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

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

Max. Marks: 80

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

Q.1 Multiple choice questions.

16

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

- 8) According to F.W. Taylor, what is the primary focus of scientific management?
 - a) Employee satisfaction
 - b) Efficient work methods and productivity
 - c) Autocratic leadership
 - d) Human relations
- 9) What is the primary characteristic of a functional organizational structure?
 - a) Dual reporting relationships
 - b) Limited communication channels
 - c) Grouping by common tasks or functions
 - d) Decentralized authority
- 10) Who is known for the contribution to the Evolution of Management Thought through Scientific Management?
 - a) Frederick Taylor
 - b) Henry Mintzberg
 - c) C.K. Prahalad
 - d) Peter Drucker
- 11) What does the business environment concept encompass?
 - a) Internal factors only
 - b) External factors only
 - c) Both internal and external factors
 - d) Financial factors only
- 12) What are the different types of organizational plans?
 - a) Strategic, Tactical, Operational
 - b) Short-term, Medium-term, Long-term
 - c) Immediate, Intermediate, Ultimate
 - d) Macro, Micro, Mega
- 13) In McGregor's Theory Y, what is the assumption about employees?
 - a) Employees dislike work and need to be controlled
 - b) Employees are inherently lazy
 - c) Employees are capable of self-direction and self-motivation
 - d) Employees are only motivated by financial rewards
- 14) What is the primary focus of Likert's Four Systems of Management?
 - a) Leadership styles
 - b) Employee satisfaction
 - c) Task structure
 - d) Decision-making conditions
- 15) According to the Hersey-Blanchard Situational Leadership Model, what does "telling" represent?
 - a) High task focus, low relationship focus
 - b) Low task focus, high relationship focus
 - c) High task focus, high relationship focus
 - d) Low task focus, low relationship focus
- 16) What is the concept of control in management?
 - a) Influencing and energizing behavior
 - b) Monitoring and regulating activities
 - c) Project management
 - d) Organizational planning

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

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

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

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

Q.4 Choose one of the following sets of questions to answer**16**

Define staffing as a function of management. What are the key elements involved in the staffing process?

OR

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

Q.5 Case Study**16**

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

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

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

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

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

Max. Marks: 80

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

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

16

- 1) _____ does not deal with the accumulation, classification, analysis, allocation summarization, interpretation, reporting and control of current and perspective costs.

a) Cost Accounting	b) Financial Accounting
c) Cost Accountancy	d) None of these
- 2) _____ covers accounts of whole business relating to all commercial transactions.

a) Cost Accounting	b) Financial Accounting
c) Environmental Accounting	d) None of these
- 3) The main objective of depreciation is _____.

a) To show the previous profit	b) To calculate net profit
c) To reduce tax	d) To satisfy the tax department
- 4) Depreciation is generated due to _____.

a) Increase in the value of liability	b) Decrease in capital
c) Wear and tear	d) Decrease in the value of assets
- 5) What is the purpose of making a provision for depreciation in the accounts?

a) To charge the cost of fixed assets against profits
b) To show the current market value of fixed asset
c) To make cash available to replace fixed assets
d) To make a provision for repairs
- 6) Business is said to be in a profit when _____.

a) Expenditure exceeds income	b) Income exceeds expenditure
c) Income exceeds liability	d) Assets exceed expenditure
- 7) What does the term "credit" mean in business?

a) agreement between a lender and a borrower
b) revenue a business earns from selling its goods.
c) cost of operations that a company incurs to generate revenue.
d) own with the expectation to provide a future benefit.
- 8) When a Liability is decreased or reduced, it is registered on the _____.

a) Debit side or left side of the account
b) Credit side or right side of the account
c) Debit side or right side of the account
d) Credit side or left side of the account

- 9) When there is an increase in capital by an amount, it is registered on the _____.
 - 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
- 10) What kind of expenses are paid from Gross Profit?
 - a) Selling Expenses
 - b) Financial Expenses
 - c) General Expenses
 - d) All of the above
- 11) Which of the options is an example of business liability?
 - a) Creditors
 - b) Cash
 - c) Building
 - d) Land
- 12) The unfavourable balance of Profit and Loss account should be _____.
 - a) Subtracted from liabilities
 - b) Subtracted from capital
 - c) Subtracted from current assets
 - d) Added in liabilities
- 13) Which of the following statements is not correct about materiality?
 - a) Materiality is a relative concept
 - b) Materiality judgments involve both quantitative 'and qualitative judgments
 - c) Auditor's consideration of materiality is influenced by the auditor's perception of the needs of an informed decision maker who will rely on the financial statements.
 - d) None of these
- 14) Stock should be valued at _____.
 - a) Cost
 - b) Market Price
 - c) Cost or Market price whichever is lower
 - d) Cost less depreciation
- 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 right

Q.2 Answer the following.

16

- a) Objectives of Book Keeping.
- b) Journal

Q.3 Answer the following.

16

- a) Classification of Accounts.
- b) Distinction between Capital Expenditure and Revenue Expenditure.

Q.4 Answer the following.

16

a) Explain Accounting Concept, Conventions & Principles

OR

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

10th. June: Paid wages 12,000

11th June: paid rent by cheque 10,000

13th June: Paid salary to Mr. Charan 12,000

14th June: Purchased stationery from Kagaz & Co. and paid by cheque 5,000

15th June: Received interest 14,000

17th June: Received commission by cheque 6,000

18th June: Rent received from Mr. Mody 8,000

19th June: Interest received from Mr. Bijju by cheque 10,000.

20th June: Carriage paid on purchase of goods 3,000

22nd June: Carriage paid on sale of goods 2,000

Q.5 Attempt the following.

16

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

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

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

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

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

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

Max. Marks: 80

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

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

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

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

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

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

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

- a) Features Of Managerial Economics
- b) Fiscal Policy

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

- a) Define Managerial Economics. Explain its scope in details.

OR

- b) Explain Price Elasticity of demand with Diagrams.

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

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

Questions:

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

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

Max. Marks: 80

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

16

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

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

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

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

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

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

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

- a) Define organization behavior? Explain factors affecting individual behaviour.**

OR

- b) What is stress management? Explain in detail various tools and strategies used to manage stress.**

Q.5 Case Study.

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

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

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

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

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

Questions:

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

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M.B.A. (Semester - I) (CBCS) Examination Oct/Nov-2023
COLLEGE AND UNIVERSITY CAMPUS
Business Statistics (20407105)

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

Max. Marks: 80

Instructions: 1) All questions are compulsory.
 2) All questions carry equal marks.
 3) Use of calculators is allowed.

Q.1 Choose the correct alternatives from the options.

16

- 1) A class in which one of the limits is not specified is called ____ class.
 - a) Open-Ended
 - b) Closed
 - c) Exclusive
 - d) Inclusive
- 2) The mean of 85, 70, 10, 75, 500, 8, 42, 250, 40, 36 is _____.
 - a) 111.6
 - b) 130
 - c) 100
 - d) 99
- 3) The mode of 11,10,12,13,11,10,13,16,13,13,11 is _____.
 - a) 13
 - b) 10
 - c) 11
 - d) 12
- 4) Continuous frequency distribution can be better presented on _____.
 - a) Bar graph
 - b) Pie Chart
 - c) Histogram
 - d) None of the above.
- 5) Which of the following is not the measure of dispersion?
 - a) Range
 - b) Quartile Deviation
 - c) Median
 - d) Standard Deviation
- 6) The modal class is the class with _____.
 - a) Average frequency
 - b) Lowest frequency
 - c) Highest frequency
 - d) Middle frequency
- 7) Find the variance of the numbers 36, 28,45 and 51 _____.
 - a) 63.5
 - b) 76.5
 - c) 68.5
 - d) 71.5
- 8) If AM of a, a+3, a+6, a+9 and a+12 is 10, then a is equal to _____.
 - a) 1
 - b) 2
 - c) 3
 - d) 4
- 9) While calculating the standard deviation, the deviations are only taken from _____.
 - a) The mode value of a series
 - b) The median value of a series
 - c) The quartile value of a series
 - d) The mean value of a series
- 10) Which of the following is the use of Index Numbers?
 - a) Forecasting
 - b) Fixed prices
 - c) Different prices
 - d) Constant prices

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

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

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

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

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

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

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

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

Q.4 Attempt any one of the following.

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

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

OR

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

Classes	10-20	20-30	30-40	40-50	50-60
Frequencies	5	8	16	8	3

Q.5 Attempt the following.

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

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

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

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

Max. Marks: 80

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

Q.1 Multiple choice question.

16

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

- 11) A computer system is the integration of physical entities called _____ and non-physical entities called _____.
a) Network, Hub
b) Free wave, Share wave
c) Hardware, Software
d) None of these
- 12) The _____ comes under the System Software category.
a) Utility System
b) Working System
c) Operating System
d) None
- 13) To open a new file in MS Word, the shortcut key is
a) Ctrl + N
b) Ctrl + V
c) Ctrl + Y
d) Ctrl + X
- 14) Which of the following is not a disadvantage of wireless LAN?
a) Slower data transmission
b) Higher error rate
c) Interference of transmissions from different computers
d) All of the above
- 15) The basic goal of computer process is to convert data into
a) Graphs
b) Files
c) Tables
d) Information
- 16) Effects provided to an object in a power point presentation is called
a) Transition
b) Animation
c) Theme
d) None of above

Q.2 Write short notes on

16

- a) Web Technology and Cloud Computing.
- b) Concept of Word Processing using MS Word.

