasing competitive advantage with its human resource
 - c) Improving an organization's creditworthiness among financial institutions
 - d) None of the above
- 4) Strategic Human resource management is the formal part of an organisation responsible for all of the following aspects of the management of human resources except ____
 - a) Strategy development and analysis
 - b) Systems, processes, and procedures
 - c) Policy making, implementation, and enforcement
 - d) Management of the organization's finance
- 5) Benefit of Strategic HRM is ____
 - a) Increased job dissatisfaction
 - b) Improved rates of customer dissatisfaction
 - c) A proactive approach to managing employee
 - d) Does not have any impact on productivity

- 6) _____ of the following is an example of a strategic job design approach
- a) Implementing job rotation without considering the overall business plan.
 - b) Designing a job that supports a specific strategic initiative.
 - c) Simplifying jobs to reduce labor costs.
 - d) Ignoring employee preferences for job content.
- 7) _____ is not a method of Job Design.
- a) Job rotation
 - b) Job enlargement
 - c) Job enrichment
 - d) Job analysis
- 8) Work Design is concerned with the _____ of work system in any type of organisation or institution.
- a) Observation and study
 - b) Implementation
 - c) Study and design
 - d) Management
- 9) _____ of the following is NOT a key component of strategic human resource acquisition
- a) Identifying future staffing needs
 - b) Developing recruitment strategies.
 - c) Implementing training programs.
 - d) Analyzing job descriptions.
- 10) _____ is an example of a strategic recruitment strategy
- a) Posting job openings on social media.
 - b) Developing a comprehensive onboarding program.
 - c) Identifying key roles for succession planning.
 - d) Implementing a pay-for-performance system.
- 11) _____ is the procedures through which one determines the duties associated with positions and the characteristics of people to hire for those positions.
- a) Job description
 - b) Job specification
 - c) Job analysis
 - d) Job context
- 12) _____ is the main purpose of employee assessment
- a) Making correct decisions
 - b) To effect promotions based on competence and performance
 - c) Establish job expectations
 - d) None of the above

- 13) _____ is the process of mapping the skills, competencies and other personal attributes of a particular role or an employee.
- a) Competency mapping
 - b) Compensation Mapping
 - c) Job Mapping
 - d) Training activities Mapping
- 14) _____ is a strategic decision by a company to reduce costs and increase efficiency by hiring another individual or company to perform tasks, provide
- a) Performance appraisal
 - b) Outsourcing
 - c) Selection
 - d) Recruitment
- 15) ESOP stands for _____
- a) Employee Skill Own Plan
 - b) Employee Saving Option Plan
 - c) Employee Stock Ownership Plan
 - d) Employee Seniority Opportunity Plan
- 16) _____ is a human resource strategy designed to ensure an organization has the workforce it needs to meet both current and future business objectives
- a) Strategic training
 - b) Strategic separation
 - c) Strategic staffing
 - d) Strategic compensation

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

- a) Evaluate how HR strategies align with business strategy and identify the barriers that hinder effective SHRM Implementation.
- b) Write down the concept of job design and evaluate various approaches to job design

Q.3 Answer short note on the following **16**

- a) Explain how a strategic approach is applied in staffing and describe the strategic issues involved in staffing decisions.
- b) Explain the concept of executive compensation and identify how employee motivation is influenced through pay.

Q.4 Attempt any one **16**

- a) Discuss the strategic dimensions of performance appraisal. Evaluate 'Moving from Performance Appraisal to Performance Management' and its effect on business organizations.
- b) Explain the concept and types of employee separation, describe the concept of downsizing, and identify the areas affected by it.

Q.5 Analyze the following case study.

16

Bigdreams Tech, a growing IT services company, faced a challenge with its training programs. The company had been offering some basic training, but it wasn't aligned with the company's needs. Training modules were often outdated and lacked a clear link to the skills required for employees to succeed in their roles. As a result, employees felt that the training didn't improve their performance, and they were unable to apply what they learned to real-world tasks, affecting their productivity.

The company's performance appraisal system further exacerbated the problem. Annual appraisals were used to evaluate employees, but these evaluations didn't consider the skills acquired through training. Instead, employees were assessed mainly on the results of their day-to-day tasks. This led to dissatisfaction among employees who had completed training but saw no benefit in their evaluations, making it difficult for them to feel motivated or rewarded for their development.

Although Technology-based training tools were implemented, such as online courses and workshops, the employees preferred instructor-based training. They felt that face-to-face interactions with trainers offered more value, as they could ask questions and receive immediate feedback. However, the company struggled to balance traditional training methods with the cost effectiveness and flexibility of online platforms.

As a result, Bigdreams Tech faced low employee engagement and a lack of alignment between training outcomes and performance reviews. Employees weren't satisfied with the limited career growth opportunities, and the company realized it needed a more cohesive training and appraisal strategy that combined technology with personal interaction to motivate and develop employees effectively.

Questions for Discussion or Analysis:

- a) Why were employees feeling unmotivated and disengaged?
- b) What were the main challenges faced by the company in aligning its training programs with its business goals?
- c) What strategic steps could Bigdreams Tech take to ensure that its performance appraisal system is aligned with employee development and company objectives?
- d) If you were the HR manager at Bigdreams Tech, what would be your first step to solve these problems?

Set

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M.B.A. (Semester - III) (CBCS) Examination: March/April - 2025
Marketing Management
Sales and Distribution Management (20407306)

Day & Date: Friday, 23-May-2025
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 right answer

16

- 1) _____ is the programme of introducing salespeople the job expected to do.

a) Induction	b) Placement
c) Appraisal	d) Development
- 2) _____ 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
- 3) _____ managers are responsible to achieve certain sales targets.

a) Line	b) Staff
c) Production	d) HR
- 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) _____ 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
- 6) _____ 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 Recruitment

- 7) 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
- 8) _____ is made up of present or potential customers, rather than a geographical area.
- a) Territory
 - b) Quota
 - c) Branch
 - d) Sales force
- 9) A sales _____ consists of expected volume of sales and selling expenses.
- a) Budget
 - b) Forecasting
 - c) Territory
 - d) Training
- 10) _____ is a statistical method of sales forecasting used to incorporate independent factors that are thought to influence sales.
- a) Econometric technique
 - b) Regression analysis
 - c) Exponential Smoothing
 - d) Naïve method
- 11) This type of quota sets a specific number of contacts or sales activities that must be completed by a sales person over a given period.
- a) Profit Quota
 - b) Activity Quota
 - c) Revenue Quota
 - d) Volume Quota
- 12) In _____ test marketing method company tests products in a simulated shopping environment with a sample of consumers.
- a) Fill blown
 - b) Simulation
 - c) Controlled
 - d) Moving average
- 13) _____ is planning, directing and coordinating the activities of sales force for increasing organizational efficiency
- a) Sales territory
 - b) Sales Budget
 - c) Sales Quota
 - d) Sales Organisation
- 14) It is the _____ stage of personnel sales process that involves finding and qualifying potential buyers or clients
- a) Prospecting
 - b) Pre-approach
 - c) Approach
 - d) Presentation
- 15) _____ is a target that a sales team or individual is expected to meet within a specific time period.
- a) Territory
 - b) Sales force
 - c) Sales Research
 - d) Sales Quota

- 16)** The _____ quota is one of the financial quotas that is set with objective to control the cost manufacturing units or sales units.
- a) Sales volume
 - b) Activity
 - c) Expense
 - d) Combination

Q.2 Answer the following **16**

- a) Recruitment and Selection of Channel Partners.
- b) Evaluation of Sales Performance

Q.3 Answer the following **16**

- a) Sales Territory.
- b) The personal Selling Process

Q.4 Answer the following **16**

- a) What is Sales Quota? Explain various sales quota in detail

OR

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

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

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M.B.A. (Semester - III) (CBCS) Examination: March/April - 2025
Banking Management
Indian Banking Structure (20407318)

Day & Date: Saturday, 24-May-2025
 Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

Q.1 Multiple Choice Questions.

16

- 1) _____ is not a regulatory institution in Indian financial system.

a) RBI	b) CIBIL
c) SEBI	d) IRDA

- 2) _____ is regarded as a queen of Indian financial system.

a) SEBI	b) RBI
c) Finance Ministry	d) BSE

- 3) Financial institutions are also known as _____.

a) Financial organization	b) Financial intermediaries
c) Financial system	d) Any of the above

- 4) The Banking Regulation Act passed in the year _____.

a) 1949	b) 1955
c) 1969	d) None of the above

- 5) "Scheduled bank" in India means a bank _____.

a) Incorporated under the Companies Act, 1956
b) Authorized to the Banking business
c) Governed by the Banking Regulation Act, 1949
d) Included in the Second schedule to the Reserve Bank of India Act 1934

- 6) _____ is the largest commercial bank in India?

a) Bank of India	b) Axis Bank
c) State Bank of India	d) HDFC

- 7) _____ insures banks in India.

a) IRDA	b) EXIM
c) DICDGC	d) ECGC

- 8) _____ are NOT a part of the Scheduled banking structure in India.

a) Money lenders	b) Private sector banks
c) Public sector banks	d) Regional rural banks

- 9) Banks were nationalized in India in the year 1969?
a) 12
b) 29
c) 14
d) 6
- 10) _____ public sector companies/organizations provide insurance cover to exporters.
a) IRDA
b) SIDBI
c) NABARD
d) ECGC
- 11) _____ is known as banker's bank.
a) RBI
b) SBI
c) PNB
d) NABARD
- 12) _____ is not a scheduled commercial bank in India.
a) HDFC Bank
b) Yes Bank
c) ICICI Bank
d) LIC Housing Finance Limited
- 13) 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
- 14) _____ is not a regulatory institution in Indian financial system.
a) CIBIL
b) SEBI
c) RBI
d) IRDA
- 15) _____ is the first development financial institution in India.
a) IDBI
b) ICICI
c) IFCI
d) RBI
- 16) _____ is the apex institution which handles refinance for agriculture and rural development in India?
a) RBI
b) SIDBI
c) NABARD
d) RBI

Q.2 Write short notes on.

16

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

Q.3 Write short notes on.

16

- a) Indigenous Bankers & Money Lenders
- b) Foreign Banks

Q.4 Answer the following.

16

- a)** What is the role of financial in rural banking. Explain the structure and Functions of NABARD.

OR

- b) Explain briefly various types of banks.**

Q.5 Explain the role of and functions of RBI.

16

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Set P

M.B.A. (Semester - III) (CBCS) Examination: March/April - 2025
Production and Materials Management
Logistics and Supply Chain Management (20407312)

Day & Date: Saturday, 24-May-2025
 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 correct alternative. 16

- 1) The main reason for outsourcing is reducing and controlling _____.
 a) Transportation cost b) Raw material cost
 c) Operating cost d) Warehousing cost
- 2) Lean supply chain management is about _____ from a manufacturing and inventory process.
 a) Removing waste b) Removing people
 c) Removing inventory d) Removing supply
- 3) Which is the systematic, strategic coordination of the traditional business function _____.
 a) SCM b) Logistics
 c) Transportation d) Dispatching
- 4) When air transport is used in combination with road or rail transport, it is called _____.
 a) Piggy Back b) Fishy back
 c) Birdy back d) Land bridge
- 5) The major decision areas in supply chain management are _____.
 a) planning, production distribution, inventory
 b) location, production, scheduling, inventory
 c) location, production, inventory
 d) location production, distribution, marketing
- 6) _____ is the business practice of hiring a party outside a company to perform services and goods that were traditionally performed in house by company's own employees.
 a) Business processing b) Outsourcing
 c) Manufacturing d) Contracting
- 7) A supply chain starts with the delivery of raw material from a _____ to a manufacturer.
 a) Supplier b) Manufacturer
 c) Organisation d) None of the above

- 8) Supply chain management is storage of raw material, work in process and finished goods from the point of origin to the point of _____.
 - a) Storage
 - b) Transportation
 - c) Production
 - d) Consumption
- 9) _____ is a process that contains, protects, preserves, informs and sells.
 - a) Labelling
 - b) Designing
 - c) Packaging
 - d) Evaluating
- 10) Reverse logistics refers to _____.
 - a) Moving products backward in the supply chain
 - b) Delivering products to customers
 - c) Sending products for recycling or disposal
 - d) Storing products in warehouses
- 11) What is the primary purpose of Just-In-Time (JIT) in supply chain management?
 - a) Increase production
 - b) Minimize waste
 - c) Maximize inventory
 - d) Increase lead times
- 12) Which transportation method is considered the fastest for long-distance delivery?
 - a) Rail
 - b) Road
 - c) Air
 - d) Water
- 13) Which of the following involves the physical movement of goods?
 - a) Logistics
 - b) Marketing
 - c) Finance
 - d) Production
- 14) In supply chain management, the bullwhip effect refers to: _____.
 - a) Increased costs due to poor communication
 - b) Fluctuations in inventory due to demand variability
 - c) Disruptions caused by natural disasters
 - d) Over-reliance on a single supplier
- 15) Which of the following is an example of a supply chain risk?
 - a) Product innovation
 - b) Demand forecasting accuracy
 - c) Natural disasters
 - d) Brand reputation
- 16) What does 3PL stand for in logistics?
 - a) Third-Party Logistics
 - b) Third-Process Logistics
 - c) Three-Phase Logistics
 - d) Third-Party Leasing

Q.2 Answer the following

16

- a) Logistics interfaces with other functional areas.
- b) Technology used to implement supply chain

- Q.3 Answer the following** **16**
- a) Principles of supply chain management
 - b) Supply Chain Security

- Q.4 Answer the following.** **16**
- a) What is Warehousing? Explain importance and decisions of Warehousing in detail.
- OR
- b) Define Outsourcing. Explain need for and considerations in 3PL and 4PL service providers in Logistics in detail.

- Q.5 Study the following case and answer the questions given below it.** **16**

The management of Yummy Noodles Company was contemplating on introducing 200 grams pack of savory noodles into the Indian market at Rs. 10 per pack. This was only for one month which was construed to be as a test marketing period. During this period, the Company wanted to have a “blitz” strategy of flooding the market with their product. In the subsequent month, the management of Yummy Noodles Company had planned to raise the price of the pack to Rs. 15. while the weight of the pack was to be fixed at 250 grams. A free gift in the form of a plastic bowl with a spoon was also planned. Two months before the launch of the actual production, the marketing department of the company brought out advertisements regarding the savory noodles. The advertisements were displayed on bill-boards, TV, radio, print media. Schools and colleges were also targeted to rope in students and children to buy the product. Production of the noodles was planned to be started along with the marketing program. The forecast of the number of expected packets that could be sold for the first month was around 75,000, and 1,25,000 for the second month. The production was required to be started earlier to meet the target of projected demand as well as to account for the changeover in the pack-size in the second month. The Company is very keen that its product must be well-received in the market.

You are appointed as a logistics consultant by the Company. You are required to guide the Company regarding the following.

Questions:

- a) What coordination is required between the production, marketing and other departments of the Company? (Note: You are required to spell-out the various departments namely, warehousing, production, quality control, packaging, etc.) **04**
- b) Explain the role of the Logistics Department in the introductory phase. **04**
- c) As a logistics consultant, you are required to foresee the type of difficulties which the company could face during the changeover. **04**
- d) Critically examine the free gift scheme and marketing strategy adopted by the company. **04**

Seat No.	
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Set **P**

M.B.A. (Semester - III) (CBCS) Examination: March/April - 2025
International Business Management
Export Policy, Procedures and Document (20407316)

Day & Date: Saturday, 24-May-2025
 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 correct alternative.**16**

- 1) Classification of Export and Import goods published by the directorate General of Foreign Trade (DGFT) is _____.
 a) Prohibited goods b) Restricted goods
 c) State Trading Enterprises d) All of these
- 2) _____ is issued by a financial institution when the seller wants the payment of the goods before shipment.
 a) Pre-shipment finance b) Post -Shipment Finance
 c) Shipment Finance d) None of these
- 3) _____ is a document serves as a proof of the country of origin of goods for the importer in his country.
 a) Bill of Exchange b) Certificate of Origin
 c) Letter of Credit d) Bill of Lading
- 4) Export Promotion Organizations can play a very important role in _____ Indian Product abroad.
 a) Export b) Import
 c) Promoting d) None of these
- 5) India's _____ is the principal governing body responsible for all matters related to EXIM Policy.
 a) Directorate General of Foreign Trade
 b) Director General of Foreign trade
 c) District General of Foreign trade
 d) Departmental General of Foreign trade
- 6) The _____ is one of the most important documents required for import customs clearance.
 a) Letter of credit b) Marine insurance policy
 c) Bills of lading d) All of these
- 7) _____ trade refers to the purchase of goods from a foreign country.
 a) Export b) Import
 c) Both a and b d) None of these

- 8) IEC stand for _____.
a) Important Export Code
b) Importer Exporter Code
c) International Examination centre
d) International Export Code
- 9) _____ credit is provided to the exporters for meeting their need of getting the shipment ready.
a) Pre-shipment
b) Post-shipment
c) Bills of lading
d) Bill of Exchange
- 10) Shipping Bill is prescribed by _____ authority.
a) Customs
b) Export
c) Import
d) Trade
- 11) _____ can help a company satisfy its customers, meet regulatory requirements, and achieve continual improvement.
a) ISO 9000
b) ISO 2300
c) PSO 4000
d) APO 3000
- 12) _____ inspection is the process of inspection of a batch of goods, just prior to shipment to determine whether it satisfies the conditions for shipment, which may be concerned either with the quality, weight, packaging, contraband character, etc.
a) Pre-shipment
b) Post shipment
c) Both a and b
d) None of these
- 13) _____ is the authority to carry out inspection tests and issue inspection certificates.
a) Export Inspection Agency
b) Export Authority
c) Import Authority
d) Export - Import Authority
- 14) Incoterms are common trade rules developed by the International Chamber of Commerce (ICC) in _____.
a) 1936
b) 1999
c) 1946
d) 1956
- 15) The BIS certification process includes _____.
a) Testing
b) Regional and branch offices
c) Cost-effective
d) All of these
- 16) _____ ensure the quality, safety and reliability of products in accordance with Indian Standards.
a) Bureau of Indian Standards (BIS)
b) Board of Indian Standards (BIS)
c) Board of Industrial Standards (BIS)
d) Board of Institutional Standards (BIS)

- Q.2 Write short notes on.** **16**
- a) Export Promotion Council
 - b) Import Documentation
- Q.3 Write short notes on.** **16**
- a) Role of Export Credit Guarantee Corporation
 - b) Various types of Exports
- Q.4 Answer the following.** **16**
- a) Explain in details Registration formalities for Exports/Import procedure.
 - b) Explain the term Letter of Credit. Explain the various types of letter Credit.
- Q.5 Explain in details difference between Pre-shipment and post shipment.** **16**

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M.B.A. (Semester - III) (CBCS) Examination: March/April - 2025
Agriculture & Co-operative Management
Agriculture Marketing (20407322)

Day & Date: Saturday, 24-May-2025
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 correct alternative.