Q.3 Write short notes on

16

- a) Major roles of Information System.
- b) Concept of Presentation using MS PowerPoint.

Q.4 a) Explain meaning and functions of Windows Operating System and enlist elements of Windows OS interface.

16

OR

- b) Define Information Technology, write concept of IT and Discuss IT applications in Management.**

Q.5 Case Study.

16

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

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

Questions:

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

Set No.	
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- 11) A _____ is the information and data that identifies an individual in the digital world.
- | | |
|---------------------|-----------------------|
| a) Digital Identity | b) Franchise Identity |
| c) Tenet Identity | d) Human Index |
- 12) In case of death of a consumer a Complaint can be filed by _____.
- | | |
|---------------|----------------------|
| a) Seller | b) A consumer |
| c) Legal Heir | d) None of the above |
- 13) The Orders of National Commission can only be challenged in the _____.
- | | |
|------------------|----------------------|
| a) Supreme Court | b) State |
| c) District | d) None of the above |
- 14) 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 |
- 15) 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 the above |
- 16) Following is true about Electronic signature _____.
- | |
|--|
| a) Used to signing a document digitally |
| b) Protect the document from falsification |
| c) A license Certifying Authority issues the digital signature |
| d) All of the above |

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

- a) Define the term 'Contract' under Indian Contract Act. Enlist the essential elements of valid contract.
- b) Explain the formation of 'Contract of Sales'. Mention the rights of an Unpaid Seller.

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

- a) Write the definition of 'Consumer'. Describe the "Consumer dispute redressal agency".
- b) Explain the concept of "Security risk of E-Commerce". Write down the types and sources of threats.

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

- a) Describe "The Copyright Act 1957".
- OR
- b) Discuss the terms associated with Company Law "Types of Meeting" and "Appointment and removal of Directors".

Q.5 Attempt the following cases.

- a)** APPEX Chemicals entered into an agreement with MoonledPharma Ltd. to supply them with 16units calcium and 8 units of magnesium powder for its medicine unit. By the time APPEX Chemicals supplied 12 units of calcium and 4 units of magnesium the government restricted free sale of chemicals for life saving drugs. Every dealer was supposed to get his supply sanctioned from the government to a maximum of 10 units of each chemical. APPEX chemicals found it difficult to complete the order of MoonledPharma Ltd.,
- i) Can Moonled Pharma Ltd. take action against APPEX Chemicals. Will it succeed?
 - ii) Analyse the situation by referring to relevant provisions.
- b)** Atlantic tours' is a tourist agency. It also has a group of hotels. The company offers new types of schemes to the potential customers. Amit was offered a scheme of staying in a hotel for 6 days and 5 nights for free. However when he reached the destination he was told that every room of the hotel was booked. He told them that he was told earlier that his room was booked. He even showed them the confirmation he received on his mail.
- i) Can Amit file a complaint against the tourist agency? Which consumer right has been violated in this case?
 - ii) Will he get a relief in this case? Name the relief he will get.

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Set **P**

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

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

Max. Marks: 80

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

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

- 1) The Key/Core function(s) of a Bank is (are) _____.
 - a) Safe custody through lockers
 - b) Accepting Deposits and Lending money
 - c) Maintaining Accounts of Customers
 - d) Collecting and clearing Cheque
- 2) What is the full form of NBFC? _____.
 - a) Non-Bank Financial Competition
 - b) Non-Bank Foreign Company
 - c) Non-Banking Financial Company
 - d) Non-Banking Finance Corporation
- 3) Which of the following categories under priority sector?
 - a) Micro, Small and Medium Enterprises
 - b) Education
 - c) Housing
 - d) All of these
- 4) RTGS stands for _____.

a) Real Time Gross Settlement	b) Real Term Gross Settlement
c) Real Time Goal Settlement	d) None of these
- 5) A _____ asset is one which has remained NPA for a period exceeding 12 months.

a) Standard	b) Sub-standard
c) Doubtful	d) Loss
- 6) The type(s) of Bank Advances accounts is (are) _____.

a) Cash Credit	b) Overdraft
c) Both a and b	d) None of these
- 7) Regional Rural Banks work at _____.

a) State-level	b) Taluka level
c) District level	d) All level
- 8) What is mortgage?
 - a) A security created on immovable property for a deposit received by the bank
 - b) A security created on immovable property for a loan given by the bank
 - c) A security created on movable property for a deposit received by the bank
 - d) A security created on movable property for a loan given by the bank
- 9) The State Government has _____ of stake in a Regional Rural Bank.

a) 50%	b) 25%
c) 15%	d) 35%

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

Q.2 Answer the following 16

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

Q.3 Answer the following 16

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

Q.4 Answer the following 16

- a) Discuss structure of Indian Banking System

OR

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

Q.5 Analyze the following case study and answer the questions given below - 16

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

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

- a) You are expected to explain the important terms in lending of loan and advance. **05**
- b) How much margin money will be necessary? Whether margin money percentage can be reduced? **05**
- c) On what parameters the loan proposal will be evaluated by Banks? **06**

Seat No.	
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Day & Date: Wednesday, 10-01-2024
Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

16

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

- 12) _____ is NOT one of the purposes for giving oral presentations
 - a) To persuade
 - b) To Debate
 - c) To Build Goodwill
 - d) To inform
- 13) Wrong decoding means _____
 - a) Badly worded message
 - b) Message sent to wrong receiver
 - c) Interpreted meaning is different from intended message
 - d) Message sent by wrong sender
- 14) Evaluation parameters of group discussion includes _____
 - a) Personality
 - b) Communication
 - c) Leadership
 - d) All of the above
- 15) The purpose of a _____ is to help the management identify the reasons underlying a situation.
 - a) Report
 - b) Memos
 - c) Letters
 - d) Circulars
- 16) _____ is NOT the type of business letter
 - a) Quotation
 - b) Reference Letter
 - c) Sales letter
 - d) Business enquiry

Q.2 Write short notes on.

- a) Effective Listening **08**
- b) Teleconference and Videoconferencing **08**

Q.3 Write short notes on.

- a) Process of making business presentation **08**
- b) Participation in a Group Discussion **08**

Q.4 Answer the following question.

16

What are principles of effective writing, describe parts and styles of business letters

OR

Write in detail about the barriers to communication and how to overcome these communication barriers

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

The role of communication is primordial, which is why the presence in any of the two sectors is mandatory. In both private and public companies, all four models of communication are present, namely: top-down communication, upward communication, horizontal communication and informal communication. The lack of constant communication in public companies negatively affects the activity of the company, causing chaos both inside and outside, in the relations with the public as per study done by an organization in Europe.

In private companies, relaxed communication is encouraged even in the case of the upward communication approach, while in the public sector, communication is not as friendly. The private sector encourages employees to freely express ideas, suggestions, even dissatisfaction, which is absent in the public sector. Regarding the relationship of the members of the private companies, these are naturally carried out, the informal communication being fundamental.

The formal environment that characterizes the public sector imposes on employees a cold climate, in which the relationship and communication are not as important as in the case of private companies. Although the private sector is focused on generating profit, the importance given to employees is not neglected. Within the private companies, activities such as team building and corporate events are organized, which aim to communicate between employees.

At the same time, in private companies there is a term brainstorming, which involves meetings in groups, which encourage communication, the ultimate goal being to find the right solutions for existing problems or for development. The operating system within public companies is quite different, so that the activity of the employees is carried out in a climate in which communication is at the level of the strictly necessary.

A relatively new concept that has emerged in the private companies in Europe is the specialization of the employees. Specialization programs are carried out in different cities, even countries, if it is a multinational company, which has branches in several countries. Within these programs the employees receive information regarding the activity of the company, the objectives set, the new implementations and changes. Often, teams of several people are sent to specializations, thus, the relationships between team members are strengthened.

Regarding the motivation of the employees, in the private companies they practice encouragements and the recognition of the merits both by the superiors and by colleagues. Financial rewards are not always enough. The corporate events come in support of the employees, giving them the possibility to relax with the work colleagues, activities that also contribute to the motivation of the employees.

A relaxed management style, open to communication, gives employees the confidence to express their ideas and opinions. The organization works properly if there is an efficient management, which gives importance to the professional training, motivation and reward of the employees.

Answer the following questions

- | | |
|---|-----------|
| 1) What according to you is going wrong in the European public sector companies compared to private companies with reference to its communication | 08 |
| 2) Judging from the Case, What are the benefits of informal communication in companies over formal communication for employees and their productivity | 08 |

Seat No.	
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Day & Date: Monday, 11-12-2023
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

- 9) The _____ function of marketing makes the products available in different geographic regions.
- a) Production
 - b) Selling
 - c) Distribution
 - d) Promotion
- 10) _____ 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) Market – skimming
 - b) Value – based
 - c) Market – penetration
 - d) Leader
- 11) _____ is the last stage of the consumer decision process.
- a) Problem recognition
 - b) Post purchase behavior
 - c) Alternative evaluation
 - d) Purchase
- 12) All activities involved in selling goods and services directly to final consumer for them personal non-business use is called _____.
- a) Retailing
 - b) Wholesaling
 - c) Category killer
 - d) Super market
- 13) Newsletters, catalogues, and invitations to organization-sponsored events are most closely associated with the marketing mix activity of _____.
- a) Pricing
 - b) Distribution
 - c) Product development
 - d) Promotion
- 14) _____ is the process of creating an image for a product in the minds of targeted customers.
- a) Segmentation
 - b) Target marketing
 - c) Positioning
 - d) None of these
- 15) Which one of the following is not a sales promotion tool?
- a) Advertisement
 - b) Discount
 - c) Dealer contest
 - d) Consumer contest
- 16) _____ helps to understand how consumers are influenced by their environment.
- a) Consumer behavior
 - b) Motives
 - c) Perception
 - d) Learning

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

- a) Holistic Marketing
- b) New product development

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

- a) Retailing
- b) Positioning strategies

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

- a) What do you mean by Consumer Behaviour and Explain in detail Consumer decision making process.

OR

- b) What is Promotion Mix and Describe in detail different promotion tools.

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

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

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

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

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

Seat No.	
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Set **P**

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

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

Max. Marks: 80

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

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

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

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

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

- a) Define Ratio and Classification of ratios
 b) Explain operating cycle

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

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

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

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

Raw material stage 2 months

Work-in-progress stage 1 month

Finished goods stage 1/2 month

Debtor's stage 1 month

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

Q.4 Solve any one of the following.

16

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

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

Calculate:

- Gross Profit Margin
- Expenses Ratio
- Operating Ratio
- Net Profit Ratio
- Operating (Net) Profit Ratio
- Stock Turnover Ratio.

Q.5 Answer the following.

16

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

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

Evaluate the two alternatives using the following:

- Payback method,
- Rate of return on investment method, and
- Net present value method

You should use a discount rate of 10%

Seat No.	
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M.B.A. (Semester-II) (CBCS) Examination: Oct/Nov-2023
COLLEGE AND UNIVERSITY CAMPUS
Human Resource Management (20407203)

Day & Date: Wednesday, 13-12-2023
Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

Q.1 Multiple choice question.

16

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

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

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

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

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

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

Q.4 Answer the following **16**

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

OR

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

Q.5 Analyse the following case and answer the questions

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

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

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

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

Seat No.	
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Day & Date: Thursday, 14-12-2023
Time: 03:00 PM To 06:00 PM

Max. Marks: 80

Q.1 Multiple Choice Questions.

- 1) Production planning and control-starts with _____.
 - a) routing
 - b) estimating
 - c) scheduling
 - d) expediting
- 2) Which of the following is defined as a set of activities which help to keep plant, machinery and other facilities in good working condition?
 - a) Management
 - b) Maintenance
 - c) Materials
 - d) Mechanic
- 3) The 4Ms does not include _____.
 - a) men
 - b) material
 - c) message
 - d) machinery
- 4) _____ function develops a physical relationship between inputs and outputs.
 - a) Production
 - b) System
 - c) E-manufacturing
 - d) Assembly line
- 5) Operations management is applicable _____.
 - a) mostly to the service sector
 - b) to services exclusively
 - c) mostly to manufacturing sector
 - d) to manufacturing and service sectors
- 6) _____ function of PPC relates to checking the quality of production and evaluating efficiency.
 - a) Routing
 - b) Inspection
 - c) Scheduling
 - d) Testing
- 7) Greater _____ is the benefit of process layout.
 - a) Effort
 - b) Product
 - c) Process
 - d) Efficiency
- 8) This innovative science of Operations Research was discovered during _____.
 - a) Civil War
 - b) World War II
 - c) World War I
 - d) Industrial Revolution
- 9) A feasible solution is called a basic feasible solution if the number of non-negative allocations is equal to _____.
 - a) $m-n+1$
 - b) $m-n-1$
 - c) $m+n-1$
 - d) None of the above

- 10) Plant location is the function of determining location of a plant for _____.
 a) investment b) Economy and Effectiveness
 c) materials d) machinery
- 11) Preventive maintenance is undertaken _____ machine fails.
 a) Before b) When
 c) After d) As
- 12) _____ includes raw materials, work in progress, finished goods and spares.
 a) Store b) Supply
 c) Inventory d) Research
- 13) ABC analysis aims for _____.
 a) All Better control b) Always best Cost
 c) Always Better Control d) Always Bad Cost
- 14) _____ is a set of international function in maintenance management.
 a) TQM b) ISO 14000
 c) ISO 20000 d) ISO 9000
- 15) _____ is one of the secondary functions in maintenance management.
 a) Assembly b) Waste Disposal
 c) Manufacturing d) Training
- 16) _____ layout groups machines into cells which function somewhat like product layout.
 a) Cellular Manufacturing b) Process
 c) Product d) Straight

Q.2 Answer the following

16

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

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

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

Q.3 Answer the following.

16

- a) Write short note on - Supply Chain Management
- b) What is operations Research? Discuss its applications.

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

- a) Maximise 'Z' = $8,000x_1 + 7,000x_2$ (Subject to constraints)
 $3x_1 + x_2 \leq 66$
 $x_1 \leq 20$
 $x_2 \leq 40$
 $x_1 + x_2 \leq 45$
 $x_1, x_2 \geq 0$ (Non-negativity constraints)

OR

- b) What is production planning and control? What are objectives and functions?

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

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

Source	Destination				Supply
	1	2	3	4	
A	5	6	7	8	25
B	7	5	4	2	75
C	6	1	3	2	15
Demand	50	30	20	15	

Seat No.	
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M.B.A. (Semester-II) (CBCS) Examination: Oct/Nov-2023
COLLEGE AND UNIVERSITY CAMPUS
Research Methodology (20407205)

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

Max. Marks: 80

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

Q.1 Multiple choice question

16

- 1) An example of probability sampling is _____.
 a) Quota Sampling b) Snow-ball sampling
 c) Purposive sampling d) Lottery method
- 2) A literature review requires _____.
 a) Planning b) Good and clear writing
 c) Lot of rewriting d) All of the above
- 3) Independent variables that are not related to the purpose of study, but may affect the dependent variables are called _____.
 a) Extraneous variable b) Independent variable
 c) Confounded variable d) All the above
- 4) _____ is a Non parametric test.
 a) Z test b) F test
 c) ANOVA d) Chi-square
- 5) Summarizing raw data and displaying them on compact statistical tables for analysis is _____.
 a) Tabulation b) Coding
 c) Transcription d) Editing
- 6) _____ is unipolar rating scale developed by John Stapel
 a) Stapel scale b) Likert scale
 c) Scientific differential scale d) Graphic rating scale
- 7) _____ is test used when we want to test the significance of difference among more than two samples at the same time.
 a) Z-test b) F test
 c) Chi-square test d) ANOVA
- 8) _____ includes survey & fact-finding enquiries of the different kinds.
 a) Descriptive research b) Analytical research
 c) Historical research d) None of these
- 9) After formulating the research problem the research will prepare _____.
 a) Sample design b) Data collection method
 c) research designs d) none of these
- 10) _____ is a set of elements taken from a larger population.
 a) Sample b) Population
 c) Statistic d) Element

- 11) _____ is the procedure for gaining knowledge by conducting observation under controlled techniques.
- a) Exploratory design
 - b) Descriptive design
 - c) Diagnostic design
 - d) Experimental design
- 12) Obtaining information about an entire population by examine only a part of it is _____.
- a) Census
 - b) Primary data collection
 - c) Secondary data collection
 - d) Sampling
- 13) Every individual has a known & equal chance of being selected is known as _____.
- a) Probability sampling
 - b) Non probability sampling
 - c) Research design
 - d) None of above
- 14) Fundamental Research is otherwise called as _____.
- a) Action Research
 - b) Survey
 - c) Pilot study
 - d) Pure Research
- 15) Survey is a _____ Study.
- a) Descriptive
 - b) Fact finding
 - c) Analytical
 - d) Systematic
- 16) _____ may be simple random sampling & complex random sampling.
- a) Probability sampling
 - b) Non -probability sampling
 - c) Census method
 - d) none of these

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

- a) Process of questionnaire design
- b) Secondary Data collection

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

- a) Census Vs Sampling
- b) T-Test

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

- a) What is report writing? What are various steps in report writing?
- OR**
- b) What is research design. Explain its meaning, need and types?

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

Over the last few years, recycling of household waste has become an extremely important behaviour across the nations. However, in India this fluctuates from one state to the other. Though these are essentially policy driven or community driven initiatives, there are a number of attitudinal and motivational barriers to recycling at an individual level. Mr. Anand Bhutada a engineering graduate and post graduate in management with a keen interest in environmental issues, read about this in a special report in the newspaper. He recognized a potential business opportunity in recycling of household waste. He understood the scope of potentially lucrative business related to some aspect of household recycling. Anand Bhutada decided that a door-to- door recycling service may be a profitable way to get people to recycle.