16

- 1) The Symbol used for a graded agricultural produce is _____.
a) Trade mark b) ISI Mark
c) ECO mark d) AGMARK
- 2) Warehouses are constructed with an objective to meet _____.
a) Scientific storage requirements
b) market Intelligence
c) Stabilize prices
d) All of these
- 3) The process of assembling, storage, grading, Packaging and distribution of different agriculture products is known as _____.
a) agriculture marketing b) agriculture diversification
c) agricultural Management d) agricultural banking
- 4) Which marketing channel makes the products available to end users without intermediaries?
a) Indirect Channel b) Direct Channel
c) Dynamic Channel d) Flexible channel
- 5) Rural market is a large and _____ market.
a) Attractive b) Neat
c) Limited d) Scattered
- 6) Rural consumers are _____.
a) Price Sensitive b) less price sensitive
c) Quality conscious d) none of these
- 7) Marketing is _____.
a) Pre- production activity b) post-production activity
c) After Sale Activity d) All of the above
- 8) Rural marketing can be more effective, if it is arranged through _____.
a) Door -to door campaigns b) Melas
c) Village Fairs d) All of the above

- 9) The price theory uses the concepts of _____ and to determine the appropriate price point of a good.
- a) Input and Output
 - b) Stock and Flow
 - c) Income and expenditure
 - d) Demand and Supply
- 10) What is the policy measure adopted by the government of India to improve the system of agriculture marketing?
- a) Public Distribution System (PDS)
 - b) Minimum Support Price (MSP)
 - c) Maintenance of Buffer Stock
 - d) More than one of the above
- 11) _____ refers to producing goods of predetermined specifications, which helps in achieving uniformity and consistency in the output.
- a) Standardization
 - b) Packaging
 - c) Labelling
 - d) Grading
- 12) What is the importance of value-added products?
- a) High Market Value
 - b) Low Processing Cost
 - c) Labour Requirement
 - d) Maintains nutritional value
- 13) A set of interdependent organizations that help make a product or service available for use or consumption by the consumer or business user is known as _____.
- a) Network Channel
 - b) Marketing Channel
 - c) Operational Channel
 - d) Supply Channel
- 14) Rural marketing means _____.
- a) Movement of goods from Urban to Rural
 - b) Movement of goods from rural to urban
 - c) Exchange between rural and urban
 - d) Exchange between rural areas
- 15) Which of the following components are part of the 4 A's of Rural marketing?
- a) Affordability, Availability, Awareness and Adoption
 - b) Affordability, Awareness, acceptability and acquisition
 - c) Affordability, Availability, Acceptability and Awareness'
 - d) Affordability, Acquisition, Availability
- 16) What does the term "marketing" refer to?
- a) New product development
 - b) Advertising and other promotional activities
 - c) Achieving sales and profit targets
 - d) Creating customer value and satisfaction

Q.2 Write short notes on.

- a) Indian Institute of Packaging
- b) Marketing Channels

- Q.3 Write short notes on.** **16**
- a) Contract Marketing
 - b) Classification of Market
- Q.4 Answer the following.** **16**
- a) Explain the functions and types of warehousing.
- OR
- b) Explain the advantages of Value addition.
- Q.5 What is “Market Structure”? Explain the components of Market Structure.** **16**

Set

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M.B.A. (Semester - III) (CBCS) Examination: March/April - 2025
Financial Management
Financial Decision Analysis (20407308)

Day & Date: Monday, 26-05-2025
Time: 03:00 AM 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) Financial statement of the company includes _____.
 - a) Balance Sheet
 - b) Profit and Loss Statement
 - c) Fund Flow Statement
 - d) All of these
- 2) Balance sheet shows _____.
 - a) Financial Position of the Company
 - b) Profit and Loss Statement
 - c) Cash flow of the company
 - d) All of these
- 3) Comparative financial analysis process shows the comparison between the items of _____.
 - a) Profit and Loss Statement
 - b) Balance Sheet
 - c) Both a and b
 - d) None of the above
- 4) The statement of cash flow explains changes in _____ by listing the activities that increased and decreased cash.
 - a) Current Asset
 - b) Current Liabilities
 - c) Cash
 - d) Fixed Assets
- 5) A summary of a firm's changes in financial position from one period to another, it is called _____.
 - a) Resources
 - b) Uses
 - c) Cash
 - d) Funds
- 6) Which statement shows the flow of cash and cash equivalents during the financial period?
 - a) Statement of changes in equity
 - b) Cash flow statement
 - c) Balance sheet
 - d) Income statement
- 7) The following are the examples of financial assets except?
 - a) Stocks
 - b) Bank loan
 - c) Bond
 - d) Raw material

- 8) In financial statements, the fixed assets are shown at _____.
 - a) Market price
 - b) Cost price
 - c) Replacement price
 - d) None
- 9) In common size income statement analysis, which is taken as 100 percent?
 - a) sales
 - b) cost of goods sold
 - c) purchases
 - d) total assets
- 10) Trend analysis is significant for _____.
 - a) Forecasting and budgeting
 - b) profit planning
 - c) Capital rationing
 - d) working capital management
- 11) Income statement of a business shows _____.
 - a) Gross profit
 - b) Net operating result of specified period
 - c) Net loss
 - d) None of these
- 12) Basically, the funds flow statement shows the causes for changes of _____ during a period.
 - a) Assets
 - b) Liabilities
 - c) Both a and b
 - d) None
- 13) The objectives of capital structure are to _____.
 - a) Maximize value
 - b) Minimize cost
 - c) Balance risk and return
 - d) All of these
- 14) The cost of capital is used for _____.
 - a) a comparison of alternative sources of funds
 - b) to evaluate investment proposals
 - c) Both a and b
 - d) None of the above
- 15) _____ are payments made by companies to shareholders as a reward for investing in the company.
 - a) Dividends
 - b) Salary
 - c) Interest
 - d) Investment
- 16) Dividends include _____.
 - a) Cash Dividends
 - b) Stock salary
 - c) Property Dividends
 - d) All of these

Q.2 Write Short Notes on:

16

- 1) Importance of Financial Statement Analysis
- 2) Reasons for merger

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

- 1) Objectives of Capital Structure
- 2) Rajeshwari Ltd. is earning currently Rs. 200000. It has issued 20000 shares of Rs. 100 each fully paid. The market price of these share is Rs 160/-. Find out the cost of equity share capital.

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

- 1) Calculate operating leverage, financial leverage, and combined leverage from the following data.

Sales 100000 Units @ Rs. 2 Per unit = 200000/-

Variable cost per Unit @ Rs. 0.70 Per unit

Fixed cost Rs. 100000 Interest Charges Rs. 4500/-

OR

- 2) Explain the various Techniques of Financial Statement Analysis.

Q.5 Solve the following:**16**

Following is the Balance sheet of Maruti Ltd. as on 31st March 2000 and 2001.

Liabilities	2000	2001	Assets	2000	2001
Share capital	40,000	50,000	Fixed Asset (at cost)	41,000	40,000
P & L A/c	3,000	3,200	Current Asset	51,500	63,000
Depreciation Fund	11,000	15,000			
Debentures	6,000	7,000	Advanced Payment of Tax	1,500	2,100
Creditors	23,700	16,800			
Provision for Tax	4,500	6,300			
Proposed Dividend	5,000	5,800			
Unclaimed Dividend	800	1,000			
	94,000	105,100		94,000	105,100

Prepare Fund Flow Statement

Income tax paid during the year 2000-2001 Rs. 7000/-

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M.B.A. (Semester - III) (CBCS) Examination: March/April - 2025
Tourism and Hospitality Management
Tourism and Travel Management (20407310)

Day & Date: Tuesday, 27-05-2025
Time: 03:00 AM 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 very powerful pull marketing strategy for tourism products.
a) Word of mouth b) Trade show promotion
c) Sales promotion d) Exhibitions
- 2) _____ tourism products include visit to natural resources and natural environment.
a) Adventure b) Symbiotic
c) Manmade d) Natural
- 3) _____ characteristics of Tourism creates the challenge of fluctuations in demand for tourism products.
a) Storability b) Separability
c) Tangibility d) Seasonality
- 4) _____ pricing in tourism occurs, when a company sells product or service at two or more prices.
a) Promotional b) Discriminatory
c) Mark -up d) Follow the leader
- 5) Visit to witness rich flora, fauna and natural attractions of a particular place is considered as _____ tourism product.
a) Dark b) MICE
c) Religious d) Eco
- 6) _____ of tourism Products is one of the important features of Tourism industry.
a) Independence b) Interdependence
c) Irrelevance d) Conflicts
- 7) Customers "relative perception is one of the _____ factors influencing pricing of tourism products.
a) Internal b) External
c) Unrelated d) Unimportant

- 8) _____ operates as a legally appointed agent, representing the principal in certain geographic area.
- a) Tour operator
 - b) Travel agency
 - c) Tour broker
 - d) Ground operator
- 9) _____ is type of travel agent that deals with all kinds of services.
- a) Full-service agency
 - b) Travel agent
 - c) Tour operator
 - d) Ground operator
- 10) A travel agency is also called as _____ of tourist product.
- a) Retailer
 - b) Manufacturer
 - c) Distributor
 - d) Wholesaler
- 11) The acronym IATA stands for _____.
- a) Indian Air Transport Association
 - b) International Air Transport Association
 - c) International Air Travel Agency
 - d) Indian Association of Travel Agency
- 12) A _____ travel agency is owned by shareholders who are represented by a board of directors.
- a) Proprietorship
 - b) Partnership
 - c) Franchising
 - d) Corporate
- 13) A _____ deals with one component of travel product.
- a) Tour operator
 - b) Corporate
 - c) Travel agency
 - d) Tour broker
- 14) Which one of the following is not a challenge for Indian Tourism Industry?
- a) Lack of proper infrastructure
 - b) Amenities
 - c) Culture and History
 - d) Taxation
- 15) Organisational considerations are one of the _____ factors influencing pricing of tourism products.
- a) Internal
 - b) External
 - c) Unrelated
 - d) Unimportant
- 16) _____ pricing in tourism occurs, when a company sells tourism product at different prices in different locations.
- a) Promotional
 - b) Mark-up
 - c) Differential
 - d) Follow the leader

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

- 1) Religious Tourism
- 2) Types of tour packages

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

- 1) IATA
- 2) Geographic components of tourism

Q.4 Answer the following.

16

- 1) What is the role and functions of international agencies in Hospitality industry.

OR

- 2) Define ecotourism. Explain the importance and functions of ecotourism.

Q.5 Attempt the following case study.

16

Incredible India started off as a marketing campaign in 2002 by the Government of India to boost tourism in the country and project India as a credible tourist destination. The incredible diversity that exists in India, be it the people and their customs or the topography, lends itself perfectly to the slogan 'Incredible India'. But if only a marketing campaign could bring tourists to a country, then, all countries would invest heavily in marketing, rather than making the country tourist friendly.

Incredible India

The biggest advantage that India has from the perspective of tourism is its diversity. Very few countries in the world have this eclectic fusion of the traditional and the modern, the historical and the contemporary, the mountains and the seas, the deserts and the forests, and the different religions and communities. Yet, India received only 2.4 million (approx.) foreign tourists in 2001. By contrast, Switzerland received close to six million tourists and Spain more than 13 million. To check this gross imbalance and exploit the untapped potential of India as a destination for international tourists, the Government launched the 'Incredible India' campaign and formulated the National Tourism Policy in 2002.

Incredible India- the campaign

The campaign marked the first concerted effort by the Government of India to tap into the vast tourism potential of the country in an organized manner. Launched in 2002, the government hired professionals and engaged the services of Ogilvy & Mather (India) to formulate an integrated communication strategy aimed at promoting India as the preferred destination for the international traveler. The campaign highlighted various facets of Indian culture and history such as yoga, spirituality, festivals, and monuments such as the Taj Mahal and so on.

Impact of the campaign

The campaign proved to be successful, leading to a 16% increase in tourist traffic in its first year. The arrival of foreign tourists to India increased from 2.38 million in 2002 to 7.7 million in 2014. Yet, the campaign did not show the desired result as by the end of 2007, India's share in the tourism was a mere 0.52%. China, on the other hand, became the fourth most visited country as of 2015, with 56.9 million international tourists flocking the country. Things are, however, changing. In 2016, the number of Foreign Tourist Arrivals in India stood at 8.80 million, registering a 9.7% annual growth rate over last year. India accounts for 1.18% of International tourist Arrivals in the world and ranks 25th in the world.

Stumbling Blocks

The success of any advertising campaign lies in the effectiveness of the brand, in this case, the brand is India itself. Any strategy to promote the country will only be successful if the country provides what the international visitors seek, namely a safe and unique experience without much hassle. Another aspect that the government needs to work on is developing infrastructure to meet the demands of growing tourism. Tourism could contribute significantly to the country's GDP and create millions of jobs, if the government gets its act together. India has everything that the tourists would love to experience. The government only needs to ensure safety, build decent infrastructure, remove bottlenecks and provide a hassle free experience, so that the tourists carry a good impression of India in their hearts.

Question for discussion:

- 1) What is the main impact on travel and tourism industry seen after Incredible India campaign?
- 2) Discuss the strategies to promote India as a popular tourist destination.

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M.B.A. (Semester - III) (CBCS) Examination: March/April - 2025
ERP and SPD (20407320)

Day & Date: Wednesday, 28-May-2025
Time: 03:00 PM To 06:00 PM

Max. Marks: 80

Instructions: 1) All questions are compulsory.
2) Each question carries equal marks.

Q.1 Choose the correct alternatives given below.

16

- 1) A primary reason organizations need ERP systems is to:
 - a) Increase manual data entry
 - b) Create data silos between departments
 - c) Improve efficiency through process automation
 - d) Reduce visibility into business operations
- 2) The Chief Information Officer (CIO) plays a crucial role in ERP implementation by:
 - a) Performing all the data entry for the new system
 - b) Leading the organizational change required for adoption
 - c) Ignoring the budget for the ERP project
 - d) Making decisions about the ERP system without stakeholder input
- 3) What is the primary focus of Business Process Reengineering (BPR)?
 - a) Making minor improvements to existing processes
 - b) Fundamentally rethinking and redesigning business processes
 - c) Automating current inefficient processes
 - d) Maintaining the status quo of business operations
- 4) Which of the following is a common myth about ERP systems?
 - a) ERP is only for large companies.
 - b) ERP can help improve data accuracy.
 - c) ERP can streamline business processes.
 - d) ERP requires proper planning for success.
- 5) "Scope" in Supply Chain Performance refers to:
 - a) The physical size of the warehouses.
 - b) The range of activities and entities included in the supply chain.
 - c) The number of products being transported.
 - d) The level of customer satisfaction.

- 6)** What is the primary goal of Customer Relationship Management (CRM)?
- a) Managing internal company processes.
 - b) Building and maintaining profitable customer relationships.
 - c) Optimizing manufacturing processes.
 - d) Reducing costs in the supply chain.
- 7)** Which of the following is a common reason for delays in business processes?
- a) Efficient communication channels
 - b) Well-defined process steps
 - c) Bottlenecks in workflows
 - d) High levels of automation
- 8)** Which phase is typically the first step in the ERP Implementation Cycle?
- a) Testing
 - b) Go-Live
 - c) Planning and Analysis
 - d) Training
- 9)** During the Implementation Process, "Data Migration" refers to:
- a) Training users on how to enter new data.
 - b) Moving existing data from the old system to the new ERP system.
 - c) Creating new reports based on the ERP data.
 - d) Deleting all historical data.
- 10)** Which of the following is a common challenge during ERP implementation?
- a) Excessively high levels of user adoption.
 - b) Lack of sufficient data to migrate.
 - c) Resistance to change from employees.
 - d) The ERP system being too simple to use
- 11)** The "Testing" phase in the ERP Implementation Cycle is crucial for:
- a) Identifying and fixing errors before the system goes live.
 - b) Training users on how to use the system.
 - c) Selecting the best ERP package.
 - d) Planning the project budget.
- 12)** What does SDLC stand for?
- a) Software Design Life Cycle
 - b) System Development Life Cycle
 - c) Software Development Life Cycle
 - d) System Design Life Cycle

- 13)** What is a primary role of a Software Engineer?
- a) Managing project budgets and timelines.
 - b) Designing, developing, and maintaining software systems.
 - c) Marketing and selling software products.
 - d) Providing customer support for software.
- 14)** The initial step in any software development project is typically:
- a) Coding
 - b) Testing
 - c) Problem Definition
 - d) Deployment
- 15)** A Data Flow Diagram (DFD) is primarily used to model:
- a) The relationships between entities in a database.
 - b) The flow of data within a system.
 - c) The decision logic of a program.
 - d) The sequence of activities in a process.
- 16)** An Entity-Relationship Diagram (ERD) is used to model:
- a) The flow of data in a system.
 - b) The decision-making logic.
 - c) The structure of a database, showing entities and their relationships.
 - d) The sequence of steps in an algorithm.