He believed that households would be willing to pay a small fee to have their waste collected on a day today basis, from outside their home. Anand discussed this idea with a few friends, who were very receptive, reinforcing. Anand views that this was indeed a good business opportunity. However, before he developed

a detailed business plan, he decided it was necessary to confirm his thoughts and suspicions regarding the consumer's views about recycling. In particular, he needed to check that his ideas, about convenience and recycling, were on the right track. To do this, he decided to conduct some research into attitude towards household recycling.

- a)** What is the kind of research design you would advocate here?
- b)** Give the statement of problem and objectives of the study.
- c)** Prepare Research Design.
- d)** Prepare Questionnaire for the research (Minimum 10 questions).

Seat No.	
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M.B.A. (Semester - II) (CBCS) Examination: Oct/Nov-2023
COLLEGE AND UNIVERSITY CAMPUS
Event Management (20407207)

Day & Date: Saturday, 16-12-2023
 Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

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

16

- 1) _____ is early event development stage.
 - a) Practical event
 - b) Site survey
 - c) Health and safety
 - d) Evaluation
- 2) Following are categorized as leisure events _____.
 - a) Music
 - b) Recreation
 - c) leisure sports
 - d) All of above
- 3) _____ is the application of project management to the creation of festivals, events and conferences.
 - a) Marketing management
 - b) Event management
 - c) Project management
 - d) Business management
- 4) IPRS stands for _____.
 - a) Indian performance right society
 - b) Institutional performance right society
 - c) Indian performance regulatory society
 - d) Industrial performance right society
- 5) The person responsible for providing information for event is _____.
 - a) Event manager
 - b) Event manager
 - c) Information manager
 - d) Event coordinator
- 6) _____ are used for uninterrupted power supply at the event venue.
 - a) Power generator
 - b) Torch
 - c) Electric board
 - d) Candle
- 7) _____ of important activities to be taken in specific order.
 - a) Checklist
 - b) Event Venue
 - c) Evaluation
 - d) Order
- 8) _____ refers to the activity of providing food service at the event venue.
 - a) Catering
 - b) Transportation
 - c) Ambulance
 - d) Water management
- 9) _____ is estimate of cost for a specialized period.
 - a) Event cost
 - b) Event budget
 - c) Event revenue
 - d) Event income
- 10) Creating a tagline can be effective tool for _____ an event.
 - a) Advertising
 - b) Marketing
 - c) Branding
 - d) Promotion

- 11) _____ is the function of catering management.

a) Hospitality	b) Tourism
c) Transportation	d) Security
- 12) On a broader scale event are classified into _____ major categories.

a) 1	b) 2
c) 3	d) 4
- 13) _____ handles legal formalities in an event.

a) Boss	b) Event manger
c) Owner	d) Legal head
- 14) Following do not constitute an event _____.

a) Trade fare	b) Zumba Dance
c) Conference	d) Convention
- 15) Computer aided event management is associated with the use of _____.

a) Mobile	b) Laptop
c) Information technology	d) Internet
- 16) _____ are formal in nature.

a) Wedding	b) Anniversary
c) Conference	d) College get together

Q.2 Write short notes on.

16

- a) Roles and Responsibilities of Event Manager
b) Phonographic Performance

Q.3 Write short notes on.

16

- a) Types of media
- b) Planning of Corporate Event

Q.4 Answer the following question.

16

Write an explanatory note on all factors responsible for successful conduct of an event.

OR

Define event management. Explain its nature, scope and various decision makers in event management.

Q.5 Attempt the following case study.

16

Mr. and Mrs. Joshi have two children. Suhani their elder daughter is 24 years old and son Suhas is 21 years. Mr. and Mrs Joshi have fixed their daughters marriage in a well-known rich family in the same city. The in-laws have demanded that they should organize a destination wedding which should be different from a traditional marriage which take place in halls.

You are the event manager and Mr. Joshi has contacted you regarding the same. Plan a wedding event for Joshi family.

Seat No.	
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Day & Date: Monday, 18-12-2023
Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

16

- 1) Tourists who like to try new experiences are known as _____.
a) Adventurer b) Worriers
c) Dreamers d) Indulgences
- 2) _____ is the sum of the physical and psychological experience got by tourist during their traveling of the destination.
a) Tourism b) Tourism product
c) Tourism culture d) Tourism audit
- 3) When a visitor travels in his country of residence, he is a _____ visitor.
a) Domestic b) International
c) Inbound d) Out bound
- 4) _____ refers to the observation and interaction with local animal and plant life in their natural habitats.
a) Wildlife tourism b) Responsible tourism
c) Wellness tourism d) Mountain tourism
- 5) If you are staying in a five-star hotel, you are an _____.
a) Extra high budgeted tourist
b) Guest of the hotel
c) Middle budgeted tourist
d) Guest of the company that has invited you
- 6) A food service operation of a limited menu and self-service is _____.
a) Buffet aria b) Bar
c) Cafeteria d) None of these
- 7) A hotel room with all guest rooms occupied is called _____.
a) Green House b) Full House
c) Houseful d) None of these
- 8) Food or beverages served in guest room is known as _____.
a) Full service b) Room service
c) Service station d) None of these
- 9) Example of a floating hotel is _____.
a) Resort b) Motels
c) Houseboat d) None of these
- 10) _____ is the head of the housekeeping department.
a) Chef De Cuisine b) Executive Housekeeper
c) Engineer d) None of these

- 11) Internal tourism includes _____.
a) Domestic & Inbound tourism b) Inbound tourism
c) Domestic tourism d) Outbound tourism
- 12) A person who is travelling a place for pleasure is known as _____.
a) Tourist b) Traveller
c) Inbound tourism d) None of these
- 13) Palace on wheels & royal orient trains journey started at _____ place.
a) Chennai b) Delhi
c) Mumbai d) Kolkata
- 14) TAAI stands for _____.
a) Travel Association of Agents of India
b) Trade Agents Association of India
c) Trade Association of Agents of India
d) Travel Agents Association of India
- 15) PATA stands for _____.
a) Pacific Asia Tourism Association
b) Private Asia of Tourism association
c) Pacific Asia Trade Association
d) Pacific Asia Travel Association
- 16) _____ travel is known as people who travelled on the basis of business.
a) Leisure travel b) Business travel
c) Corporate travel d) Commercial travel

Q.2 Write short notes on. 16

- a) Eco tourism
b) TAAI

Q.3 Write short notes on 16

- a) Palace on wheels and Deccan Odyssey
b) Service equipment in hotel industry

Q.4 Answer the following question 16

- a) Define hospitality. Write in details about the evolution and growth of hospitality industry.

OR

- b) Explain the following forms of tourism in details- religious tourism, adventure tourism, historical tourism.

Q.5 Answer the following question. 16

Define tourism. Explain its concept, significance and components of tourism.

Seat No.	
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M.B.A. (Semester - II) (CBCS) Examination: Oct/Nov-2023
COLLEGE AND UNIVERSITY CAMPUS
Logistics and Supply Chain Management (20407209)

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

Max. Marks: 80

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

Q.1 Choose correct alternatives from the following. 16

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

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

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

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

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

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

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

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

OR

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

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

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

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

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

in what amounts and prescribes how to fill the store. The store just has to execute.” As a result of these enhancements to their planning and replenishment processes, the retailer was able to realize some substantial benefits including a 50% reduction in out of stocks. The amount of time employees spend on store processing has declined significantly and improved availability of goods, fewer leftovers and less time spent on ordering has translated into more time for employees to work directly with customers.

In addition, supplier investigation into product availability also proved that availability increased 14% during promotions. Most importantly, however, the net result of creating a collaborative, automated, real-time event driven system is increased confidence that on Notes any given day a customer who walks in to any one of the retailer’s stores will leave satisfied.

Question Analyze the case and write down the case facts.

Seat No.	
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Day & Date: Wednesday, 20-12-2023
Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

16

- 1) Kaizen means continuous improvement _____.
a) Self-Discipline b) Preventive Maintenance
c) Sorting out d) Continuous improvement
- 2) Communication that involves exchanging information without use of words is called _____.
a) Verbal communication b) Pictorial communication
c) Written Communication d) Non- Verbal Communication
- 3) Dedication to a particular work is called _____.
a) Confidence b) Commitment
c) Intelligence d) Integrity
- 4) Expansion of SMS is _____.
a) Simple Message Service b) Short Mail Service
c) Simple memo service d) Short Message Service
- 5) For SMART Goals S stands for _____.
a) Social b) Scientific
c) Specific d) Strength
- 6) Critical thinking is a form of _____ intelligence.
a) Spiritual b) Emotional
c) Mental d) Physical
- 7) Critical thinking allows problem solving and _____ making.
a) Decision b) financial
c) productive d) queries
- 8) Critical thinking is different from _____ thinking.
a) Destructive b) Creative
c) Mental d) Spiritual
- 9) _____ is the ability to think about your own thinking.
a) Metacognition b) Inference
c) Reference d) Interrogation
- 10) Hand protection is done in industries through _____.
a) Helmet b) Goggles
c) Gloves d) Mask
- 11) Software used for document is _____.
a) M.S Word. b) M.S. Excel
c) Media Player d) Paint and Brush

- 12) Production work _____ due to strike or lockout.
a) Cost Increases b) Panic Increases
c) Fatigue Increases d) Stops
- 13) The Process of formally introducing oneself is called _____.
a) Hiring b) Decision
c) Self introduction d) Seeking
- 14) Self introduction should show how _____ you are.
a) Dull b) Confident
c) Angry d) Weak
- 15) Official conversations are part of _____.
a) Informal Communication b) Formal Communication
c) Resumes d) Families
- 16) Types of skill Development includes _____.
a) Speaking b) Listening
c) Negotiating d) All of these

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

- a) Explain SWOT Analysis. Mention its benefits
b) Explain importance and requirement of 24/7 work environment.

Q.3 Answer the following. (Short Answers) 16

- a) Driving Manners
b) Information Technology Help Desk.

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

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

OR

- b) Explain the different types of proposals.

Q.5 Case Study.

Business etiquette's

Mrs. Lalita is an agent of LIC of India branch 915. She enjoys her profession however fellow's agents and branch officials have noticed some of her habits including dressing sense last Saturday Mrs. Lalitha went to meet with prior appointment a high network individual named Mr. Ramesh Shah wearing faded jeans floral top and flip flops. With all the office staff of Mr. Shah in attendance when Mrs. Lalita entered his cabin through the office staff who was seated in the hall the office staff made a notice of Mrs. Lalitha's attire and was not impressed even though Mrs. Lalitha has arrived to miss meet Mr. Shah with a prior appointment his secretary was not convinced that she represents a life insurance company however Mrs. Lalita was given audience with Mr. Shah where she sat across the table and placed her bag on it she had greeted Mr. Shah in his language and sat only when he was told to do so Mrs. Lalitha began her conversation by exchanging niceties and then enquiring with Mr. Shah about his age qualification family details and annual income in the middle of the conversation Mrs. Lalitha and set a call on her cell phone. By excusing herself while Mr. Shah was responding to her queries the agent checked her mobile for what's app and other messages in a casual manner. Mr. Shah got an important call from his associate and had to leave for an urgent meeting hence he requested Mrs. Lalitha to come again after an hour at 4 PM after having light snacks in the neighbouring restaurant Mrs. Lalitha began to shop for groceries and clothes she got all her normal duties done prior to the weekend as she was too busy shopping she forgot to keep appointment and when to see Mr. Shah at around 4:30 PM. she found that Mr. Shah Had left for the day, this left Mrs. Lalita very frustrated and dejected

Case Questions:

- | | |
|---|----------|
| 1) Describe what Mrs. Lalita had did right in this scenario? | 4 |
| 2) Describe what Mrs. Lalita did wrong and what she could do to correct it? | 4 |
| 3) Discuss some topics of discussion Mr. Shah could have with Mrs. Lalita in their Meeting. | 8 |

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

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

Max. Marks: 80

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

Q.1 Multiple choice question.

16

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

- 9) _____ defines how each individual business unit will attempt to achieve its mission.
- a) Business strategy
 - b) Corporate strategy
 - c) Functional strategy
 - d) National strategy
- 10) _____ is NOT included in the Porter's Five Forces model?
- a) Potential development of substitute products
 - b) Bargaining power of suppliers
 - c) Rivalry among stockholders
 - d) Rivalry among competing firms
- 11) A vision statement answers _____ of the following.
- a) What is our business?
 - b) Who are our employees?
 - c) Why do we exist?
 - d) What do we want to become?
- 12) Low cost, Differentiation and Focus are examples of _____.
- a) Corporate strategies
 - b) Operational Strategies
 - c) Business Strategies
 - d) Functional Strategies
- 13) _____ strategy is often considered as an entrepreneurial strategy.
- a) Expansion Strategy
 - b) Retrenchment Strategy
 - c) Combination Strategy
 - d) Stability Strategy
- 14) The competitive threat model or the five forces model was developed by _____.
- a) Gray Hamel
 - b) Peter Drucker
 - c) Michael E. Porter
 - d) C. K. Prahalad
- 15) A company's competitive strategy should be _____.
- a) Generic
 - b) Specific
 - c) Board
 - d) Narrow
- 16) _____ is concerned with tracking a strategy as it is being implemented.
- a) Strategy Formulation
 - b) Strategy control
 - c) Strategy design
 - d) Strategy implementation

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

- a) Barriers in evaluation
- b) 7 S Framework

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

- a) Stability strategy
- b) GE 9 cell model

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

- a) Define strategy. Discuss its objectives and strategic management process in details.

OR

- b) Write an explanatory note on project implementation and behavioral implementation.

Q.5 Case Study

DD is the India's premier public service broadcaster with more than 1,000 transmitters covering 90% of the country's population across an estimated 70 million homes. It has more than 20,000 employees managing its metro and regional channels. Recent years have seen growing competition from many private channels numbering more than 65, and the cable and satellite operators (C & S). The C & S network reaches nearly 30million homes and is growing at a very fast rate.

DD's business model is based on selling half -hour slots of commercial time to the programme producers and charging them a minimum guarantee. For instance, the present tariff for the first 20 episodes of a programme is Rs. 30 lakhs plus the cost of production of the programme. In exchange the producers get 780 seconds of commercial time that he can sell to advertisers and can generate revenue. Break-even point for producers, at the present rates, thus is Rs. 75,000 for a 10 second advertising spot. Beyond 20 episodes, the minimum guarantee is Rs. 65 lakhs for which the producer has to charge Rs. 1,15,000 for a 10 second spot in order to break-even. It is at this point the advertisers face a problem.

The competitive rates for a 10 second spot is Rs. 50,000. Producers are possessive about buying commercial time on DD. As a result, the DD's projected growth of revenue is only 6-10%as against 50-60% for the private sector channels. Software suppliers, advertisers and audiences are deserting DD owing to its unrealistic pricing policy. DD has three options before it. First, it should privatize, second, it should remain purely public service broadcaster and third, a middle path. The challenge seems to be to exploit DD's immense potential and emerge as a formidable player in the mass media.

- a)** What is the best option, in your view, for DD?
- b)** Analyse the SWOT factors the DD has?
- c)** Why do you think that the proposed alternative is the best?

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Day & Date: Tuesday, 19-12-2023
Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

16

- 1) The term management accounting was first coined in _____.
a) 1960 b) 1950
c) 1945 d) 1955
- 2) Management accounting is _____.
i) Subjective
ii) Objective
a) Only i) b) Only ii)
c) Both i) & ii) d) None of the above
- 3) The use of management accounting is _____.
a) Optional
b) Compulsory
c) Legally obligatory
d) Compulsory to some and optional to others
- 4) The management accounting can be stated an extension of _____.
i) Cost Accounting
ii) Financial Accounting
iii) Responsibility Accounting
a) Both i) & ii) b) Both i) & iii)
c) Both ii) & iii) d) i), ii), iii)
- 5) Which of the following is true about management accounting?
i) Management accounting is associated with presentation of accounting data.
ii) Management accounting is extremely sensitive to investors needs.
a) Only i) b) Only ii)
c) Both i) & ii) d) None of the above
- 6) A factory produces two types of articles Y and Z. Article Y takes 8 hours to make and Z takes 16 hours. In a month (25 days * 8 hours) 600 units of X and 400 units of Z are produced. Given budgeted hours 8000 per month and men employed are 50. Determine Activity ratio, Capacity ratio and efficiency ratio.
a) 112%, 140%, 140% b) 140%, 112%, 140%
c) 140%, 140%, 112% d) None of the above
- 7) Plant utilization budget and Manufacturing overhead budgets are types of _____.
a) Production budget b) Sales budget
c) Cost budget d) None of the above

- 8) R&D budget and Capital expenditure budget are examples of _____.
a) Short-term budget b) Current budget
c) Long-term budget d) None of the above
- 9) When standard costs are used, the amount of detailed record keeping will normally _____.
a) Reduce b) Increase
c) Stay the same d) None of the above
- 10) If labour time is based on the maximum efficiency, the unit cost will be _____.
a) Higher b) Lower
c) Equal d) None of the above
- 11) 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
- 12) _____ is responsible for setting up of materials price standard.
a) Production department b) Engineering department
c) Purchase department d) None of the above
- 13) While determining material quantity standards, a proper consideration should be assigned to _____.
a) Normal material wastage b) Abnormal material wastage
c) Both a) and b) d) None of the above
- 14) The term contribution refers to _____.
a) The difference between selling price and fixed cost
b) The difference between selling price and variable cost
c) Profit
d) None of these
- 15) The accountant's concept of marginal cost differs from the Economist's concept of marginal cost in the matter of exclusion of _____.
a) Variable cost b) Semi-variable cost
c) Fixed cost d) None of these
- 16) Financial control report comes under _____.
a) Dynamic financial reports b) Static financial reports
c) Extensive Activity report d) None of the above

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

- a) Management Audit
b) Limitations of Management Accounting

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

- a) Explain Objectives of Auditing.
b) For a company, sales are Rs 8,000, variable costs are Rs 4,000, and fixed costs are Rs 4,000. Calculate the following: '
i) PVR
ii) BEP (Sales)
iii) Margin of Safety and
iv) Profit

Q.4 Answer the following.

a) Objectives of Standard Costing

OR

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

Quantity of groundnut oil required: 3 kg

Price of groundnut oil: \$2.5/kg

Actual production data are given as follows:

Production during the month: 1,000 kg

Quantity of material used: 3,500 kg

Price of groundnut oil: \$3/kg

Required:

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

Q.5 Answer the following.