Q.2 Answer the Following **16**

- a) Characteristics of good software
- b) Role of CIO

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

- a) Explain the concept of Business process reengineering. (BPR)
- b) Explain the concept of Supply chain management. (SCM)

Q.4 Attempt the following: (Any One) **16**

- a) Define ERP Explain ERP implementation process.
- b) Explain the principles of good user interface design and how they contribute to a positive user experience.

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

Discuss the concept of requirement modeling tools. Explain the following tools in detail;

DFD, ERD, Decision Trees and Decision Tables

Seat No.	
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Day & Date: Thursday,29-May-2025
Time: 03:00 PM To 06:00 PM

Instructions: 1) All questions are compulsory.
2) Each question carries equal marks.

16

- Page 1 of 4

- 9) is _____ a process to identify key competencies for an organization
a) Recruitment and Selection b) Ruling
c) Competency mapping d) HR Policy
- 10) _____ policies are made by HR Department.
a) Management Policies b) HR Policies
c) General Policy d) LIC Policy
- 11) The purpose of _____ is to communicate an organization's values, philosophy and culture.
a) Policies b) Procedure
c) Knowledge d) Talent
- 12) "Steps involved to get vacation approval" is an example of _____.
a) Policy b) Survey
c) Observation d) Procedure
- 13) When people wish to work with you it is termed as _____ of choice.
a) Employer b) Employee
c) Colleague d) Friend
- 14) _____ is about developing staff to meet both organizational and individual.
a) Knowledge Management b) Talent Management
c) Workforce Management d) Criteria Management
- 15) _____ is not a Component of emotional intelligence.
a) Self Awareness b) Negation
c) Motivation d) Empathy
- 16) _____ is an important part in Talent Management.
a) Navigate Initiative b) Recruitment Initiative
c) Selection Initiative d) Development Initiative

Q.2 Write Short Note on. 16

- a) Competency Mapping
b) HR Six sigma Process

Q.3 Write Short Note on. 16

- a) Rightsizing of workforce.
b) Knowledge Management.

Q.4 Attempt the following: (Any One) 16

- a) Explain the concept and meaning of talent management. What are the objectives of talent management?

OR

- b) Define employee engagement. Who are the drives of employee engagement? How is it measured?

Q.5 Case Study

16

Satish was a Sales Manager for Industrial Products Company in City branch. A week ago, he was promoted and shifted to Head Office as Deputy Manager - Product Management for a division of products which he was not very familiar with. Three days ago, the company VP - Mr. George, convened a meeting of all Product Managers. Satish's new boss (Product Manager Ketan) was not able to attend due to some other preoccupation. Hence, the Marketing Director, Preet - asked Satish to attend the meeting as this would give him an exposure into his new role.

At the beginning of the meeting, Preet introduced Satish very briefly to the VP. The meeting started with an address from the VP and soon it got into a series of questions from him to every Product Manager. George, of course, was pretty thorough with every single product of the company and he was known to be pushy and a blunt veteran in the field. Most of the Product Managers were very clear of George's ways of working and had thoroughly prepared for the meeting and were giving to the point answers. George then started with Satish. Satish being new to the product, was quite confused and fared miserably.

Preet immediately understood that George had possibly failed to remember that Satish was new to the job. He thought of interrupting George's questioning and giving a discrete reminder that Satish was new. But by that time, George who was pretty upset with the lack of preparation by Satish made a public statement "Gentlemen, you are witnessing here an example of sloppy work and this can't be excused".

Now Preet was in two minds - should he interrupt George and tell him that Satish is new in that position OR should he wait till the end of the meeting and tell George privately. Preet chose the second option.

Satish was visibly angry at the treatment meted out by George but he also chose to keep mum. George quickly closed the meeting saying that he found in general, lack of planning in the department and asked Preet to stay back in the room for further discussions.

Before Preet could give any explanation on Satish, George asked him "Tell me openly, Preet, was I too rough with that boy?" Preet said "Yes, you were. In fact, I was about to remind you that Satish is new to the job". George explained that the fact that Satish was new to the job didn't quite register with him during the meeting. George admitted that he had made a mistake and asked his secretary to get Satish report to the room immediately.

A perplexed and uneasy Satish reported to George's room after few minutes. George looking Satish straight into his eyes said "I have done something which I should have never even thought of and I want to apologise to you. It is my mistake that I did not recollect that you were new to the job when I was questioning you".

Satish was left speechless.

George continued "I would like to state few things clearly to you. Your job is to make sure that people like me and your bosses do not make stupid decisions. We have good confidence in your abilities and that is why we have brought you to the Head Office. For everybody, time is required for learning. I will expect you to know all the nuances of your product in three

months time. Until then you have my complete confidence". George closed the conversation with a big reassuring handshake with Satish.

Questions:

- 1) Was it at all necessary for George to apologise to such a junior employee like Satish?
- 2) If you were in Satish's place, how would you to respond to George's apology?
- 3) Was George correct in saying that Satish is there to correct the "stupid mistake" of his boss and George?
- 4) Would you employ George in your company?

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M.B.A. (Semester - IV) (CBCS) Examination: March/April - 2025
Business Ethics & Corporate Governance (20407401)

Day & Date: Friday, 30-May-2025
Time: 11:00 AM To 02:00 PM

Max. Marks: 80

Instructions: 1) All questions are compulsory.
2) Each question carries equal marks.

Q.1 Choose the correct alternatives given below.

16

- 1) What is the primary objective of business ethics?
 - a) Maximizing profits at any cost.
 - b) Balancing the interests of stakeholders.
 - c) Achieving legal compliance.
 - d) Promoting social responsibility.
- 2) Ethical theories provide frameworks for:
 - a) Maximizing shareholder wealth.
 - b) Determining legal compliance.
 - c) Evaluating moral dilemmas and decision-making.
 - d) Promoting competition in the market.
- 3) Ethics in business promotes:
 - a) Short-term gains at the expense of long-term sustainability.
 - b) Transparency and trust among stakeholders.
 - c) Exclusively focusing on shareholder interests.
 - d) Ignoring social and environmental concerns.
- 4) What distinguishes meta-ethics from normative ethics?
 - a) Metaethics deals with specific ethical dilemmas, while normative ethics focuses on abstract ethical principles.
 - b) Metaethics explores the origins and meanings of ethical concepts, while normative ethics prescribes moral norms and guidelines for behavior.
 - c) Metaethics provides practical guidelines for ethical decision-making, while normative ethics examines ethical theories.
 - d) Metaethics studies ethical behavior in specific cultural contexts, while normative ethics focuses on universal ethical principles
- 5) Teleological ethical theories focus on:
 - a) The consequences or outcomes of actions.
 - b) The inherent moral character of individuals.
 - c) Following universal ethical principles.
 - d) The duty or obligation inherent in ethical decision-making.

- 6) Which of the following is an example of an ethical issue in finance?
- a) Offering discounts to loyal customers.
 - b) Providing accurate financial reporting to shareholders.
 - c) Manipulating financial statements to inflate profits.
 - d) Ensuring workplace diversity and inclusion
- 7) What is the concept of social audit related to Corporate Social Responsibility (CSR)?
- a) Evaluating financial performance.
 - b) Assessing employee satisfaction levels.
 - c) Monitoring and measuring social and environmental impacts.
 - d) Reviewing marketing strategies.
- 8) The stakeholder theory of the corporation emphasizes:
- a) Maximizing profits for shareholders.
 - b) Prioritizing the interests of customers.
 - c) Balancing the needs of all stakeholders.
 - d) Exclusively focusing on employee welfare.
- 9) Which theory of Corporate Governance emphasizes the role of shareholders as the principal stakeholders in corporate decision-making?
- a) Stewardship theory
 - b) Stakeholder theory
 - c) Agency theory
 - d) Social contract theory
- 10) Which model of Corporate Governance is characterized by a two-tiered board structure with separate boards for management oversight and strategic decision-making?
- a) Anglo-American model
 - b) German model
 - c) Japanese model
 - d) Scandinavian model
- 11) What functions are typically performed by the Board of Directors in corporate governance?
- a) Day-to-day management of operations.
 - b) Long-term strategic planning and oversight.
 - c) Implementing marketing strategies.
 - d) Financial auditing and reporting.
- 12) Action is good if God has decreed that it is good is the philosophy of _____.
- a) Kant's moral theory
 - b) Devine command theory
 - c) Virtue ethics theory
 - d) None of the above

- 13) Employees are encouraged to make ethical decisions, and to report violations of the company's code of conduct is the characteristic of which level of ethical consciousness.
- a) Level 1-The Totally Unethical Organization
 - b) Level 2-The Legalistic Unethical Organization
 - c) Level 3-The Superficially Ethical Organization
 - d) Level 4- The Ethical Organization.
- 14) Appointment in supervisory board 50 % from employees and labor unions and 50% from shareholders comes from ____.
- a) Anglo-American Model
 - b) German Model
 - c) Japanese Model
 - d) Indian Model
- 15) CII code for corporate governance was released in ____.
- a) 1997
 - b) 1996
 - c) 1995
 - d) 1998
- 16) ____ Values are end values.
- a) Instrumental
 - b) Terminal
 - c) Personal
 - d) Negative

Q.2 Answer the following questions. 16

- a) Analyze the stages of ethical consciousness and their implications for organizational behavior.
- b) Discuss the concept of values, their characteristics, and the importance of values in personal and organizational contexts

Q.3 Answer the following questions. 16

- a) Discuss the ethical issues prevalent in finance and their implications for organizational integrity and societal trust.
- b) Discuss the concept of Corporate Social Responsibility (CSR) and its significance in contemporary business practices

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

- a) Examine the differences between Corporate Governance and Corporate Management, and their respective roles in corporate governance.

OR

- b) Discuss the role of directors in corporate governance, including their responsibilities, duties, and functions within the organization.

Q.5 Answer the following:**16****The Ethical Dilemma of Data Privacy**

ABC Corporation is a multinational technology company that specializes in developing and selling software applications. One of their most successful products is a mobile application that offers personalized recommendations based on users' preferences and browsing history. The company has recently implemented a new feature that collects additional user data, including location information, in order to improve the accuracy of its recommendations.

The new feature has sparked controversy among users and privacy advocates who argue that collecting location data without explicit consent is a violation of privacy rights. Despite this criticism, ABC Corporation decides to move forward with the feature, citing the potential benefits to users and the company's bottom line.

Ethical Questions:

- 1) What are the ethical implications of collecting sensitive data such as location information without explicit consent?
- 2) Should users be given more control over what data is collected and how it is used?
- 3) How should the company balance its fiduciary duty to shareholders with its ethical obligations to respect user privacy?
- 4) What are the potential long-term consequences of prioritizing short-term gains over ethical considerations?

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M.B.A. (Semester - IV) (CBCS) Examination: March/April - 2025
Total Quality Management (20407402)

Day & Date: Monday, 02-June-2025
 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 right Answer. 16

- 1) What is TQM?
 - a) Total Quality Maintenance
 - b) Total Quality Management
 - c) Total Quality Managers
 - d) Total Quality Mitigation
- 2) Which of the following is a principle of TQM?
 - a) Decisions made by top executives only
 - b) Intermittent improvement
 - c) Customer-focus
 - d) Product-centered system
- 3) Which of the following is not a six-sigma belt level ranking?
 - a) Pink Belt
 - b) Green Belt
 - c) Black Belt
 - d) Yellow Belt
- 4) Which of the following does not belong to External Failure Costs?
 - a) Supplier quality planning
 - b) Complaint investigations
 - c) Warranty claims
 - d) Liability costs
- 5) Which of the following does not belong to Juran's Quality Trilogy?
 - a) Quality Improvement
 - b) Quality Assurance
 - c) Quality Planning
 - d) Quality Control
- 6) Processes that operate with "six sigma quality" over the short term are assumed to produce long-term defect levels below ____ defects per million opportunities (DPMO).
 - a) 2
 - b) 2.4
 - c) 3
 - d) 3.4
- 7) 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
- 8) "Poka-yoke" is the Japanese term for _____.
 - a) Card
 - b) Mistake proofing
 - c) Continuous improvement
 - d) Fishbone diagram

- 9) Kaizen is a Japanese term meaning _____.
a) continuous improvement b) Just-in-time (JIT)
c) a fishbone diagram d) setting standards
- 10) DMAIC is _____.
a) develop, multiply, analyze, improve, Check
b) define, multiply, analyze, improve, control
c) define, measure, analyze, improve, control
d) define, manufacture, analyze, improve, control
- 11) ISO 14000 standards are for the _____.
a) Quality Management System
b) Environmental Management System
c) Administration
d) Supply chain
- 12) Which of the following 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
- 13) Which of the following is a visual and/or audible communication system that calls for support or attention in a process whenever needed?
a) Poka-yoke b) Benchmarking
c) Andon d) Muda
- 14) In components of CoQ, Cost of good quality contains _____.
a) Prevention cost b) appraisal cost
c) both a and b d) none of the above
- 15) Major process components of TQM are Policy, daily management, team activity and _____.
a) Vendor quality b) Vendor activity
c) Both of the above d) None of the above
- 16) _____ Analysis is based on the 80-20 rule
a) Bill b) Shehwart
c) Deming d) Pareto

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

- a) Dimensions of Quality.
b) Cost of Quality.

Q.3 Answer the following **16**
 a) JIT Methods
 b) Quality Circle

Q.4 Answer the following: **16**
 a) Discuss in detail the Five S with their benefits.
OR
 b) Discuss in detail Benchmarking along with its types and benefits.

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

Background: XYZ Manufacturing Company, a leading producer of automotive parts, recognized the need to enhance its quality management practices to remain competitive in the market. Facing challenges such as inconsistent product quality, high defect rates, and increasing customer complaints, the company decided to embark on a Total Quality Management (TQM) initiative.

Implementation of TQM: XYZ Manufacturing Company initiated a comprehensive TQM program aimed at improving all aspects of its operations, from product design to customer service. The key components of the TQM initiative included:

- a) Leadership Commitment: Top management demonstrated a strong commitment to quality by championing the TQM initiative and actively participating in quality improvement efforts. **04**
- b) Employee Involvement: Employees at all levels were encouraged to participate in quality improvement teams and contribute their ideas for process enhancement. **04**
- c) Continuous Improvement: The company adopted a philosophy of continuous improvement, regularly reviewing and refining its processes to eliminate waste and enhance efficiency. **04**
- d) Supplier Relationships: XYZ Manufacturing Company worked closely with its suppliers to ensure the quality of raw materials and components, fostering collaborative relationships based on mutual trust and support. **04**
- e) Customer Focus: The company placed a strong emphasis on understanding and meeting customer requirements, soliciting feedback, and promptly addressing any issues or concerns.

Results: Through the implementation of TQM, XYZ Manufacturing Company achieved significant improvements in various aspects of its operations:

- Reduced Defect Rates: The implementation of rigorous quality control measures resulted in a significant reduction in product defects, leading to higher customer satisfaction and fewer warranty claims.
- Improved Efficiency: Streamlining of processes and elimination of waste improved production efficiency, enabling the company to deliver products to market faster and at lower costs.

- **Enhanced Employee Morale:** Empowering employees to contribute to quality improvement initiatives boosted morale and fostered a culture of teamwork and accountability.
- **Stronger Supplier Relationships:** Collaborative partnerships with suppliers led to improved supply chain performance and greater reliability in the procurement of materials.
- **Increased Market Share:** As a result of improved product quality and customer satisfaction, XYZ Manufacturing Company experienced an expansion of its market share and strengthened its competitive position.

Questions for Analysis:

- 1) How did the leadership commitment contribute to the success of the TQM initiative at XYZ Manufacturing Company?
- 2) What role did employee involvement play in driving quality improvement efforts, and how was it facilitated within the organization?
- 3) What specific measures were implemented to ensure continuous improvement, and how did they impact the company's performance?
- 4) How did XYZ Manufacturing Company cultivate strong supplier relationships, and what Benefits did this collaboration yield?

Seat No.	
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Set	P
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M.B.A. (Semester - IV) (CBCS) Examination: March/April - 2025
Marketing Management
Integrated Marketing Communications & Digital Marketing (20407403)

Day & Date: Tuesday, 03-June-2025
 Time: 11:00 AM To 02:00 PM

Max. Marks: 80

Instructions: 1) All questions are compulsory.
 2) Each question carries equal marks.

Q.1 Choose the correct alternatives given below.