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

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

You are further informed that:

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

Seat No.	
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- 10) A brand that can assure legal protection and restrict its use to a single seller is called _____.
 - a) Trademark
 - b) Brand image
 - c) Brand association
 - d) None of the above
- 11) _____ ensures repeat purchase and helps marketers overcome competition from other firms.
 - a) Brand awareness
 - b) Brand loyalty
 - c) Brand association
 - d) None of the above
- 12) The strategy adopted by retailers and wholesalers for creating their private brand is called _____.
 - a) Store brand
 - b) Mega brand
 - c) Brand extension
 - d) Co-brand
- 13) _____ defines what the brand thinks about the consumer, as per the consumer.
 - a) Brand attitude
 - b) Brand positioning
 - c) Brand relationship
 - d) Brand manage
- 14) Brand feelings are customers _____.
 - a) Emotional responses
 - b) Rational responses
 - c) Moral responses
 - d) Direct responses
- 15) _____ is the structure of brands within an organisational entity.
 - a) brand recognition
 - b) brand equity
 - c) brand architecture
 - d) brand monitoring
- 16) A brand is defined as an _____ asset.
 - a) liquid
 - b) fixed
 - c) current
 - d) intangible

Q.2 Answer the following short questions.

16

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

Q.3 Answer the following short questions.

16

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

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

16

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

OR

- b) Explain Strategic Brand Management process in detail.**

Q.5 Attempt the following case study.

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

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

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

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

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

Questions

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

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Set **P**

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

Banking Management
Banking Operations Management (20407317)

Day & Date: Friday, 22-12-2023
 Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

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

- 1) RTGS is about _____.
 a) Cheque truncation process
 b) Electronic fund transfer from bank to bank
 c) Electronic payment products within a bank
 d) Various deposit products
- 2) ATM stands for _____.
 a) Automated Teller Machine
 b) Automatic Telling Machine
 c) Automatic Taking Machine
 d) None of These
- 3) Functions of Banks _____.
 a) Acceptance of deposits from the public
 b) Provide demand withdrawal facility
 c) Lending facility
 d) All of the above
- 4) RRB banks are under the ownership of _____.
 a) Ministry of Finance
 b) RBI
 c) Ministry of law
 d) Ministry of HDI
- 5) Foreign bank play a significant role in the Indian banking sector by _____.
 a) Providing competition
 b) Improving services
 c) Attracting foreign investment
 d) All of the above
- 6) _____ provides license to insurance intermediaries such as agents and brokers after specifying the required qualifications and set norms/code of conduct for them.
 a) RBI
 b) IRDA
 c) HSBC
 d) SBI
- 7) MSME Stands for _____.
 a) Micro, Small and Medium Enterprise
 b) Medium, small and mega enterprise
 c) Mediator, small and mega enterprise
 d) Micro, saving and mega enterprises
- 8) _____ is defined as “the transfer of an interest in specific immovable property for the purpose of securing payment of money advanced by way of loan”.
 a) Mortgage
 b) MSME
 c) RBI
 d) IDBI

- 9) _____ means bailment of goods as security against the loan.
a) Pledge
b) Order
c) Acceptance
d) Discharge
- 10) In hypothecation possession remains with _____.
a) Borrower
b) Lender
c) Third party
d) None of the above
- 11) _____ acknowledges human-created marks on a specially printed paper.
a) SDR
b) QDR
c) OMR
d) PQR
- 12) _____ can be seen as a “memorandum” of the liabilities of the company, and it is used to authorize a payment.
a) Voucher
b) Bond
c) Loan
d) MSME
- 13) _____ relates to payments made regularly to repay an outstanding loan within a certain time frame.
a) Equated monthly instalment
b) Equity Monthly initiated
c) Earning month instalment
d) Equity month instalment
- 14) There are _____ parties to cheque.
a) Four
b) Three
c) Two
d) One
- 15) When a bond trades at a _____; the interest rate is more than the prevailing interest rates.
a) Discount
b) Exchange
c) Low
d) Premium
- 16) _____ is the penalty one has to pay because of delayed loan EMI.
a) Discount
b) Exchange rate
c) Penal interest
d) Price

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

- Discuss the Parties of Negotiable Instruments also write the concept of promissory notes & bill of exchange.
- Basic Concept of Banking and its types.

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

- a)** Wholesale and retail banking.
- b)** KYC & different documents to satisfy KYC.

Q.4 Attempt Any One **16**

- Define the “debt” and Discuss about ‘calculation of compound interest and simple interest’
- State the meaning of NPA. Write down its effect on bank’s profitability & provisions for NPA.

Q.5 Attempt the following.

From the following particulars, prepare the bank reconciliation statement of Shri Krishan as on March 31, 2014.

- a)** Balance as per passbook is Rs. 10,000.
- b)** Bank collected a cheque of Rs. 500 on behalf of Shri Krishan but wrongly credited it to Shri Krishan's account.
- c)** Bank recorded a cash book deposit of Rs. 1,589 as Rs. 1,598.
- d)** Withdrawal column of the passbook under cast by Rs. 100.
- e)** The credit balance of Rs. 1,500 as on the pass-book was recorded in the debit balance.
- f)** The payment of a cheque of Rs. 350 was recorded twice in the passbook.
- g)** The pass-book showed a credit balance for a cheque of Rs. 1,000 deposited by Shri Kishan.

Seat No.	
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Set **P****M.B.A. (Semester - III) (New) (CBCS) Examination: Oct/Nov-2023****COLLEGE AND UNIVERSITY CAMPUS****Financial Management****Corporate Tax Management (20407307)**

Day & Date: Saturday 23-12-2023

Max. Marks: 80

Time: 03:00 PM To 06:00 PM

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

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

- 1) The Income Tax Act, was enacted in:
 - a) 1921
 - b) 1951
 - c) 1961
 - d) 1981
- 2) Mr. X has started his business from 2nd Sept, 2019 and does not have any other source of Income, his first previous year will start from _____.
 - a) 1st April, 2011
 - b) 2nd September, 2019
 - c) Any of the above
 - d) None of the above
- 3) In Assessment year, the tax will be calculated at _____.
 - a) current year rate
 - b) previous year rate
 - c) previous to previous year rate
 - d) none of the above
- 4) Assesses means a person from whom _____.
 - a) Tax is to be collected
 - b) TDS is to be deducted
 - c) Advance tax is collected
 - d) all of the above
- 5) Agriculture income is exempt in India:
 - a) True
 - b) False
 - c) Somewhat agree
 - d) Neither of them
- 6) Agricultural income from foreign is tax _____.
 - a) True
 - b) False
 - c) Somewhat agree
 - d) Neither of them
- 7) Sale of land is a _____.
 - a) Capital Receipt
 - b) Revenue Receipt
 - c) Both of the above
 - d) Neither of the above
- 8) Sales of goods is a _____.
 - a) Revenue Receipt
 - b) Capital Receipt
 - c) Both of the above
 - d) Neither of the above
- 9) As the income goes up, the slab of income tax rate goes _____.
 - a) Up
 - b) Down
 - c) Moderate
 - d) Fluctuate
- 10) The financial year starts from _____.
 - a) 1st Jan to 31st Dec
 - b) 1st April to 31st March
 - c) 1st Oct to 30th September
 - d) 1st July to 31st August

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

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

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

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

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

Q.4 Answer the following. (Any One)

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

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

Ignore Sec. 115BAC Pertaining to Alternate Tax Regime.

OR

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

Q.5 Answer the following.

Mr. 'A' had income against the following heads:	Amount (Rs.)
Taxable salary income	40,000
Income from house property	75,000
Income from other sources	20,000
Interest on securities of DCM Ltd (gross)	8,000
Total	1,43,000

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

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

Seat No.	
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Set	P
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M.B.A (Semester - III) (New) (CBCS) Examination: Oct/Nov-2023
COLLEGE AND UNIVERSITY CAMPUS
Tourism and Hospitality Management
Fundamentals of Hospitality Management (20407309)

Day & Date: Friday, 05 -01-2024
 Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

Q.1 Multiple choice question.