16

- 1) The basic tools used to accomplish an organization's communication objectives referred as
 - a) Product Mix
 - b) Price mix
 - c) Place Mix
 - d) Promotional Mix
- 2) Advertising is defined as any _____ form of non-personal communication about an organization's product, services or idea by an identified sponsor.
 - a) Paid
 - b) Postpaid
 - c) Prepaid
 - d) Unpaid
- 3) It refers to those advertising which is issued by the manufacturers to the buyers of industrial products is.
 - a) Consumer advertising
 - b) Industrial Advertising
 - c) Trade Advertising
 - d) Professional Advertising
- 4) _____ refers to the generation of news about a person, product or service that appears in broadcast or print media.
 - a) Public Relations
 - b) Advertisement
 - c) Publicity
 - d) Public Opinion
- 5) _____ advertising deals with creating a positive image for the firm.
 - a) Corporate
 - b) Company
 - c) institutional
 - d) Commodity
- 6) _____ refers to non-personal communication regarding product, service or an idea, not directly posed by identified sponsor.
 - a) Advertising
 - b) Publicity
 - c) Public Relations
 - d) Sales promotion
- 7) In _____ organization structure, marketing and advertising managers in each market have the authority to make their own advertising and promotion.
 - a) Centralized
 - b) Decentralized
 - c) Combined
 - d) All of the above

- 8) The advertising campaign that puts the message across in different media vehicles is known as _____.
a) Multimedia campaigns b) Single media campaign
c) Brand awareness d) Brand building campaign
- 9) A service organization that specializes in planning and executing advertising programs for its clients is called as _____.
a) Advertising media b) Advertising Message
c) Advertising agency d) Advertising mission
- 10) The individuals who conceive the ideas for the ads and write the headlines, sub-heads and body copy are known as
a) Copy writers b) Creative boutiques
c) Account executives d) Creative director
- 11) DAGMAR stand for _____ advertising goals for measured advertising results.
a) Demonstrative b) Desired
c) Distinctive d) Defining
- 12) Advertising _____ is the ability to generate fresh ideas that show difference in unique advertising.
a) Attractiveness b) Objectivity
c) Creativity d) Innovation
- 13) Campaign is interrelated activities on as single theme or idea that appears in different media across a specified _____.
a) Time period b) Boundary
c) Media d) Geographical area
- 14) Integrated Marketing Communication (IMC) represents which of the 4Ps
a) Product b) Price
c) Place d) Promotion
- 15) Which elements in the IMC strategy consider how the level of complexity in IMC strategy leads marketers to design new ways to measure the results of IMC campaigns?
a) The Consumer
b) Evaluation of communication
c) The channel through which message is communicated
d) Evaluation of the product
- 16) Forms of feedback may include _____.
a) Redeeming a coupon b) Purchasing an Item
c) Complaints about an item d) All of the above

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

- a) Direct Marketing
b) Globalized v/s Localized advertising

- Q.3 Answer the Following. (Short answers/Short problem) 16**
- a) Role of Advertising Agency
 - b) Sales Promotion

- Q.4 Attempt the following: 16**
- a) Define Integrated Marketing Communication. Explain the tools of IMC in details.

OR

- b) Define media planning. Explain the steps involved in development of media plan.

- Q.5 Answer the following: (Long problem/ Case Study) 16**

In March 2014, a food inspector at the Uttar Pradesh government's Food Safety and Drug Administration spotted the label of packets of Maggi noodles that claimed "no added MSG (monosodium glutamate)" during one of his routine raids on retail outlets. The sample was picked up and sent to the state laboratory at Gorakhpur for testing. The result that came back a few weeks later for positive that particular sample of Maggi noodles contained MSG. Samples of Maggi noodles were then sent to the Central Food Laboratory in Kolkata in June 2014

Since the Maggi ban in 2015, NIL had revamped its marketing strategy to regain customer trust and increase sales. It had been creating a buzz for Maggi on social media stating how consumers had been missing their own favorite 'two-minute' noodles...

Following its re-entry, Maggi's market share steadily grew in India. From 55% in June 2016, it rose to 60% by the end of 2016. The company reported a turnover of US\$ 1.4 billion in 2016, up 13% over 2015. However, cost pressures and increased marketing spending led to subdued growth in profits, said experts.

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

- 1) Analyze the above case
- 2) Identify the problem
- 3) Provide alternative solutions
- 4) Give the best solution

Seat No.	
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M.B.A. (Semester - IV) (CBCS) Examination: March/April - 2025
FINANCIAL MANAGEMENT
Financial System of India, Markets & Service (20407406)

Day & Date: Wednesday, 04-June-2025
 Time: 11:00 AM To 02:00 PM

Max. Marks: 80

Instructions: 1) All questions are compulsory.
 2) Each question carries equal marks.

Q.1 Choose the correct alternatives given below.

16

- 1) Which of the following is not a regulatory institution in Indian financial system?

a) RBI	b) CIBIL
c) SEBI	d) IRDA
- 2) _____ is regarded as a queen of Indian financial system.

a) SEBI	b) RBI
c) Finance Ministry	d) BSE
- 3) Which of the following is not an asset held by Commercial Banks?
 - a) Bills of Exchange
 - b) Current Account Deposits
 - c) Money Lent at short Notice
 - d) Credit Balances with the Reserve Bank
- 4) Which of the following is not related with Money Market?

a) Treasury Bills	b) Commercial Bills
c) Certificates of Deposit	d) Shares
- 5) Which of the following organizations provides a guarantee to the exporters?
 - a) Exim Bank
 - b) Export Credit Guarantee Corporation (E C G C)
 - c) Director General Foreign Trade
 - d) Reserve Bank of India
- 6) The amount which is paid at the time of maturity of the bond is equal to _____.

a) Face Value	b) Yield
c) Coupon	d) Discounted Price
- 7) In primary market, the first time issued shares to be publicly traded, in stock market is considered as _____.

a) Traded Offering	b) Public Markets
c) Issuance Offering	d) Initial Public Offering

- 8) The Component of Capital Market are _____.
a) Equity Market b) Debt Market
c) Derivative Market d) All of the above
- 9) SEBI was primarily set up to _____.
a) regulate the activities of the merchant banks
b) to control the operations of mutual funds
c) to work as a regulator of the stock exchange activities
d) all of the above
- 10) A close-ended mutual fund has a fixed _____.
a) NAV b) fund size
c) rate of return d) number of distributors
- 11) The most important advantage of a money market mutual fund is _____.
a) quick capital appreciation b) high regular income
c) safety of principal d) no loads
- 12) UTI was set up by _____.
a) SEBI b) AMFI
c) A special act d) RBI
- 13) Financial derivatives include _____.
a) stocks b) bonds
c) futures d) none of the above
- 14) A disadvantage of a forward contract is that _____.
a) it may be difficult to locate a counterparty
b) the forward market suffers from lack of liquidity
c) these contracts have default risk
d) all of the above.
- 15) Parties who have bought a futures contract and thereby agreed to _____ (take delivery of) the bonds are said to have taken a _____ position
a) sell; short b) buy; short
c) sell; long d) buy; long
- 16) A call option gives the owner _____.
a) the right to sell the underlying security.
b) the obligation to sell the underlying security.
c) the right to buy the underlying security.
d) the obligation to buy the underlying security

Q.2 Answer the following:

- a) Money Market
b) Features of Primary Market

- Q.3 Answer the following:** **16**
- a) Functions of SEBI
 - b) Distinct features of derivative markets
- Q.4 Answer the following:** **16**
- a) Explain Rolling Settlement.
- OR**
- b) Concept of Book Building.
- Q.5 Answer the following:** **16**
- Explain Concept and Type of Mutual Fund.

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M.B.A. (Semester - IV) (CBCS) Examination: March/April - 2025
Production and Materials Management
Industrial Engineering (20407412)

Day & Date: Thursday, 05-June-2025
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) The average time recorded by work study man for an operation is called _____.
 - a) Standard time
 - b) Normal time
 - c) Representative time
 - d) None of these
- 2) What does symbol O imply in work study?
 - a) Operation
 - b) Inspection
 - c) Transportation
 - d) Delay
- 3) How can employers prevent/reduce ergonomic hazards?
 - a) Engineering Controls
 - b) Administrative Controls
 - c) Personal Protective Equipment
 - d) All of the above
- 4) The following chart(s) record the movements _____.
 - a) Operation process chart
 - b) Flow process chart
 - c) Both 'a' and 'b'
 - d) None of the above
- 5) What does symbol 'D' imply in work study?
 - a) Operation
 - b) Inspection
 - c) Transportation
 - d) Delay
- 6) There are various methods to reduce cost of production except _____.
 - a) Increase in production output
 - b) Reduction in number of rejections
 - c) Maintaining maximum inventory levels
 - d) Producing Standardized products
- 7) The correct order of procedure in method study is _____.
 - a) Select - Record - Examine - Develop - Define - Install - Maintain
 - b) Select - Define - Examine - Develop - Record - Install - Maintain
 - c) Select - Record - Develop - Examine - Define - Install - Maintain
 - d) Select - Record - Examine - Define - Develop - Install - Maintain

- 8) A diagram showing the path followed by men and materials while performing a task is known as _____.
 - a) String Diagram
 - b) Flow process chart
 - c) Travel chart
 - d) Flow diagram
- 9) Productivity increases when _____.
 - a) Inputs increase while outputs remain the same
 - b) Inputs decrease while outputs remain the same
 - c) Outputs decrease while inputs remain the same
 - d) Inputs and outputs increase proportionately
- 10) Productivity is the _____ of production system.
 - a) Measurement
 - b) Efficiency
 - c) Both (A) and (B)
 - d) None of the above
- 11) Travel charts are used to _____.
 - a) Analyse material handling
 - b) Determine inventory control difficulties
 - c) Plan material handling procedure and routes
 - d) All of these
- 12) Work study examines _____.
 - a) Method
 - b) Duration of work
 - c) Both 'a' and 'b'
 - d) None of the above
- 13) String diagram is used for _____.
 - a) For checking the relative values of various layouts
 - b) When a group of workers are working at a place
 - c) Where processes require the operator to be moved from one work place to another
 - d) All of the above
- 14) In outline process chart, the horizontal lines represent _____.
 - a) General flow of process
 - b) Materials being introduced
 - c) Both 'a' and 'b'
 - d) None of the above
- 15) The basic definition of Ergonomics is?
 - a) Using relaxed posture
 - b) Fitting the employee to the workstation
 - c) Fitting the workstation to the employee
 - d) Either B or C
- 16) Work study is done with the help of _____.
 - a) Process chart
 - b) Material handling
 - c) Stop watch
 - d) All of the above

Q.2 Answer the following.

- a) Explain Need for method study.
- b) Explain Types of Allowances

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

- a) Discuss concept of Elements & its types
- b) Write difference bet normal time & standard time.

Q.4 Answer the following (long answers): **16**

- a) What is ergonomics? what are different factors in ergonomics? Which Workplace problem can be solved with ergonomics?

OR

- b) What is productivity? Difference between production & Productivity. Discuss various factors affecting Productivity.

Q.5 Case study. **16**

A company was manufacturing heaters in different models with different capacity. A group of 10 workers were engaged n assembling heaters. At one workstation they are assembling parts with the help of tools and then heaters being transferred to another workstation for further process. After completion, inspector used to check for quality and working. Heater used to get packed in different containers.

The assembly line was properly balanced by industrial engineers who had used time and motion study to break jobs in subassembly task. The time required for each subassembly had also been balanced so that the task performed by the each worker was supposed to take exactly the same amount of time. The workers were paid on an hourly basis.

The inspector observed that morale amongst workers was low and there were a percentage of badly assembled heaters. Rejects caused by the worker rather than faulty materials were about 22%. After discussing the issue with management it was decided to have meeting with the workers. The workers were asked whether they would like to build heaters individually. Workers agreed with an option of going back to the old program if the new one did not work well. After several days of training each worker began to assemble entire heater.

The workers were motivated and supported by inspector. Productivity increased remarkably. Rejects caused by workers reduced to only 5% from 22%. Workers have responded positively and their morale was high and the workers did all the routine inspection by themselves. Inspector was posted on another post at other location.

Questions:

- a) Analyze the case
- b) Identify problem
- c) Suggest alternatives and identify best solution

Seat No.	
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M.B.A. (Semester - IV) (CBCS) Examination: March/April – 2025
International Business Management
International Marketing (20407418)

Day & Date: Thursday, 05-June-2025
 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) Which concept emphasizes the integration of marketing activities to deliver value to customers?

a) Traditional marketing	b) Transactional marketing
c) Holistic marketing	d) Digital marketing

- 2) Which type of market includes customers who purchase goods and services for personal consumption?

a) Consumer market	b) Business market
c) Global market	d) Non-profit

- 3) The concept of "Meta Markets" in marketing refers to:
 - a) Virtual marketplaces
 - b) Markets with no competition
 - c) Markets formed by complementary products and services
 - d) Niche markets

- 4) What does the term "Big Data" refer to in the context of marketing?
 - a) Large volumes of structured data
 - b) High-quality customer data
 - c) Comprehensive market research reports
 - d) Massive amounts of diverse data collected from various sources

- 5) In organizational buying decisions, the group of people within an organization who influence the decision-making process is referred to as the _____.

a) Decision makers	b) Purchasing managers
c) Buying centre	d) Executive board

- 6) What is the primary purpose of loyalty programs in marketing?
 - a) To attract new customers
 - b) To provide discounts to existing customers
 - c) To build long-term relationships and encourage repeat purchases
 - d) To increase profit margins on individual sales

- 7) In the consumer buying decision process, what is the final stage?
- a) Need recognition
 - b) Evaluation of alternatives
 - c) Purchase decision
 - d) Post-purchase evaluation
- 8) Tapping global markets involves _____.
- a) Focusing solely on local markets
 - b) Expanding operations and marketing efforts to international markets
 - c) Targeting niche markets within a country
 - d) Restricting marketing efforts to online channels
- 9) Which of the following is NOT a common market segmentation variable?
- a) Demographic
 - b) Psychographic
 - c) Competitive
 - d) Geographic
- 10) Which of the following is NOT a major product decision in international product planning?
- a) Product design
 - b) Labeling
 - c) Packaging
 - d) Pricing
- 11) Product standardization refers to _____.
- a) Adapting products to meet local market preferences.
 - b) Maintaining consistent product features and attributes across international markets.
 - c) Lowering the quality of products for cost savings.
 - d) Changing product design frequently to attract diverse consumer groups.
- 12) What is the role of intermediaries in international markets?
- a) They manufacture the products.
 - b) They provide financial assistance to the manufacturer.
 - c) They facilitate the movement of goods and services between producers and consumers.
 - d) They conduct market research for the manufacturers.
- 13) What are some of the complexities and issues associated with communications across countries?
- a) Language barriers, cultural differences, and legal regulations.
 - b) Economic policies, technological advancements, and demographic trends.
 - c) Social media usage, advertising costs, and market research
 - d) Product design, packaging, and distribution channels.
- 14) What is the country-of-origin effect in international marketing?
- a) The influence of a product's place of manufacture on consumers' perceptions and purchase decisions.
 - b) The impact of a country's economic policies on global trade.
 - c) The role of cultural values in shaping advertising messages.
 - d) The importance of branding in international markets.

- 15) What are trade fairs and exhibitions primarily used for in international marketing?
- a) To showcase new products and innovations to potential customers.
 - b) To negotiate trade agreements between countries.
 - c) To conduct market research on consumer preferences.
 - d) To train sales personnel on effective selling techniques.
- 16) What does EXIM Policy stand for in the context of India's international trade?
- a) Export-Import Market Policy.
 - b) Exchange-Import Policy.
 - c) Export-Import Policy.
 - d) Exclusive-Import Policy.

Q.2 Answer the following

- a) Holistic Marketing Concept:
- b) Discuss the role of loyalty programs in enhancing customer loyalty and retention. **16**

Q.3 Answer the following

- a) What are the factors affecting the choice of the channels in International Marketing? **16**
- b) Explain the concept of the country-of-origin effect and its significance for global businesses.

Q.4 Answer the following. Long answers

- a) Elaborate on the importance of personal selling and effective sales management in global business operations. **16**
- OR**
- b) Compare and contrast between product standardisation versus adaptation.

Q.5 Attempt the following

16

XYZ Corporation, a multinational company specializing in consumer electronics, is facing significant challenges in its international marketing efforts. Despite being a market leader in its domestic market, the company is struggling to establish a strong presence in international markets due to various complexities and issues.

Communication Across Countries: One of the major hurdles faced by XYZ Corporation is communication across countries. The company operates in diverse cultural environments with different languages, customs, and communication styles. As a result, effectively conveying marketing messages and maintaining consistency in brand communication across borders poses a significant challenge.

Country-of-Origin Effect: The country-of-origin effect has also impacted XYZ Corporation's international marketing strategies. While the company's products are known for their quality and innovation domestically, they face

skepticism and reluctance in some international markets due to perceptions associated with their country of origin. Overcoming negative stereotypes and building trust among international consumers has become a priority for XYZ Corporation.

Personal Selling and Sales Management: Personal selling plays a crucial role in XYZ Corporation's international sales strategy. However, managing sales teams across multiple countries poses logistical and cultural challenges. Cultural nuances impact sales tactics and negotiations, requiring sales managers to adapt their approaches accordingly to ensure effectiveness.

Developing International Promotion Campaigns: Developing international promotion campaigns requires a nuanced understanding of target markets, cultural sensitivities, and communication preferences. XYZ Corporation has struggled to develop cohesive campaigns that effectively resonate with diverse audiences while maintaining brand consistency. Balancing global brand messaging with local relevance remains a key challenge.

- a) How will you overcome the communication barriers?
- b) Suggest the company a solution to handle the problem of country of origin effect?
- c) How the cultural challenges of sales team be solved
- d) Suggest the company a successful promotion strategy?

Seat No.	
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M.B.A. (Semester - IV) (CBCS) Examination: March/April - 2025
Agriculture & Co-operative Management
Agricultural Production Management (20407427)

Day & Date: Thursday, 05-June-2025

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) Which of the following is not a farming system on the basis of ownership and Management Classification?

a) Tenant Farming	b) Co- operative farming
c) Mixed Farming	d) State Farming
- 2) In production function, production is a function of-

a) Price	b) Factors of Production
c) Total Expenditure	d) None of These
- 3) Which of the following falls under supplementary farm record?

a) Sales register	b) Stationery register
c) Auction register'	d) Both b and c
- 4) Low productivity of agriculture in India is not caused by:-

a) Inadequate availability of inputs
b) Subdivision of land holdings
c) Less area under cultivation
d) Poor finance facilities
- 5) Farm Management deals with:

a) Judicious Decision	b) Use of scarce resources'
c) Profit Maximization	d) All of these
- 6) Which of the following falls under physical farm record?

a) Sales Register	b) Machinery use record
c) Stationery Register	d) Auction Register
- 7) Which state initiated the eradication of Zamindari system?

a) Bihar	b) Bengal
c) Maharashtra	d) Uttar Pradesh
- 8) When the Land Reform Act was passed?

a) 1950	b) 1953
c) 1952	d) 1957
- 9) Which irrigation practice leads to maximum water conservation?

a) Water Wheel	b) Tube-well
c) Drip Irrigation	d) Sprinkle

- 10) Another name of production function is.
 a) Factor and factor relationship
 b) Factor and resource relationship
 c) Factor and product relationship
 d) None of the above
- 11) The process of transformation of certain resources of input is known as:
 a) Product
 b) Production function
 c) Production
 d) Consumption
- 12) The relationship between cost function and production function-
 a) Positive
 b) Negative
 c) Increase
 d) None of these
- 13) Which of the following is not a type of farming on the basis of land use and cultural practices classification.
 a) Tenant Farming
 b) Specialized Farming
 c) Diversified Farming
 d) Mixed Farming
- 14) Which one of the following is not an object of farm management?
 a) Minimization of losses and damages
 b) Minimization of inefficiency
 c) Maximization of profit
 d) Maximization of costs
- 15) In peasant farming the owner of the land is:
 a) Land lord
 b) Co-operative society
 c) Government
 d) Farmer
- 16) Who started the Zamindari System.
 a) John Shore
 b) L. Cornwallis
 c) Lord Minto
 d) William Bentick

Q.2 Answer the following **16**

- a) Corporate Farming
 b) Product-product Decision

Q.3 Attempt the following **16**

- a) Depreciation
 b) Farm Accountancy

Q.4 Answer any one of the following. (Long Answer) **16**

- a) What is "production Function"? Explain the types of production Function.

OR

- b) Explain the scope of modern agriculture.

Q.5 Attempt the following. (Long Answer) **16**

Explain the land tenure system in India.

Seat No.	
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M.B.A. (Semester - IV) (CBCS) Examination: March/April - 2025
Human Resource Management
Industrial Relations and Labor Laws (20407415)

Day & Date: Friday, 06-June-2025
 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 questions. 10

- 1) Legislations relating to factory includes _____.
 - a) Factories Act
 - b) Industrial Employment Standing Order Act
 - c) The trade Union Act
 - d) All of these
- 2) Wage Legislation includes _____.

a) Minimum Wages Act	b) Payment of Wages Act
c) Payment of Bonus Act	d) All of these
- 3) Social Security Legislations includes _____.

a) Minimum Wages Act	b) Factories Act
c) Payment of Bonus Act	d) The Maternity Benefit Act
- 4) _____ refers to all types relationship between all the parties concerned with industry.

a) Industrial relations	b) Human relations
c) General relations	d) All of these
- 5) Main aspects of industrial relations are _____.
 - a) Promotion and development of healthy manager and labor relations
 - b) Maintenance of industrial peace and avoidance of industrial dispute
 - c) Development of industrial democracy
 - d) All of these
- 6) The term 'collective bargaining' means _____.
 - a) A process by which a union negotiates with suppliers for the provision of e.g. office furniture
 - b) A process by which a union meets with another union to discuss recruitment
 - c) A process by which a union recruits new members
 - d) A process by which a union negotiates with an employer on behalf of its members on matters concerning the terms and conditions of employment

- 7) The objectives of trade union include _____.
 - a) Employee compensation
 - b) Working Condition
 - c) Recognition and participation
 - d) All of these
- 8) The Trade Union Act is enacted in the year _____.
 - a) 1926
 - b) 1925
 - c) 1936
 - d) 1935
- 9) _____ 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
- 10) The Payment of Wages Act enacted in the year _____.
 - a) 1926
 - b) 1925
 - c) 1936
 - d) 1935

B) Write True/False.

06

- 1) “Adult” means a person who has completed his eighteenth year of age.
- 2) “Day” means a period of twenty-four hours beginning at midnight.
- 3) Labour laws have many provisions to safe the interests of workers of organized and unorganized sectors in India.
- 4) Trade unions are not a strong medium to sage the rights of the employees.
- 5) The payment of wages Act ensures that workers must get wages/salaries on time and without any unauthorized deductions.
- 6) Maternity Benefits Act entitles maternity leave for pregnant woman employees i.e. full payment despite absence from work.

Q.2 Answer the following questions.

16

- a) Main Provisions of Trade Union Act.
- b) Importance of Minimum wages Act.

Q.3 Write short answer.

16

- a) Collective Bargaining and its types.
- b) The maternity benefit Act.

Q.4 Answer the following. (Any One)

16

- a) Define Industrial relation, importance of Industrial relation and explain the methods to develop sound industrial relation.**

OR.

- b) Define Bonus and explain the provisions of Bonus as per the Payments of Bonus Act 1965.**

Q.5 Answer the following. (Any One)

16

- a)** Define the Industrial disputes, explain the types and causes of industrial disputes.

OR.

- b)** Explain the main provision of factories Act 1948.

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M.B.A. (Semester - IV) (CBCS) Examination: March/April - 2025
Tourism and Hospitality Management
Accommodation Management (20407409)

Day & Date: Monday, 09-June-2025
 Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

Q.1 Multiple choice question**16**

- 1) _____ is the leader of Housekeeping Department.
 - a) Room Division Manager
 - b) Executive Chef
 - c) Executive Housekeeper
 - d) Front Office Manager
- 2) _____ helps Housekeeping for Guest Room Security and Safety.
 - a) F & B Service
 - b) Security
 - c) Front Office Department
 - d) F&B Product
- 3) _____ departments help Housekeeping to check the damages of rooms.
 - a) F&B Service
 - b) Engineering
 - c) FO Department
 - d) F&B Product
- 4) _____ colour schemes are related colour schemes?
 - a) Analogous
 - b) Monochromatic
 - c) Double analogous
 - d) All of the above
- 5) _____ is essential to guest room security?
 - a) Key Control
 - b) Secured Premises
 - c) Safety awareness
 - d) All of the above
- 6) _____ takes care of complaint handling.
 - a) Travel desk
 - b) Receptionist
 - c) GRE
 - d) Both b & c
- 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 travelers have comfortable food.
 - d) To ensure that travelers leave the 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) Porterage
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 note on

16

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

Q.3 Write Short Notes on

16

- a)** Colour Wheel and colour scheme
b) Eco house keeping

Q.4 Answer the following. **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 Design a feedback form for the guest who visit the hotel for stay. **16**

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M.B.A. (Semester - IV) (CBCS) Examination: March/April - 2025
System Management
Relational Database Management System (20407424)

Day & Date: Monday, 09-June-2025
Time: 11:00 AM To 02:00 PM

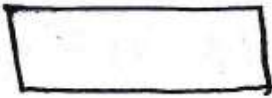



Max. Marks: 80

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

Q.1 Choose the correct alternative given below.

16

- 1) RDBMS stands for _____
 - a) Relative Data Base marking System
 - b) Relational Data Base Management System
 - c) Relational Data Base Making System
 - d) Relative Data Base Management System
- 2) ERD stands for _____
 - a) Entity relationship Diagram
 - b) Enquiry Response Development
 - c) Both a and b
 - d) None of these
- 3) Full form of SQL is _____
 - a) Structured Query List
 - b) Structured Query Language
 - c) Sample Query language
 - d) None of these
- 4) _____ is not a DDL command
 - a) Alter
 - b) Update
 - c) Drop
 - d) Truncate
- 5) _____ is a DML command
 - a) Insert
 - b) Update
 - c) Both a and b
 - d) None of these
- 6) _____ is used to modify the structure of a table in SQL
 - a) Alter
 - b) Commit
 - c) Create
 - d) Drop
- 7) _____ rules are used to decide, that some data base is how good/strong.
 - a) Ritche's Rules
 - b) Codd's Rules
 - c) Thomas's Rules
 - d) None of these

- 8) We can get "mean" value using following group Function.
a) Max b) avg
c) Average d) Mean
- 9) _____ command in SQL is used to retrieve data from a database or table
a) Retrieve b) Search
c) Find d) select
- 10) Which command is used to delete a table from data base.
a) Delete b) Remove
c) Drop d) All of these
- 11) _____ symbol is used to show entity in ERD
a)  b) 
c)  d) 
- 12) Which of the following is a RDBMS package/software _____
a) MS-Access b) SQL-Server
c) Oracle d) All of these
- 13) DDL stands for _____
a) Data Definition Language b) Data Driving Language
c) Data Documenting Language d) Data Decision language
- 14) Which one of the following is not a category of SQL command _____
a) DDL b) DML
c) DCL d) SCL
- 15) Data Base is _____
a) Collection of files b) Collection of tables
c) Collection of software d) Collection of web pages
- 16) Which SQL clause is used to specify a condition to filter the results of a query _____
a) Order by b) Group by
c) Where d) Having

Q.2 Write short note.

16

- Group functions used in SQL i.e. Max, Min, Sum etc.
- Symbols used in ERD along with an example.

- Q.3 Attempt the following.** **16**
- a) Explain the following DDL commands with the helps of example.
 - 1) Create table
 - 2) Alter table
 - b) Explain what is Normalization. Explain in brief the different forms of normalization (i.e. 1NF,2NF etc)
- Q.4 Attempt any one of the following** **16**
- a) What is RDBMS? Explain the advantages and limitations of RDBMS. Discuss the different types of Models i.e. Iterarchical Data Base, N/W Data Base and RDBMS
- OR**
- b) What are the different types of SQL commands and explain the following DML commands with the help of example.
 - 1) Insert
 - 2) Update
 - 3) Delete
- Q.5 Attempt the following** **16**
- a) Explain Data types in SQL and Discuss the different operators used in SQL
 - b) Explain “Trim” Command in SQL with its all forms and along with example i.e. Trim, ltrim, rtrim)

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M.B.A. (Semester - IV) (CBCS) Examination: March/April - 2025
Marketing Management
Services and Retail Marketing (20407404)

Day & Date: Tuesday, 10-06-2025
Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

Q.1 Multiple Choice Questions.

16

- 1) What is the role of a buyer in retail merchandising?
 - a) Managing customer service
 - b) Analyzing financial reports
 - c) Negotiating with suppliers
 - d) Creating marketing campaigns
- 2) Which of the following is NOT a factor considered in store design?
 - a) Location of departments
 - b) Employee scheduling
 - c) Exterior design elements
 - d) Interior design elements
- 3) Which type of retail format does not involve physical brick-and-mortar stores?
 - a) Organized retail
 - b) Franchising
 - c) Non-store retail
 - d) Traditional retail
- 4) Which service industry is dedicated to providing accommodations, dining, and entertainment experiences for travelers?
 - a) Hospitality
 - b) Roadways
 - c) Educational
 - d) Railways
- 5) What is one of the reasons for the perishability of services?
 - a) Services cannot be stored for future use.
 - b) Services have a long shelf life.
 - c) Services are easily standardized.
 - d) Services are tangible in nature.
- 6) What is the primary goal of visual merchandising in store design?
 - a) Maximizing employee productivity
 - b) Creating an aesthetically pleasing shopping environment
 - c) Minimizing store operating costs
 - d) Optimizing inventory turnover

- 7) What is the purpose of exterior design elements in store design?
- a) To create an attractive entrance
 - b) To optimize product placement
 - c) To regulate store temperature
 - d) To control inventory levels
- 8) What is the main distinction between goods and services?
- a) Goods are tangible, while services are intangible.
 - b) Goods are perishable, while services are durable.
 - c) Goods are produced, while services are consumed.
 - d) Goods are inexpensive, while services are costly.
- 9) What is the primary purpose of promotion in service marketing?
- a) To set prices for services
 - b) To communicate the value of the service offering
 - c) To manage distribution channels
 - d) To recruit and train employees
- 10) Which of the following is NOT one of the seven P's of service marketing?
- a) Product decisions
 - b) Place
 - c) Promotion
 - d) Perishability
- 11) What term refers to the arrangement and organization of products within a retail store?
- a) Store front
 - b) Visual merchandising
 - c) Fixture types
 - d) Layout
- 12) Which of the following is an example of an exterior design element in store design?
- a) Floor plan
 - b) Signage
 - c) Shelving units
 - d) Cash register
- 13) What term refers to products that are exclusively sold by a particular retailer under its own brand name?
- a) Private labels
 - b) National brands
 - c) Generic brands
 - d) Licensed brands
- 14) What is one of the responsibilities of a merchandiser?
- a) Implementing HR policies
 - b) Designing store layouts
 - c) Managing supply chain logistics
 - d) Analyzing market trends
- 15) Which of the following is a pricing strategy often used in service marketing to attract new customers?
- a) Cost-plus pricing
 - b) Value-based pricing
 - c) Competitive pricing
 - d) Penetration pricing

16) What is the primary goal of merchandise planning?

- a) Maximizing employee satisfaction
- b) Minimizing customer complaints
- c) Optimizing inventory levels
- d) Increasing store visibility

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

- 1) Service Marketing Mix for Financial Services.
- 2) Differentiate between goods and services, highlighting key distinctions.

Q.3 Answer the following. 16

- 1) Identify the components of exterior and interior design in a retail store.
- 2) What is merchandise management?

Q.4 Answer the following long answers. 16

- 1) Discuss the classifications of retailers in detail and providing examples for each category.

OR

- 2) What is the concept of the service marketing mix and elaborate the seven Ps in service marketing?"

Q.5 Answer the following. (Long problem/ Case Study) 16

Amad was recently promoted as Manager of Reliance company. He had previously been an Assistant General Manager at the Kamat Associates, Pune. The Kamat Associates was a team based organization. Amad had seen the benefits of teamwork which had led the company to the top of the corporation in quality of service and customer satisfaction ratings. This was the reason for his recruitment and promotion to Reliance company. The previous General Manager's policies at the Reliance company created large defective products and a loss in market share.

To identify the reasons why employees were reluctant to be team players, Amad called a meeting with the staff at Reliance company. Amad discussed the issue and informed them about the company's poor quality which led to poor customer satisfaction. In that meeting, Vice President sales introduced a proposal, i.e., an exchange program for replacing defective products. They also came up with a proposal of rebuilding the defective product and selling them at discounted prices. The next day, the customer service and quality department started with corrective steps.

Questions:

- i) Analyze the case.
- ii) Identify the problems.
- iii) Find out alternative solutions.
- iv) Give the best solution.

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M.B.A. (Semester - IV) (CBCS) Examination: March/April - 2025
Financial Management
Investment Management (20407407)

Day & Date: Wednesday, 11-June-2025
 Time: 11:00 AM To 02:00 PM

Max. Marks: 80

Instructions: 1) All questions are compulsory.
 2) All questions carry one 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) Money Market Instruments include _____.

a) Treasury Bill,	b) Commercial Papers,
b) Money Market Mutual funds	d) All of these
- 4) _____ can be defined as "An act of betting on an uncertain outcomes".

a) Gambling	b) Investment
c) Speculation	d) All of these
- 5) External Risk is also called as _____.

a) Systematic Risk	b) Unsystematic Risk
c) Both a and b	d) None of these
- 6) Measurement of Risk includes technique/s such as _____.

a) Variance	b) Standard Deviation
c) Beta	d) All of these
- 7) _____ means that investment is easily realizable, saleable or marketable

a) Safety	b) Capital Growth
c) Liquidity	d) All of these

- 8) Investment has _____ time horizon.
 - a) Long Term
 - b) Short Term
 - c) Both a and b
 - d) None of these
- 9) _____ is used to describe the relationship between the stock's return and market index's returns.
 - a) Variance,
 - b) Standard Deviation,
 - c) Beta
 - d) All of these
- 10) If investor prefers less risk securities, he chooses _____.
 - a) Equity
 - b) Preference Share
 - c) Government Bonds
 - d) All of these
- 11) _____ are examples of physical assets.
 - a) Gold
 - b) Real estate
 - c) Both a and b
 - D None of these
- 12) According to CAPM Required return = _____ + beta coefficient \times equity risk premium
 - a) Risk Free Return
 - b) Equity Return
 - c) Market Return
 - d) None of these
- 13) _____ is generally defined to apply to situations where the possibilities cannot be estimated,
 - a) Risk
 - b) Uncertainty
 - c) Both a and b
 - d) None of these
- 14) The efficient market theory is described in _____ forms.
 - a) weak,
 - b) Semi-strong,
 - c) Strong efficient markets
 - d) All of these
- 15) _____ refers the study of the variables that influence the future of a firm both qualitatively and quantitatively.
 - a) Company Analysis
 - b) Economic Analysis
 - c) Industry Analysis
 - d) All of these
- 16) Gross National Product, Employment, Aggregate Corporate Profit are components of _____.
 - a) Company Analysis
 - b) Economic Analysis
 - c) Industry Analysis
 - d) All of these

Q.2 Attempt the following

16

- a) Beta = 0.8
 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) Define investment. Explain difference between Investment and Speculation

Q.3 Attempt the following**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) Explain the components of Fundamental Analysis

Q.4 Attempt the following**16**

- a) Define risk. Explain in detail systematic and unsystematic risk in detail.