16

- 1) _____ department receives orders to deliver food and beverages to the guests' rooms.

a) Housekeeping	b) Front Office
c) Room Service	d) Food and Beverage
- 2) If a hotel accepts more bookings than the hotel can accommodate for a particular period, it is known as _____.

a) Occupation	b) Upselling
c) Overbooking	d) Reservation
- 3) The _____ Industry is comprised of those businesses which practice the act of being hospitable.

a) Hospitality	b) Travel
c) Tourism	d) Commerce
- 4) A national policy of tourism was announced in _____.

a) 1980	b) 1982
c) 1985	d) 1990
- 5) National tourism includes _____.

a) Domestic tourism	b) Outbound tourism
c) Domestic & Outbound tourism	d) None of these
- 6) Tourism sector creates more _____ opportunities.

a) Job	b) Fund raising
c) Profit making	d) Attractive
- 7) When a visitor travels in his country of residence, he is a _____ visitor.

a) Domestic	b) International
c) Inbound	d) Out bound
- 8) WTTC means _____.

a) World Trade and Tourism Council
b) World Travel and Trade Council
c) World Travel and Tourism Commission
d) World Travel and Tourism Council
- 9) The main aim of the tourism industry in India is _____.

a) To spread word of mouth & create repeat visitors
b) To spread word of month
c) Create repeat visitors
d) None of these

- 10) A person who moves from one location of another is known as _____.
a) Tourist b) Traveller
c) Inbound tourist d) Out bound tourist
- 11) The first hotel in India was established in the year _____.
a) 1903 b) 1803
c) 1947 d) 1957
- 12) The symbol of hospitality is associated with _____.
a) Apple b) Pineapple
c) Orange d) Grapes
- 13) _____ types of hotels would likely appeal most to pleasure/ leisure travellers.
a) Airport hotels b) Resort hotels
c) Residential hotel d) Convention hotel
- 14) Suite hotels usually feature _____.
a) several types of food and beverage services.
b) more public areas and guest services than other hotels.
c) guestrooms with separate bedrooms and living rooms.
d) leisure sports activities.
- 15) _____ is not a major component of tourism.
a) Transport b) Accommodation
c) Tour operators d) Shops
- 16) ITDC stands for _____.
a) International Tourism Development Corporation
b) India Tourism Development Corporation
c) India Tourism Destination Corporation
d) India Tourism Development Company

Q.2 Write short Notes on.

16

- a) Types of Tourists**
b) Factors Affecting Hospitality and Tourism Industry

Q.3 Write short notes on.

16

- a) Ownership structure in hotel industry
- b) Role of E- commerce in Hospitality sector

Q.4 Answer the following questions.

16

- a) Explain briefly the various transport systems in tourism industry.**

OR

- b)** What are the basic elements of resorts? What are the various types of resorts?

Q.5 What is the importance of hospitality industry in India? What are the issues and challenges faced by the hospitality industry in India?

16

Seat No.	
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Set	P
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M.B.A (Semester - III) (New) (CBCS) Examination: Oct/Nov-2023
COLLEGE AND UNIVERSITY CAMPUS
PRODUCTION AND MATERIALS MANAGEMENT
Purchasing and Inventory Management (20407311)

Day & Date: Friday, 22-12-2023
 Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

Q.1 Multiple choice question.

16

- 1) _____ is the task of buying goods of the right quality, in the right quantities, at the right time and at the right price.
 - a) Supplying
 - b) Purchasing
 - c) Scrutinizing
 - d) None of the above
- 2) _____ is the time that elapses between issuing replenishment order and receiving the material in stores.
 - a) Replenishment time
 - b) Lead time
 - c) Idle-time
 - d) None of the above
- 3) The first activity of Purchasing cycle is _____.
 - a) Communicating requirement to the purchase
 - b) Source Selection and development
 - c) Recognizing the need for procurement
 - d) Inspection of goods
- 4) _____ is the scientific technique for planning the ordering and usage of materials at various levels of production and for monitoring the stocks during these transactions.
 - a) MPS
 - b) MRP
 - c) BOM
 - d) None of the above
- 5) Which of the following is not an inventory?
 - a) Machines
 - b) Raw material
 - c) Finished products
 - d) Consumable tools
- 6) The Economic Order Quantity (EOQ) is calculated as
 - a) $(2D \cdot S/h)^{1/2}$
 - b) $DS^*/h)^{1/2}$
 - c) $(D \cdot S/2h)^{1/2}$
 - d) All of the above
- 7) Which of the following is true for Inventory control?
 - a) Economic order quantity has minimum total cost per order
 - b) Inventory carrying costs increases with quantity per order
 - c) Ordering cost decreases with lot size
 - d) All of the above
- 8) The order cost per order of an inventory is Rs. 400 with an annual carrying cost of Rs. 10 per unit. The Economic Order Quantity (EOQ) for an annual demand of 2000 units is
 - a) 400
 - b) 440
 - c) 480
 - d) 500

- 9) Which among the following models is used to calculate the timing of the inventory order?
- a) Economic order quantity model
 - b) Fixed order quantity model
 - c) Reorder point model
 - d) Fixed order inventory model
- 10) In the ABC Analysis system the B category stands for_____
- a) Outstanding importance in value
 - b) Comparatively unimportant in value
 - c) Comparatively important in value
 - d) Average importance in value
- 11) Financially, inventories are very important to manufacturing companies and represent_____ of total assets on the balance sheet.
- a) 20% to 60%
 - b) 10% to 45%
 - c) 25% to 40%
 - d) 50% to 80%
- 12) The information needed to develop an MPR includes:
- a) The production plan
 - b) Forecasts for individual end items
 - c) Actual orders received from customers and for stock replenishments.
 - d) All of the above
- 13) A company that maintain a sufficient safety margin by having extra inventory against certain situations are termed as_____
- a) Inventory
 - b) lot size
 - c) safety stock
 - d) Lead
- 14) Reorder point =_____+_____
- a) Lead time demand, safety stock
 - b) Forecasted daily unit sale, lead time
 - c) Reorder point, lead time demand
 - d) Safety level of stock, demand per day
- 15) Today the concepts of_____ manufacturing stress the need to supply customers with what they want when they want it and to keep inventories at a_____.
- a) TQM, maximum
 - b) Six Sigma, maximum
 - c) JIT, minimum
 - d) ISO 9000, minimum
- 16) Materials management is also called_____
- a) Distribution planning
 - b) Control and logistics management
 - c) Both of the above
 - d) Neither of the above

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

- a) Discuss some key functions of materials management.
- b) Explain Procedure for setting up an Efficient Inventory Control System.

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

- a) Write short note on Stores layout
- b) Discuss the process of negotiation

Q.4 Answer the following Long answers.

16

- a) Explain the concept of Purchase Management. Also explain objectives of purchasing, Responsibilities of purchase department.

OR

- b) What do you mean by “make or buy analysis”? Discuss the factors influencing make or buy decisions

Q.5 Case study:

16

Professional cooling and Control Systems (PCACS) provide commercial facility management services with high-performance building automation and HVAC systems, for years, they used an informal approach to tracking inventory.

Employees would log incoming and outgoing items on spreadsheets but did not manage the stationary items that were already in stock. Having such a relaxed system ultimately resulted in several major issues that cost PCACS’s valuable time and money. “We were continually missing items that we thought were in stock. Often times when we would order a certain part for a particular job, it would be used for a different job and we would have no idea,” explained Tommy Gugliotta, Operations Manager of PCACS. “On numerous occasions, we had to have inventory shipped overnight because our tracking system was so inefficient. We wasted countless dollars and time searching for specific items to replace a part of repair a machine.”

When Tommy Gugliotta joined the PCACS team, his first task was to repair the inventory management system that had been in place for over 20 years. He witnessed the ineffective nature of manually tracking inventory and knew there must be a better way to streamline the process and save his company money. Gugliotta began researching inventory software programs and came across Wasp’s inventory control solution. “I tested several software programs but was immediately drawn to Wasp Inventory Control. I started out with a 30-day trial and was impressed with how easy it was to use,” noted Gugliotta. “Inventory Control offered all of the features that PCACS needed, like multiple PC licenses, and the option to purchase barcode printers and mobile scanners to accompany the software.” While testing Inventory Control, PCACS was starting several big projects that required a trustworthy, easy-to-use inventory tracking system. “After just two and a half weeks, I was convinced that Wasp Inventory control was the answer to our inventory issues. It was a simple program that would be easy to teach to other employees.” explained Gugliotta.

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

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

SLR-CD-26

a)	Analyze the case.	05
b)	Identify the problem.	03
c)	Identifying Alternative solutions.	05
d)	Giving the best solution.	03

Seat No.	
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- 8) _____ knowledge is the knowledge that we procure from personal experience and context.
- | | |
|-------------|---------------|
| a) Tacit | b) Implicit |
| c) Explicit | d) Procedural |
- 9) _____ is a form of software theft.
- | | |
|--------------------|-----------------------|
| a) Software Patent | b) Software Copyright |
| c) Software Piracy | d) Software Privacy |
- 10) _____ consists of data that have been retrieved, processed or otherwise used for informative purpose in the organisation.
- | | |
|---------------|----------------|
| a) Skills | b) Knowledge |
| c) Production | d) Information |
- 11) _____ helps the decision maker to retrieve, data and test alternative solutions during the process of problem solving.
- | | |
|--------|---------|
| a) ESS | b) HRIS |
| c) DSS | d) TPS |
- 12) _____ is a set of people, procedures and resources that collects, transforms and disseminates information in an organisation.
- | | |
|-----------------------|----------------------|
| a) Information System | b) Computer System |
| c) Marketing System | d) Production System |
- 13) _____ is one of the Strategic roles of Information system.
- | | |
|-----------------------------|------------------------------|
| a) Selecting proper staff | b) Creating Competitive edge |
| c) Putting a Purchase order | d) Proceeding Transactions |
- 14) _____ in the GDSS refers to the conference facility itself, including the room, the tables, and the chairs.
- | | |
|--------------|-------------|
| a) Processor | b) Software |
| c) Policy | d) Hardware |
- 15) _____ in the system may be enormous or ambiguous, incomplete or may not be organised properly.
- | | |
|--------------|----------------|
| a) Knowledge | b) Information |
| c) Data | d) Wisdom |
- 16) _____ are intended to be used by the senior managers directly to provide support to non-programmed decisions in strategic management.
- | | |
|--------|---------|
| a) ESS | b) TPS |
| c) OAS | d) GDSS |

Q.2 Answer the following.