OR

b)

State of Economy	Probability	Return on Stock A (%)	Return on Stock B (%)	Return on Portfolio (%)
Normal	0.25	25	30	25
Recession	0.25	-10	-15	15
Recovery	0.25	30	25	15
Boom	0.25	35	40	25

Calculate Expected Return, Standard deviation and Variance for Stock A, Stock B and of Portfolio.

Q.5 Case study**16**

Personal Details:

Age	35 years
Retirement Age	60 years
Dependents	Only Spouse
Income	Rs 1,30,000 per month
Expenses	Rs 50,000 per month
Financial Goal	Retirement

Mr. Omprakash a 35 year old married individual wanted to plan for his Retirement at the age of 60 years. He had a decent monthly income of Rs 1,30,000 and his expenses were just Rs 50,000 per month. So he could easily have a monthly surplus of Rs 80,000. Moreover, he had a long term time horizon of 25 years for his retirement goal. Now let us have a look at his assets.

Type of Assets	Amount (RS)
Equity Mutual Fund	2,75,000
Fixed Deposits	5,000,000
PPF	600,000
Gold Mutual Funds	100,000
Residential Flat	10,000,000
Cash in Bank	300,000
Total	16,275,000

- 1) Analyse the Present Investment Profile of Omprakash.
- 2) Is Omprakash's investment appropriate with his financial goal?
- 3) If yes Justify or Prepare suitable asset allocation of Mr. Omprakash for his financial goal.

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M.B.A. (Semester - IV) (CBCS) Examination: March/April - 2025
Production and Materials Management
Quality Management (20407413)

Day & Date: Thursday, 12-06-2025
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

- ISO created the ISO 14000 family of standards in the year _____.
 - 1956
 - 1966
 - 1978
 - 1996
- ISO _____ series standard refers to the guidelines on Environmental Performance Evaluation?
 - ISO 14001
 - ISO 14004
 - ISO 14010
 - ISO 14031
- _____ is not a tool used by the quality circle team?
 - Brainstorming
 - Pareto analysis
 - Histograms
 - No. of employees in an organization
- Which of the following is the optimum number of employees in a quality circle team?
 - 600-1000
 - 6000-10000
 - 6-10
 - 60-100
- _____ is one of the most widely used tools in the statistical process control.
 - Control chart
 - Parabola
 - Hyperbola
 - Ellipse
- A histogram gives _____ nature of process variability.
 - Static
 - Dynamic
 - Negative
 - Positive
- Time to resolve complaints' is an indicator of which functional element while measuring the performance of an organization?
 - Customers
 - Production
 - Suppliers
 - Research and Development

- 8) Cannot be considered a reason for implementing a quality system that conforms to ISO standards?
- a) Improvement in safe working
 - b) Reduction in customer complaints
 - c) Increased inspection efforts
 - d) Decreased inspection efforts
- 9) _____ is the latest ISO 9001 version in the ISO 9000 family?
- a) ISO 9001:1994
 - b) ISO 9001:2000
 - c) ISO 9001:2008
 - d) ISO 9001:2015
- 10) Which of the following is not a technique used during performance benchmarking?
- a) Reverse engineering
 - b) Analysis of operating statistics
 - c) Direct product or service comparison
 - d) To understand business strategy
- 11) _____ is not a technique used to capture customer requirements for the QFD approach?
- a) Market surveys
 - b) Customer surveys
 - c) Cash receipt
 - d) Customer complaints
- 12) Process Control and Regulatory is a part of _____.
- a) Quality Planning
 - b) Quality Control
 - c) Quality Improvement
 - d) Quality Assurance
- 13) The process of identifying the scope for process improvement is associated with _____.
- a) Quality Meet
 - b) Quality Control
 - c) Quality Planning
 - d) Quality Improvement
- 14) Quality is fitness for use. Identify the quality guru who said this.
- a) Deming
 - b) Crosby
 - c) Juran
 - d) Taguchi
- 15) Six Sigma process not applicable in _____.
- a) Healthcare
 - b) Business administration
 - c) Selecting the best employee of the year
 - d) Supply Chain
- 16) 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

- Q.2 Write short note on** **16**
- 1) Quality Circles.
 - 2) Product Reliability Analysis.
- Q.3 Write short note on** **16**
- 1) Evolution of Quality Management.
 - 2) Rajiv Gandhi National Quality Award.
- Q.4 Answer the following.** **16**
- 1) Define quality control. What are the consequences of poor-quality management.
- OR**
- 2) Explain Deming's Quality Philosophy in details
- Q.5 Attempt the following.** **16**
- Ishikawa Diagram, Histogram are the analysis tools. Explain.

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M.B.A. (Semester - IV) (CBCS) Examination: March/April - 2025
International Business Management
EXIM Management (20407419)

Day & Date: Thursday, 12-06-2025
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 right Answer.

16

- 1) _____ is a key document required for exporting goods.

a) Passport	b) Bill of Lading
c) Voting card	d) Driving License
- 2) Which of the following is a key factor that affects international trade?

a) Interest rates in the domestic market
b) Exchange rates
c) Domestic inflation rate
d) All of these
- 3) _____ is a common mode of payment in international trade.

a) Letter of Credit	b) Promissory Note
c) Bank Cheque	d) Credit Card
- 4) International political and cultural relations can be maintained by _____.

a) Quality control	b) Export marketing
c) Credit policy	d) Branding
- 5) Under the EXIM Policy, the Foreign Trade Policy is revised every _____ years.

a) 2	b) 3
c) 4	d) 5
- 6) Which act regulates foreign exchange in India?

a) Customs Act
b) FEMA (Foreign Exchange Management Act)
c) EXIM Act
d) RBI Act
- 7) Trade barriers are imposed on _____.

a) Exports and imports	b) Surplus production
c) Opening stock	d) New product

- 8) Tariff barrier includes _____.
a) Customs regulations b) Consular formalities
c) Anti-dumping duties d) Foreign exchange regulations
- 9) India is one of the founder members of _____.
a) ASEAN b) WTO
c) GATS d) EOUs
- 10) Quota refers to _____.
a) Raw material restrictions b) Quantitative restrictions
c) Foreign exchange restriction d) Credit restrictions
- 11) What is meaning of ASEAN?
a) Association of South East Asian Nations
b) Association of Southern and East African Nations.
c) Association of scientific and East African Nations
d) Association of South East Afghanistan Nature club
- 12) Exporter can spread the risk by _____.
a) Increasing scale of production
b) Reducing price
c) Finding new international market
d) Improving quality
- 13) What is the main advantage of a Free Trade Agreement (FTA)?
a) It helps to increase tariffs on imports
b) It allows member countries to trade with fewer or no restrictions
c) It cheats both governments of two nations
d) It limits exports
- 14) What is the meaning of SEZ?
a) Secretariat of Export Zone
b) Special Economic Zone
c) Special Export Zone
d) Secretariat of Economics Zone
- 15) The purpose of an "Export Credit Insurance" is to cover the risks of non-payment by _____.
a) Domestic Buyers b) Share holders
c) Foreign buyers d) Promoters of business
- 16) Export of goods help in _____.
a) Production on large scale
b) Facilitates economic growth
c) Cope up with adverse balance of payment position
d) All of the above

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

- 1) Objectives and Scope of FEMA.
2) Indian institute of foreign trade.

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

- 1) Impact of recession on Indian export.
- 2) Powers of RBI in the context of FEMA.

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

- 1) Write various objectives and functions of EXIM bank of India.

OR

- 2) What is MPEDA? Explain in detail the Structure, activities and Work Programme of Marine Products Export Development Authority (MPEDA).

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

What is Export Promotion Scheme? Write about Duty Drawback (DBK) scheme and Export Promotion Capital Goods (EPCG) Scheme in detail.

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M.B.A. (Semester - IV) (CBCS) Examination: March/April - 2025
Banking Management
Marketing of Financial Services (20407422)

Day & Date: Thursday, 12-06-2025
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) In _____ Ownership is transferred on the Payment of the last Instalment.
 - a) Instalment Sale
 - b) Royalty Agreement
 - c) Hire Purchase
 - d) Lease
- 2) Developmental activities of merchant banking: _____.
 - a) Sources of funds forever
 - b) Expanding industry and trade
 - c) Leaving a widening gap unbridged between supply and demand of investible funds
 - d) All of the above
- 3) _____ is a financial intermediary who helps to mobilize and transfer capital from those who possess it to those who need it.
 - a) Lease finance
 - b) Venture capital
 - c) Merchant banker
 - d) Hire purchaser
- 4) A letter of credit is opened on behalf of _____.
 - a) Exporter customer's
 - b) Importer customers
 - c) Any party wishing to make payment abroad
 - d) None of the above
- 5) _____ refers to the process of managing the sales register of a client by a financial services company.
 - a) Merchant banking
 - b) Mutual fund
 - c) Leasing
 - d) Factoring
- 6) Factoring is method of raising _____ finance through account receivable credit offered by commercial banks and factors.
 - a) Long term
 - b) Medium term
 - c) Short term
 - d) Capital

- 7) _____ is finance high technology projects which involve risk but at same time has strong potential for growth.
 - a) Venture capital
 - b) Hedge finance
 - c) Merchant banker
 - d) Hire purchaser
- 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) _____ is a technique by which a financing agency discounts an export bill and pays ready cash to the exporter.
 - a) Mutual fund
 - b) Leasing
 - c) Forfeiting
 - d) Securitization of fund
- 10) The Study of international marketing should focus primarily on _____.
 - a) Product
 - b) Place
 - c) Promotion
 - d) All of the above
- 11) Macro environment consist of _____.
 - a) Political system
 - b) Culture of the society
 - c) Demographic factors
 - d) All the above
- 12) Which among the following is part of micro environment?
 - a) Customers
 - b) Suppliers
 - c) Competitors
 - d) All the above
- 13) _____ shall not associate with any business other than that of the securities market.
 - a) Venture Capital
 - b) Merchant Banker
 - c) Hire purchase
 - d) Underwriter Answer:
- 14) Services are offered by finance companies are called as _____.
 - a) Financial services
 - b) Social services
 - c) Acceptance
 - d) Depository Service
- 15) _____ Are designed exclusively for the purpose of grading bonds according to their investments qualities.
 - a) Credit rating
 - b) Mutual funds
 - c) Hypothecation
 - d) higher purchases
- 16) The user of an asset in a leasing arrangement is called the _____.
 - a) Lessor
 - b) Guarantor
 - c) Trustee
 - d) Lessee

Q.2 Answer the following. (Short Notes)

- 1) Hire Purchase
- 2) Depository Services

- Q.3 Answer the following. (Short Notes) 16**
- 1) Growth of financial services in India.
 - 2) Stages of segmentation
- Q.4 Attempt any one of the following. (Long Answer) 16**
- 1) Explain the Significance of Financial Services.
- OR**
- 2) Explain the Salient features of International Bank Marketing.
- Q.5 Attempt the following. 16**
- Explain the different types of Financial Services.

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M.B.A. (Semester - IV) (CBCS) Examination: March/April - 2025
AGRICULTURE & CO-OPERATIVE MANAGEMENT
Agro-Processing Industries & Rural Industrialization (20407428)

Day & Date: Thursday, 12-June-2025
 Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

Q.1 Choose the correct Alternative:**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 cooperative 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) Mineral
 - 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 Attempt the following. (Short Notes) 16
a) Explain the Socio- Eco benefits of Rural Industries.
b) Explain about co-operative sugar industries in Maharashtra.

Q.3 Attempt the following. (Short Note) 16
a) Fishery Co-operatives
b) NABARD

Q.4 Attempt the following. (Long Answer) (Any One) 16
a) Explain the problems of Small scale Industries?
OR
b) Explain the sources of Agriculture Finance.

Q.5 Attempt the following. (Long Answer) 16
Explain difficulties of agriculture Co-operatives.

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M.B.A. (Semester - IV) (CBCS) Examination: March/April - 2025
Human Resource Management
Competence based HRM (20407416)

Day & Date: Friday, 13-06-2025
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) Wage which is above the minimum wage but below the living wage is relates to _____.
 - a) Fair Wage Method
 - b) Need Based Wage Method
 - c) Living Wage Method
 - d) Minimum Wage Method
- 2) D.A. stands for _____.
 - a) Duty Allowed
 - b) Dearness Allowed
 - c) Duty Allowance
 - d) Dearness Allowance
- 3) Where the termination of employment is initiated by the employer is known as _____.
 - a) Transfer
 - b) Demotion
 - c) Dismissal
 - d) Separation
- 4) The content of job description involves _____.
 - a) Job title, condition of work
 - b) Educational qualification, skills
 - c) Both a and b
 - d) None of the above
- 5) _____ is described as imparting specific skills.
 - a) Development
 - b) Training
 - c) Education
 - d) Distinction
- 6) Which of the following is not relates to Non-Monetary Benefits?
 - a) Accident relief
 - b) Recognition of merit
 - c) Status
 - d) Responsibilities
- 7) A person gets an amount at the time of retirement is called _____.
 - a) Gratuity
 - b) Bonus
 - c) Incentive
 - d) Perquisite

- 8) The combination of peer, superior, subordinate and self-review appraisal is known as _____.
a) 360° appraisal
b) All round review
c) Human resource accounting system
d) Feed forward
- 9) _____ can be derived from Job Analysis.
a) Job Specification
b) Job Description
c) Job requirement
d) Both A & B
- 10) _____ is the Last stage in Career planning.
a) Resignation
b) Resume building
c) Withdrawal
d) Negotiation
- 11) When an employee is trained for a key position in the organization is called _____.
a) Talent management
b) Replacement planning
c) Leadership development
d) Succession Planning
- 12) Recruitment is one of the HR _____ function.
a) Acquisition
b) Development
c) Maintenance
d) Compensation
- 13) e-HRM stands for _____.
a) Electronic
b) Economic
c) Equal
d) None of these
- 14) Which of the following option is a component of remuneration?
a) Fringe Benefits
b) Commitment
c) External equity
d) Motivation
- 15) The employees appraised based on their reaction on critical situation is _____ performance appraisal method.
a) Critical incident method
b) Critical appraisal method
c) Critical situation method
d) Critical performance method
- 16) Promotion is a _____ source Recruitment.
a) External
b) Internal
c) Macro
d) None of the above

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

- a) Explain Dynamics factors around HRD.
b) What are the key factors determining optimal training conditions?

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

- a) Write short note on Potential Appraisals.
b) What are fringe benefits?

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

a) Define Competency Management Explain Types of competencies.

OR

b) Explain the meaning of HRMS. What are the various components of HRMS.

Q.5 Case Study. 16

Radha, an employee in the HR department of a global IT project management company, is recognized for her active participation in not only her assigned tasks but also in various other departmental activities. Her tenure has made her knowledgeable about the smallest details of the department, making her the go-to person for such information, which often takes up her time.

She frequently finds herself burdened with responsibilities, some assigned to her and others she takes on herself. Initially, she was content with her role and excelled in all her duties. However, as she climbed the corporate ladder and her responsibilities increased, she began to feel overwhelmed, but she remained satisfied with her job.

One day, she noticed that her colleagues were able to balance their work and personal lives, completing their tasks within work hours. In contrast, Radha, burdened with responsibilities, often had to extend her work into her personal time, leading to stress.

She began to question her efficiency when she couldn't complete her work within the allotted time. She later realized that she had taken on additional tasks outside her job profile, which others had gradually forgotten were not her responsibility.

Feeling increasingly distressed, Radha began to view her job as a burden. She believed that the work habits she had developed for herself and her colleagues were irreversible, leading her to decide to take a break from her job.

She scheduled a meeting with the head of HR, Mr. Ratan, to resign. Aware of her irreplaceable contributions and potential competition, Ratan had other plans for her.

During their conversation, Ratan realized that Radha was adamant about leaving. He persuaded her to work from home and advised her to limit her responsibilities since she wouldn't be in direct contact with other employees. Radha accepted this arrangement, feeling relieved. Meanwhile, Ratan reported to the CEO, Mr. Vedant, "Sir, I didn't accept her resignation. I offered Radha the option to work from home, and she agreed to stay on." Vedant asked, "But Ratan, how did you convince her to accept this offer? And why did you offer this? Her colleagues say her work style is essential."

Ratan responded with a smile, “Sir, I suggested she limit her duties to her job profile by working from home. She agreed. I’m confident that her inherent involvement won’t allow her to limit her responsibilities, even while working from home. So, I won’t lose the advantage of her involvement.”

Vedant was concerned by Ratan’s last words, wondering, “How will I implement my plan to replace Radha with Ratan as Head HR now that she’s working from home? Why did Ratan offer her this option? Was this a premeditated move?”.

Questions on Case Study.

- a) Whose assumption is correct Radha or Ratan.
- b) According to you what could be the reason for Radha being overloaded is it the fault of organizational structure or the nature of Radha.
- c) Also, answer the questions raised by Mr. Vedant in the last para. Was it a planned show.

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M.B.A. (Semester - IV) (CBCS) Examination: March/April - 2025
System Management
Security And Control Information System (20407425)

Day & Date: Saturday, 14-June-2025
Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

Q.1 Choose the correct Alternative:

16

- 1) PAP is _____.
 - a) Protection for Authenticated Protocols
 - b) Post Assess Protocol
 - c) Password Authentication Protocol
 - d) None
- 2) IETF is _____.
 - a) Internet Emerging Task Force
 - b) Internet Engineering Task Force
 - c) Intranet Engineering Tarmac Force
 - d) Internet Electronic Task Force
- 3) Boot up security can be ensured by securing access to the _____.
 - a) CMOS/BIOS
 - b) Hard disk
 - c) Operating system
 - d) Terminal
- 4) _____ involves transforming the data into scrambled code using special algorithm which appears meaningless unless retransformed to original data.
 - a) Prototyping
 - b) Encryption
 - c) Programming
 - d) Data Base designing
- 5) 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
- 6) Identify the term which denotes the violation of principle if the computer is no more accessible.
 - a) Access Control
 - b) Availability
 - c) Confidentiality
 - d) All of the above

- 7) Find the Odd one out of the following
 - a) Subject
 - b) Authentication Database
 - c) Object
 - d) Password
- 8) If "Mary had a little ..." is presented as "Jack & Jill Went up the hill..." then "Mary had..." will 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
- 9) 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
- 10) _____ 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
- 11) 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
- 12) Find the Odd Term out of the following:
 - a) Thumb impression
 - b) Voice Verification
 - c) Swipe Cards
 - d) Retina identification
- 13) The science of breaking secure communication using detailed analysis is known as _____.
 - a) Cryptography
 - b) Cryptology
 - c) cryptanalysis
 - d) Cryptographic Algorithm
- 14) _____ is a major form of software theft.
 - a) Computer Virus
 - b) Software Piracy
 - d) Software Privacy
 - d) None
- 15) 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
- 16) If WINTER stands for 725341, then "RENT" Stands for _____.
 - a) 1453
 - b) 1435
 - c) 7253
 - d) 1543

- Q.2 Attempt the following. 16**
- a) Explain the importance of Auditing and Intrusion Detection.
 - b) Discuss meaning of malicious software and its threat to information system.

- Q.3 Attempt the following. 16**
- a) Explain Logical Security in detail.
 - b) Discuss the concept of Public Key encryption

- Q.4 Attempt the following. 16**
- a) Describe the meaning of Access Control? Also Discuss Discretionary, Mandatory and role based access control in detail.
- OR**
- b) Discuss the concept of Confidentiality. Integrity and Availability in data security. Also explain various types of security Risks.

- Q.5 Analyse the following case carefully, identify the problem, provide alternative solutions and justify the best solution: 16**

XYZ is major airline company that is based in Mumbai. It has a computer system dedicated to reservations and ticketing operations. More than 1000 terminals scattered throughout India are connected to the mainframe computer in the company's head office.

Mr. Sinha, a member of the audit team was amazed to find the system did not use passwords to prevent unauthorised access to the system. When the enquired with information system manager he informed Mr. Sinha that passwords are unnecessary. He explains that each terminal connected to the computer is given a unique identification number. This number is stored in a table within a secure area of the operating system. A terminal must supply this identification number with each message it sends and the system will respond only to a valid identification number. The identification number is sent automatically by a terminal because it is hard wired into the terminal.

He further explains that a password system had been tried previously and abandoned. Each reservation and ticketing clerk had been given a unique password. Because multiple clerks often used a single terminal, however, the system was too awkward and unwieldy as clerks had to continuously sign on and sign off the system. Major problems occurred with the system during rush periods.

Finally the information systems manager was surprised about Mr. Sinha's concerns. Under the current system, he argues unauthorised removal of assets cannot occur. Moreover he points out that the previous auditor had never expressed concerns about the system.

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M.B.A. (Semester - IV) (CBCS) Examination: March/April - 2025
Tourism and Hospitality Management
Facility and Security Management (20407410)

Day & Date: Monday, 16-June-2025
 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) This material is known for offering security, which is why it is often used for the main entrance door _____.
 - a) Wood
 - b) Steel
 - c) Aluminum
 - d) Glass
- 2) A guest indicates that she was bitten by a snake. What do you do?
 - a) Apply ice to the wound and take to the nearest fire station or hospital
 - b) Wash the wound, keeping injured area lower than the heart; get professional medical care within 30 minutes.
 - c) Cut a 1" cross at the site if injury and suck the poison out, apply ice.
 - d) Elevate injured area, apply ice, and get professional medical care within 30 minutes.
- 3) Discharge of warm water into a river is called _____ pollution.
 - a) Nuclear Pollution
 - b) Chemical Pollution
 - c) Thermal Pollution
 - d) Eutrophication
- 4) Air pollution leads to _____ diseases.
 - a) Respiratory Diseases
 - b) Gastro intestinal Diseases
 - c) Cancer
 - d) Hair loss
- 5) What is EIA?
 - a) Ecological Impact Assessment
 - b) Effective Impact Assessment
 - c) Environment Impact Assessment
 - d) Effective Industry Assessment
- 6) The role of facility design can be understood by focusing on factors such as _____.
 - a) Facility components
 - b) Facility layout
 - c) Quality and types of construction
 - d) All of above

- 7) The _____ is responsible for the provision of engineering facilities that contribute to the comfort of guest.
- a) Food department
 - b) Reception counter
 - c) Maintenance department
 - d) None of above
- 8) HVAC stands for _____
- a) Heating, Ventilation and Air Conditioning
 - b) Heating, Venturing and Air Conditioning
 - c) Heating, Ventilation and All Conditioning
 - d) Heating, Ventilation and Air Circulating
- 9) Necessary to maintain a supply of hot water to guestrooms comes under _____
- a) Mechanical work
 - b) Carpenter work
 - c) Civil Work
 - d) Boiler work
- 10) _____ involves maintenance activities that related to the general upkeep of the hotel.
- a) Scheduled maintenance
 - b) Preventive maintenance
 - c) Routine maintenance
 - d) Emergency maintenance
- 11) Guest safety comes under _____.
- a) Food and Beverage
 - b) Dinning Services
 - c) Maintenance department
 - d) Tourism
- 12) In _____ Problem of a greater magnitude are avoided if minor repairs are attended to promptly.
- a) Scheduled maintenance
 - b) Preventive maintenance
 - c) Routine maintenance
 - d) Emergency maintenance
- 13) _____ is a detailed report which lists every job function performed in housekeeping department about potential hazards.
- a) Job safety analysis
 - b) Fire safety analysis
 - c) Maintenance analysis
 - d) Emergency analysis
- 14) _____ is not amongst the three “E” of safety.
- a) Education
 - b) Engineering
 - c) Enforcement
 - d) Enrichment
- 15) Which one of the following is the apex organization in the country in the field of pollution control?
- a) Water Pollution Control Board
 - b) Central Pollution Control Board
 - c) Air pollution Control Board
 - d) State Pollution Control Board
- 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 on. 16**
- a) Court Mandated Standards for hotels
 - b) billing methods of electric utilities
- Q.3 Write short notes on. 16**
- a) Computerized and internet-based services
 - b) Impact of facility design on facility management
- Q.4 Answer the following question. 16**
- a) What are the various types of maintenance and repair system in star rated hotels?
- OR**
- b) Write an explanatory note on various types of pollutions affecting the hotel industry.
- Q.5 Explain in details about the fire safety system in hotel industry. 16**

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M.B.A. (Semester - IV) (CBCS) Examination: March/April - 2025
Marketing Management
International Marketing (20407405)

Day & Date: Tuesday, 17-June-2025
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) The process of adapting a product or service to meet the specific needs and preferences of a particular country or region is known as _____.

a) Standardization	b) Localization
c) Globalisation	d) Customisation
- 2) What is the primary focus of international marketing?

a) Selling products or services domestically
b) Expanding business operations to multiple countries
c) Promoting cultural exchange
d) Analysing political trends
- 3) Which international organisation aims to promote free trade and reduce trade barriers between member countries?

a) World Bank
b) International Monetary Fund
c) World Trade Organisation (WTO)
d) United Nations
- 4) Which of the following common challenges faced by companies engaged in international marketing?

a) Cultural differences	b) Language barriers
c) Legal and regulatory	d) Issues all of the above
- 5) International marketing can help a company reduce it's a dependence on a single market thereby mitigating _____.

a) Cultural risk	b) Market risk
c) Political risk	d) Financial risk
- 6) The process of identifying and selecting specific International markets to enter is known as _____.

a) Market segmentation	b) Market targeting
c) Market Positioning	d) Market research

- 7) When a company's products or services gain popularity in a Foreign market due to their Association with the home country's image is known as _____.
a) Country of origin effect b) Cultural diffusion effect
c) Global branding d) Ethnocentrism
- 8) The primary difference between domestic and international marketing lies in _____.
a) The products or services offered
b) The target markets
c) Geographical location
d) Marketing budget
- 9) Which of the following is more complex in international marketing than in domestic marketing?
a) Pricing strategies b) Product development
c) Distribution channels d) All of the above
- 10) Which of the following is not a benefit of expanding into International markets?
a) Increased market size
b) Diversification of risk
c) Increased competition
d) Access to new resources and Technology
- 11) Psychographic segmentation is based on _____.
a) Geographical location b) Income level
c) Lifestyle and personality traits d) Brand loyalty
- 12) Which pricing strategy involves setting a high initial price for a product to get maximum revenue?
a) Penetration pricing b) Skimming pricing
c) Competitive pricing d) Cost plus pricing
- 13) When a company enters into a foreign market by joining hands with a local company to reduce a risk, it is using a _____.
a) Joint venture b) Licensing agreement
c) Franchising agreement d) Exporting strategy
- 14) The use of social media platforms to connect with global audiences and build brand awareness is an example of _____.
a) Traditional marketing b) Influential marketing
c) Content marketing d) Social media marketing
- 15) The practice of tailoring marketing messages and experience to individual customer's best on their preferences and behaviour is known as _____.
a) Mass marketing b) Niche marketing
c) Personalized marketing d) Targeted marketing

16) Which of the following is a cultural factor that can influence international marketing?

- a) Language
- b) Religion
- c) Values and beliefs
- d) All of the above

Q.2 Write short note. 16

- a) Holistic Marketing Concept
- b) Product standardization vs. Adaptation

Q.3 Attempt the following question. 16

- a) International product promotion strategies
- b) Import-Export documents.

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

- a) Define Consumer Behaviour. Explain the various factors affecting consumer purchase decision.

OR

- b) Explain the concept of Market segmentation, Market targeting and positioning.

Q.5 Define International Marketing. Explain the various external factors affecting on International business environment (PESTLE Analysis) 16

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Set **P**

M.B.A. (Semester - IV) (CBCS) Examination: March/April - 2025
Financial Management
International Finance (20407408)

Day & Date: Wednesday, 18-June-2025
 Time: 11:00 AM To 02:00 PM

Max. Marks: 80

Instructions: 1) All questions are compulsory.
 2) Figures at right indicate marks.

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

- 1) International finance is concerned with _____
 - a) exchange rates of currencies
 - b) monetary systems of the world
 - c) foreign direct investment
 - d) all of the above
- 2) The primary component of the current account is the _____
 - a) balance of trade
 - b) balance of money market flows
 - c) balance of capital market flows
 - d) unilateral transfers
- 3) Type of risk in which value of liabilities and assets is affected by exchange rate is classified as _____

a) economic rates	b) foreign exchange risk
c) selling rate	d) buying rates
- 4) International finance mainly discusses the issues related with monetary interactions of at least _____

a) one country	b) two or more countries
c) five countries	d) None of the above
- 5) Given a home country and a foreign country, purchasing power parity suggests that _____
 - a) the home currency will appreciate if the current home inflation rate exceeds the current foreign inflation rate;
 - b) the home currency will depreciate if the current home interest rate exceeds the current foreign interest rate;
 - c) The home currency will depreciate if the current home inflation rate exceeds the current foreign inflation rate.
 - d) the home currency will depreciate if the current home inflation rate exceeds the current foreign interest rate;

- 6) A forward currency transaction _____
- a) Is always at a premium over the spot rate
 - b) Means that delivery and payment must be made within one business day (USA/Canada) or two business days after the transaction date
 - c) Calls for exchange in the future of currencies at an agreed rate of exchange
 - d) Sets the future date when delivery of a currency must be made at an unknown spot exchange rate
- 7) Exchange rates _____
- a) are always fixed
 - b) fluctuate to equate the quantity of foreign exchange demanded with the quantity supplied
 - c) fluctuate to equate imports and exports
 - d) fluctuate to equate rates of interest in various countries
- 8) An arbitrageur in foreign exchange is a person who _____
- a) earns illegal profit by manipulating foreign exchange
 - b) causes differences in exchange rates in different geographic markets
 - c) simultaneously buys large amounts of a currency in one market and sells it in another market
 - d) None of the above
- 9) The current system of international finance is a _____
- a) gold standard
 - b) fixed exchange rate system
 - c) floating exchange rate system
 - d) managed float exchange rate system
- 10) Interest Rate Parity (IRP) implies that _____
- a) Interest rates should change by an equal amount but in the opposite direction to the difference in inflation rates between two countries
 - b) The difference in interest rates in different currencies for securities of similar risk and maturity should be consistent with the forward rate discount or premium for the foreign currency
 - c) The interest rates between two countries start in equilibrium, any change in the differential rate of inflation between the two countries tends to be offset over the long-term by an equal but opposite change in the spot exchange rate
 - d) In the long run real interest rate between two countries will be equal

- 11) More instability in currency is called as _____

a) country risk	b) financial risk
c) currency risk	D liquidity risk
- 12) Market in which currencies buy and sell and their prices settle on is called the _____

a) Eurocurrency market	b) international capital market
c) international bond market	d) foreign exchange market
- 13) Balance of payments of a country includes _____

a) Balance of trade
b) Capital receipts and payments
c) Saving and investment account
d) Both (a) and (b)
- 14) Multinational corporations _____

a) increase the transfer of technology between nations
b) make it harder to nations to foster activities of comparative advantage
c) always enjoy political harmony in nations where their subsidiaries operate
d) require governmental subsidies in order to conduct worldwide operations
- 15) The date of settlement for a foreign exchange transaction is referred to as _____

a) Clearing date	b) Swap date
c) Maturity date	d) Value date
- 16) If portable disk players made in China are imported into the United States, the Chinese manufacturer is paid with _____

a) International monetary credits.
b) Dollars
c) yuan, the Chinese currency
d) euros, or any other third currency

Q.2 Answer the following.

16

- a) International Bond Market
- b) Importance of BOP

Q.3 Answer the following.

16

- a) Techniques of covering risk
- b) Characteristics of International Business

Q.4 Attempt the following Questions. (Any One)**16**

- a) Discuss about the structure of foreign exchange market. State various types of transactions takes place under foreign exchange market.

OR

- b) Determine the arbitrage gain possibility with the help of following data-

Spot rate	Rs.78.10/£
-----------	------------

3 months forward rate	Rs.78.60/£
-----------------------	------------

3 months interest rates-

Indian Rupees:9%

British Pound:5%

You may assume amount of borrowings Rs. 10 million or £ 2,00,000 as the case may be to explain your answer.

Q.5 X Company, operating at multinational level is facing a problem to choose between the following two options:**16**

- 1) Continue to export every year 200000 units of a product at a unit price of \$ 80; its variable cost is \$45
- 2) Install a manufacturing unit to produce 500000 units in China, the destination for exports
Setting up of the manufacturing plant will involve an investment outlay of \$ 50 million. The plant is expected to have useful life of 5 years with \$10 million salvage value. Company follows the straight line method of depreciation. To support additional level of activity, investment will require additional working capital of \$5 million.

Since the cost of production are lower in China, the variable cost of production and sales would be lower, i.e. \$ 20 per unit. Additional fixed cost per annum is estimated at S 2 million. Further the forecasted selling price is lower i.e. \$ 70 per unit to sell 500000 units. The company is subjected to 40% tax rate and its cost is 15%.

Assuming that there will be no variation in the exchange rate between two countries and all profits can be repatriated, advise the company regarding financial viability of the proposal.

Discounting factor @15% for year 1-5 is 3.352 and for 5th year is 0.497.

Seat No.	
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Set P

M.B.A. (Semester - IV) (CBCS) Examination: March/April - 2025
Production and Materials Management
World Class Manufacturing (20407414)

Day & Date: Thursday, 19-June-2025
 Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

Q.1 Multiple Choice Questions.

16

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

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

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

- a) Write Short Note on Maintainability.
b) Discuss about Strategic Decisions in Manufacturing Management.

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

- a) Write Short Note on - Role of IT in World Class Manufacturing.
b) Write Short Note on - Benchmarking and best practices

Q.4 Answer the following long answers. 16

- a) Discuss role of Human Resource Management in Wald Class Manufacturing.

OR

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

Q.5 Discuss the concept of Choice of technology, Capacity and layouts with respect to world class manufacturing environment in your own words. 16

**Seat
No.****Set P**

M.B.A. (Semester - IV) (CBCS) Examination: March/April - 2025
International Business Management
Internationals Logistics (20407420)

Day & Date: Thursday, 19-June-2025
Time: 11:00 AM To 02:00 PM

Max. Marks: 80

Instructions: 1) All questions are compulsory.
2) Figures at right indicate marks.

Q.1 Choose the right Answer.

16

- 1) What does a freight forwarder do?
 - a) Manufactures goods for export
 - b) Handles the shipping and logistics for cargo
 - c) Provides loans to exporters
 - d) Inspects goods at customs

- 2) The term "containerization" refers to _____.
 - a) Packing goods in small boxes
 - b) Using standardized containers for transporting goods
 - c) Using custom containers for fragile goods
 - d) Loading goods directly onto ships without packing

- 3) Which document provides details about the quantity and type of goods being shipped?
 - a) Bill of Lading
 - b) Packing List
 - c) Commercial Invoice
 - d) Export License

- 4) What is the most significant advantage of sea transport?
 - a) Speed
 - b) Cost-effectiveness for heavy goods
 - c) Flexibility
 - d) Door-to-door delivery

- 5) Which of the following is / are considered as logistics cost?
 - a) Transportation cost
 - b) Warehousing cost
 - c) Customs duties
 - d) All of these

- 6) What is a major disadvantage of air transport?
 - a) High cost
 - b) Slow delivery
 - c) Limited routes
 - d) Environmental damage

- 7) What does the term "freight" mean?
- a) Passengers traveling on international planes
 - b) Goods transported from one place to another
 - c) Extra charges for shipping
 - d) Insurance for goods
- 8) _____ describes a tax imposed on imported goods.
- a) Freight charges
 - b) Tariff
 - c) Exchange rate
 - d) Premium
- 9) _____ is the most common method for shipping small items internationally.
- a) Air freight
 - b) Sea freight
 - c) Road transport
 - d) train transport
- 10) What is a common benefit of sea freight?
- a) Fast delivery times
 - b) Low cost for large shipments
 - c) Easy customs clearance
 - d) High security
- 11) _____ is a document used to confirm the origin of goods in international trade.
- a) Commercial Invoice
 - b) Bill of Lading
 - c) Certificate of Origin
 - d) Packing List
- 12) _____ shipping method is best suited for heavy and bulky goods.
- a) Sea freight
 - b) Air freight
 - c) Rail transport
 - d) Road transport
- 13) What is "customs duty"?
- a) The cost of transporting goods internationally
 - b) A tax or fee imposed by the government on imported goods
 - c) A type of insurance for goods during transit
 - d) The cost of packaging and handling
- 14) _____ document is used to describe the terms of sale in international trade?
- a) Bill of Lading
 - b) Commercial Invoice
 - c) Packing List
 - d) Letter of Credit
- 15) _____ is the organization that facilitates international trade by reducing trade barriers?
- a) World Bank
 - b) WTO (World Trade Organization)
 - c) IMF
 - d) UNCTAD (United Nations Conference on Trade and Development)

- 16) _____ of the following is a key component of a logistics network?
- a) Marketing strategy
 - b) Transportation and warehousing
 - c) Customer feedback surveys
 - d) Employee training programs

Q.2 Answer the following question. 16

- a) Transport Cost Characteristics
- b) Tools for Performance Measurement

Q.3 Answer the following question. 16

- a) Basis for International Trade
- b) Role of Clearing Agent

Q.4 Answer the following question. 16

- a) Explain Various Modes of Transport in International Logistics. Write Choice and Issues for Each Mode in detail.

OR

- b) What is Containerization? Explain its Classification, Benefits and Constraints in detail.

Q.5 Study the case and answer the question. 16

Dry Ice Inc. is a manufacturer of air conditioners that has seen its demand grow significantly. They anticipate nationwide demand for the year 2024 to be 1,80,000 units in the South, 1,20,000 units in the Midwest. 1,10,000 units in the East and 1,00,000 units in the West. Managers at Dry Ice are designing the manufacturing network and have selected four potential sites- New York. Atlanta, Chicago and San Diego. Plants could have a capacity of either 2,00,000 or 4,00,000 unit. The annual fixed cost at the four locations are (New York \$6 Million. Atlanta \$5.5 million. Chicago \$5.6 million and San Diego \$6.1 million) along with the cost of producing and shipping an air conditioner to each of the four markets.

- a) Analyse the case and write its review.
- b) Where should Dry Ice build its factories?
- c) How large should they be? Why?
- d) Why it is important to the company to locate its facility in various places?

Seat No.	
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Set **P**

M.B.A. (Semester - IV) (CBCS) Examination: March/April - 2025
Banking Management
Retail & Universal Banking (20407423)

Day & Date: Thursday, 19-June-2025
 Time: 11:00 AM To 02:00 PM

Max. Marks: 80

Instructions: 1) All questions are compulsory.
 2) Figures at right indicate marks.

Q.1 Multiple Choice Questions**16**

- 1) _____ controls credit in India.
 - a) Reserve Bank of India
 - b) State Bank of India
 - c) Union bank of India
 - d) Maharashtra Bank of India
- 2) Agents must avoid any form of _____.
 - a) Intimidation
 - b) harassment
 - c) invasion of privacy
 - d) All of these
- 3) If a borrower with a solid repayment history is unable to make payments due to unforeseen circumstances, such as job loss, the financial institution may offer options like _____.
 - a) Adjusting the loan term to lower monthly payments.
 - b) Temporarily suspending payments.
 - c) Partial Debt Waiver
 - d) All of these
- 4) _____ management is important functions of Bank management.
 - a) Risk
 - b) Loan
 - c) Debt
 - d) Recovery
- 5) Universal banking combines the services of a _____.
 - a) commercial bank
 - b) investment bank
 - c) providing all services from within one entity
 - d) All of these
- 6) If a borrower is unable to make loan payments, financial institutions have various methods to attempt recovery. These methods include _____.
 - a) Non-Judicial Route
 - b) Judicial Processes
 - c) Both A and B
 - d) None of these

- 7) DRT stand for _____.
a) Debt Recovery Tribunal
b) Debt Recovery Department
c) Department Rate Tribunal
d) Department of Recovery Tribe
- 8) The Debt Recovery Appellate Tribunal (DRAT) handles appeals against the decisions of the _____.
a) RBI
b) DRT
c) SBI
d) MAT
- 9) SARFAESI Act, banks have the power to issue a _____ notice to the borrower demanding repayment.
a) 40 Days
b) 45 Days
c) 15 Days
d) 60 Days
- 10) Universal banking is a financial model where a single institution offers a wide range of financial services, including _____.
a) commercial banking
b) investment banking
c) Insurance
d) All of these
- 11) Effective credit management is a comprehensive process consisting of _____.
a) Determining the customer's credit rating
b) Maintaining customer relations
c) Detecting late payments in advance.
d) All of these
- 12) Tele banking is based on _____.
a) Voice Processing
b) e- banking
c) Unit Banking
d) Branch Banking
- 13) _____ that lets cardholders borrow funds with which pay for goods and services.
a) Debit Card
b) Credit Card
c) ATM Card
d) smart Card
- 14) _____ of individual increased by using Credit Card.
a) Loan
b) Limit
c) purchasing power
d) bank balance
- 15) A Debit card holder make payment for purchase _____.
a) After 15 days
b) After 20 days
c) after a month
d) immediately through his account

- 16) Internet Banking also known as _____
- a) Online Banking
 - b) Mobile banking
 - c) Unit Banking
 - d) e banking

Q.2 Write Short answer. 16

- a) Internet Banking
- b) Trends in Retailing

Q.3 Attempt the following. 16

- a) Stages in Customer Relationship Management process
- b) Universal banking and consumer finance

Q.4 Attempt the following. (Any One) 16

- a) Explain RBI guidelines for Loan Recovery Agents.
- b) Comparison of Commercial Banking and Development banking

Q.5 Solve the question. 16

What is Customer Relationship Management? Explain the Role and impact of customer relationship management.

Set

P

M.B.A. (Semester - IV) (CBCS) Examination: March/April - 2025
Agriculture & Co-operative Management
International Trade and Agriculture (20407429)

Day & Date: Thursday, 19-June-2025
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) 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) SWOT of Pulses

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

- a) Explain the Bilateral Trade and Multilateral Trade.
 b) AGAMARK

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

a) What is the International Monetary Fund (IMF)? Explain the objectives and functions of the IMF.

OR

b) Explain the Import and Export Procedures.

Q.5 Attempt the following. 16

Explain the International Liquidity Problems.

Set

P

M.B.A. (Semester - IV) (CBCS) Examination: March/April - 2025
Human Resource Management
International Human Resource Management (20407417)

Day & Date: Friday, 20-06-2025
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) The Three broads _____ resources activities are procurement, allocation and utilization.
 - a) Physical
 - b) Psychological
 - c) Human
 - d) Financial
- 2) IHRM involves _____ of the right people at the right positions, irrespective of geographic locations.
 - a) Selection
 - b) Employment
 - c) Rejection
 - d) All of these
- 3) In _____ relations it is important to realise that it is difficult to compare industrial relations systems and behavior across the national boundaries.
 - a) International labour
 - b) International human
 - c) Local human
 - d) None of these
- 4) _____ from international point of view is rather more difficult and complex.
 - a) Financial resource
 - b) Technical resource planning
 - c) Energy resource planning
 - d) Human resource planning
- 5) Knowledge sharing among expatriates is done under _____ strategy.
 - a) Individual strategy
 - b) Group strategy
 - c) Organization Strategy
 - d) National strategy.
- 6) IHRM requires the development of a well _____ evaluation process.
 - a) Organized
 - b) Disorganized
 - b) Vague
 - c) Impulsive
- 7) _____ is associated with global strategy implementation among 5 Key areas in significance of IHRM in International Business.
 - a) Challenge
 - b) Commitment
 - c) Cost effectiveness
 - d) Competence

- 8) _____ approach is basically taken up while employing host country nationals in the subsidiary of the MNC Operating in the that country.
- | | |
|----------------|------------------|
| a) Geocentric | b) Regio centric |
| c) Polycentric | d) Ethnocentric |
- 9) _____ management describes organizational behaviour within counties and culture.
- | | |
|-------------------|-------------------|
| a) Indo-cultural | b) Human resource |
| c) Cross cultural | d) Behavioural |
- 10) _____ employing a diverse workforce can supply a greater variety of solutions to problems in service, sourcing and allocation of resources.
- | | |
|-----------------|----------------|
| a) System | b) Management |
| c) Organisation | d) Recruitment |
- 11) _____ communication of key objectives results in confusion, lack of teamwork and low morale.
- | | |
|----------------|--------------|
| a) Ineffective | b) Effective |
| c) Smooth | d) Accurate |
- 12) _____ means the remuneration which an employer pays to the employees in return of their service.
- | | |
|------------------|-----------------|
| a) Communication | b) Coordination |
| c) Planning | d) Compensation |
- 13) The _____ also has a number of objectives that he wishes to achieve from the compensation policy of the firm.
- | | |
|--------------|---------------|
| a) Marketer | b) Customers |
| c) Employees | d) Competitor |
- 14) Tendency of _____ company is case of MNC's to have some work culture in an overseas company.
- | | |
|---------|----------------------|
| a) Host | b) Parent |
| c) Both | d) None of the above |
- 15) _____ are less likely to be offered international assignment due to prejudice mind.
- | | |
|-------------------------|------------|
| a) Males | b) Females |
| c) Qualified Candidates | d) TCNs |
- 16) An employee international compensation objective include compensation based on _____
- | | |
|-------------------|--------------------------|
| a) Competency | b) Strategy |
| c) Administration | d) Financial Advancement |

Q.2 Answer the following.

16

- a) Hofstede's model of IHRM
b) Areas of International Performance Appraisal

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

- a) Complexities in International Compensation Management.
- b) Areas of Global Training.

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

- a) Differentiate between IHRM and Domestic HRM.

OR

- b) Explain the concept of expatriate. What are the causes of expatriate failure?

Q.5 Case Study **16**

Cases

Mobile Telephone Services. 'Dawamiba' is a joint venture between an Indonesian company and a PNG business group and the other 'Digicel' is mobile operator from Jamaica, which operates in the Caribbean countries (The National & Post Courier Newspaper Monday 04/09/06:04:03- New Mobile Phone operators approved by CCCA). The union admits that it is not trying to halt this process, but is working to ensure that the interests of the membership are not overlooked in the process (PNG Communication Workers Union; Interview with General Secretary of PNCWU; August 2006). It is therefore in the best interest of both parties to continue with negotiations and endeavor to arrive at an amicable solution, so that the organization's purpose to restructure and be prepared for privatization or liberalization (introduction of competition) are served that the employee job insecurity are addressed through training and other human resource development techniques so that either the employees may be developed to man the future jobs or staff made redundant exit the entity not totally unsatisfied. Therefore, it is imperative that the PNG Communication Workers' Union and Telikom PNG Limited appreciate this and come with agreements for the mutual benefit of both the parties through 'win-win approach' to cater for this situation amicably.

Question for discussion

- a) How does the privatization of public sector organizations affect the conditions of work public sector?
- b) Privatization has changed the culture of frequent strikes in public sector organization in most of the countries. Why this trend could not bring similar trends in Papua New Guinea?
- c) Suggest suitable strategies to reduce strikes in Telikom (PNG).

Seat No.	
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Set **P**

M.B.A. (Semester - IV) (CBCS) Examination: March/April - 2025
Tourism and Hospitality Management
Hospitality and tourism Marketing (20407411)

Day & Date: Saturday, 21-June-2025
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 Questions.

16

- 1) Tourism Marketing is an instrument to lift up the standard of living of _____ population.

a) Guest population	b) Host population
c) Tribal population	d) None of these
- 2) _____ is marketing depreciation?

a) Production is less than demand
b) Demand is less than production
c) Production and demand is equal
d) None of these
- 3) Tourism is having highly _____ demand.

a) Stable demand	b) Passive demand
c) None of these	d) Unstable demand
- 4) One tourism product is a combination of different products from different manufacturers. It is commonly known as _____

a) Package tour	b) Tour operation
c) Multiplicity of producers	d) None of these
- 5) Tourism Marketing has a dominant role of _____.

a) Customers	b) Producers
c) Travel agencies	d) Intermediaries
- 6) Advertisement is one of the _____ in marketing.

a) Marketing tool	b) Business tool
c) Commercial tool	d) Promotional tool
- 7) After decline stage a product can undergo for _____.

a) New product development	b) Modifications
c) Offers	d) Discount sales
- 8) PLC stands for _____.

a) Product Life and Customers	b) Product Life Cycle
c) Product Living Cycle	d) None of these

- 9) Tour operation in marketing is a _____ mix.
 - a) Product mix
 - b) Place mix
 - c) Promotion mix
 - d) None of these
- 10) Personal selling in tourism is one of the _____ mix.
 - a) Product mix
 - b) Place mix
 - c) Promotion mix
 - d) None of these
- 11) _____ is the process of dividing a total market into different groups.
 - a) Niche marketing
 - b) Day marketing
 - c) Market segmentation
 - d) None of the above
- 12) In tourism industry and tourism marketing, travel agent is known as _____.
 - a) Spoke person
 - b) Negotiator
 - c) Intermediaries
 - d) Agent
- 13) _____ is the larger concept in marketing.
 - a) Selling concepts
 - b) Marketing concept
 - c) Organizational concept
 - d) Revenue concept
- 14) _____ is a very powerful pull marketing strategy for tourism products.
 - a) Word of mouth
 - b) Trade show promotion
 - c) Sales promotion
 - d) Exhibitions
- 15) _____ characteristics of Tourism creates the challenge of fluctuations in demand for tourism products.
 - a) Storability
 - b) Separability
 - c) Tangibility
 - d) Seasonality
- 16) _____ pricing in tourism occurs, when a company sells product or service at two or more prices.
 - a) Promotional
 - b) Discriminatory
 - c) Mark-up
 - d) Follow the leader

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

- a)** Importance of Advertising in Tourism
b) Marketing Information Systems

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

- a) Nature of tourism product
- b) Destination life cycle

Q.4 a) What is the role of digital marketing in hospitality and tourism? **16**

OR

- b)** What is role of media in promotion of destination marketing?

Q.5 What are 7'ps of marketing? Explain briefly. **16**

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M.B.A. (Semester - IV) (CBCS) Examination: March/April - 2025
System Management
Programming Concepts and Practices (20407426)

Day & Date: Saturday, 21-June-2025
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) OOP stands for ____
 - a) Open Organization Process
 - b) Object Oriented Programming
 - c) Object Operating Programming
 - d) none of these

- 2) What does ASCII stand for?
 - a) American Standard Code for Information Interchange
 - b) American Scientific Code for Information Interchange
 - c) American Scientific Code for Interchanging Information
 - d) American Standard Code for Interchanging Information

- 3) "C" is ____ type of programming language.
 - a) Procedural
 - b) OOP
 - c) Event Driven
 - d) All of these

- 4) ____ is looping statement.
 - a) IF
 - b) IF-Else
 - c) For
 - d) Break

- 5) Which of the following is not arithmetic Operator.
 - a) +
 - b) %
 - c) *
 - d) ?

- 6) What is programming?
 - a) The process of designing computer hardware
 - b) The process of writing instructions for a computer to perform tasks
 - c) The process of repairing computer software
 - d) The process of analyzing computer algorithms

- Q.2 Write short notes on. 16**
- a) What is function? Explain the types of functions.
 - b) What is operator? Explain different types of operator
- Q.3 Attempt the following question. 16**
- a) What is algorithm? Give the characteristics of algorithm. Give an example of algorithm
 - b) Explain switch case statement and break and continue statement
- Q.4 Attempt the following question. (Any One) 16**
- a) What is flowchart? Explain different symbols used in flowchart. Given an example
 - b) What programming language? Differentiate between procedural programming and OOP.
- Q.5 Attempt the following. 16**
- a) Explain array in detail.
 - b) Explain different looping statements.