- | | |
|--|-----------|
| a) Principle causes of information system failure. | 08 |
| b) Role of Information System s in organisation. | 08 |

Q.3 Answer the following.

- | | |
|---|-----------|
| a) Major types of Information System in the organisation. | 08 |
| b) Human Resource Information System. | 08 |

Q.4 Answer the following.

- | | |
|--|-----------|
| a) What is GDSS? Explain elements and characteristics of GDSS to enhance group decision. | 16 |
|--|-----------|

OR

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

Q.5 Case study.

Vanguard's decision support system software is used by thousands of companies for enterprise decision analysis. The software makes it possible to apply decision analysis techniques throughout an organization to problems ranging from simple projects to enterprise-wide strategic plans. The Vanguard System™ is a comprehensive business solution for improving the quality, reliability, and speed of management decisions. It does this by helping collaborate with colleagues on important plans, analyze alternatives using state-of-the-art modelling and simulation techniques, automate routine decisions using expert system technology, and improve overall management effectiveness by adding structure to a normally chaotic process. Vanguard's collaboration abilities go well beyond simple communication strategies like Web conferencing. Rather, Vanguard is based on principles of knowledge capture.

The Vanguard System can combine the knowledge captured by many individuals to create a Collective Intelligence that is useful for testing business plans and automating routine operations. Vanguard combines all of the most powerful and essential quantitative methods in management with features of spreadsheets, artificial intelligence tools, and math applications to produce an advanced business modelling system. Vanguard improves the speed, reliability, and quality of routine decisions by combining its business modelling capabilities with Expert System technology. Vanguard has the potential to transform business by improving management team decisions rather than simply analyzing operational data. Vanguard supports a wide variety of methods for integrating data and it can connect to virtually any business system, such as: Support for Customizable Functions, Databases, Enterprise Systems, ODBC, WSDL/SOAP, Excel integration, File read/write for XML, CSV, TXT, RTF, HTML, and others.

- a) Identify the main capabilities of the DSS software from the narrative? **04**
- b) Why should DSS support data integration as mentioned? **04**
- c) The Vanguard System™ has been dubbed also as a KMS and an Expert System. Why do you think a DSS should also be a KMS / Expert System? **04**
- d) Based on the information provided, write a brief as to how can the functional areas of HR, Marketing and Finance leverage the capabilities and functionalities of a DSS? **04**

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- 10) _____ provide a short-list of candidates to proceed to the selection phase.
 - a) Selection
 - b) Training
 - c) Investment
 - d) Recruitment
- 11) Professional journal is a _____ source of recruitment.
 - a) External
 - b) Internal
 - c) Professional
 - d) Regular
- 12) _____ programs support the specific business objectives of the employer in that incentives are aligned with business strategies.
 - a) Traditional Pay
 - b) Strategic Pay
 - c) Wages
 - d) None of the above
- 13) Executive compensation covers employees that include.
 - a) Presidents of company
 - b) Chief Executive officers
 - c) Both A and B
 - d) None of the above
- 14) Types of ESPO's are/is _____.
 - a) Employees Stock Option Schemes
 - b) Employee Stock Purchase Plans
 - c) Restricted Stock Award (RSA)
 - d) All of the above
- 15) Retirement is a _____ type of separation.
 - a) Voluntary
 - b) Compulsory
 - c) Both
 - d) None of the above
- 16) An organization separates their employees for a short stretch of time is termed as _____.
 - a) Lay-off
 - b) Retrenchment
 - c) Retirement
 - d) Dismissal

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

- Define “Job Design” and write down its approaches.
- Explain the concept of SHRM and its barrier.

Q.3 Answer short note on the following. 16

- a) Executive compensation?
- b) Strategic dimensions of performance appraisal?

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

- a)** Explain the concept of employee separation and its types. Also comment on 'employee turnover'.

OR

- b) Strategic recruitment and strategic staffing, explain staffing as a process.?**

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

A large business consultancy - Walker, Bird and Black (WBB) - recruits a group of between 40 and 50 graduates each year onto its three-year graduate training programme. Among graduate job-seekers, the scheme is considered to be among the more prestigious and is known to be among the highest-paying. For this reason, competition for the scheme among graduates is highly competitive and WBB chooses to focus its recruitment activity on more prestigious universities.

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

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

Questions

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

Seat No.	
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Set **P**

M.B.A. (Semester - III) (New) (CBCS) Examination: Oct/Nov-2023
COLLEGE AND UNIVERSITY CAMPUS
International Business Management
International Business Environment (20407315)

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

Max. Marks: 80

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

Q.1 Multiple choice question**16**

- 1) Balance of payment is an accounting statement that records the economic transactions between
 - a) Residents of a country and non-resident individuals
 - b) Residents of a country and rest of the world
 - c) Non-residents and rest of the world
 - d) None of the above
- 2) Which of the following countries is not a member of SAARC.
 - a) India
 - b) Thailand
 - c) Bhutan
 - d) Maldives
- 3) _____ is the full name of World Bank.
 - a) Universal bank for Reconstruction and Development
 - b) international bank for Reconstruction and Development
 - c) World development Bank
 - d) World Bank for Development.
- 4) Which of the following is NOT a business opportunity generated by globalization?
 - a) Access to low-cost labour.
 - b) Cheap International transport.
 - c) Currency crises.
 - d) Less stringent regulation of the business environment.
- 5) _____ is not an International Financial Institution.
 - a) ICICI
 - b) IDA
 - c) IMF
 - d) World Bank
- 6) The world trade organization was formed in the year _____.
 - a) 1993
 - b) 1995
 - c) 1994
 - d) 1996
- 7) Globalization can create problems for business because _____.
 - a) It can result in more competition.
 - b) It reduced vulnerability to political risk and uncertainty when operating abroad.
 - c) It means that they can increase prices.
 - d) All of the above
- 8) The balance of payments includes _____.
 - a) a country's balance of trade
 - b) foreign aid
 - c) foreign investments
 - d) All of the above

- 9) The main promoter of international trade liberalization is _____.
a) IBRD b) GATT- WTO
c) NAFTA d) SAARC
- 10) The head-quarter of IMF is located at _____.
a) Washington DC b) India
c) London d) Paris
- 11) The value of SDR in international monetary fund is determined by currency basket consisting _____ currencies.
a) 4 b) 6
c) 5 d) 7
- 12) When was SAARC established?
a) 1967 b) 1953
c) 1995 d) 1985
- 13) Economic transactions include, which of the following.
a) Visible items b) Unilateral transfers
c) Invisible items d) All of the above
- 14) _____ describes e - commerce.
a) Doing business electronically b) Sale of goods
c) Doing business d) All of the above
- 15) _____ type of e - commerce focuses on consumers dealing with each other.
a) B2B b) C2C
c) B2C d) C2B
- 16) Balance of payment accounting uses which standard of accounting?
a) Double entry system b) Accrual basis system
c) Single entry system d) Cash basis system

Q.2 Write shorts notes on

16

- a) SAARC.
b) Asian Development Bank.

Q.3 Write short notes on

16

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

Q.4 Answer the following question.

- a) Define balance of payment. What are the remedies to correct the disequilibrium in balance of payment.

16

OR

- b) Define international business. Discuss various environmental factors which affect the international business.**

Q.5 Solve the following Case study

16

For decades, Eastman Kodak thrived on a classic business model: Sell lots of cameras at prices to chalk up outsized profits on the inks, chemicals and papers used for making prints. That strategy collapsed as the digital revolution and foreign competitors pretty much destroyed Kodak's longstanding control of the photography business. But now, with the success of its easy-to-use digital cameras, Kodak is showing signs of making the old model work again.

Kodak shares, which hovered around \$60 at the decade's start, have moved fitfully up and down-but mainly down-in the years since. Despite the stock's

relatively low price, few analysts see much of a further rebound on the horizon. Only 2 of the 11 analysts who follow Kodak, according to Thomson Financial, rate it a buy. Six rate it a sell and Credit Suisse Boston just terminated coverage

Many analysts are sceptical that Kodak will ever be a healthy profit machine again- after all, thermal printer ribbons, coated papers and inks do not offer 60 per cent margins that film commanded. But Kodak's supporters on Wall Street say that the consensus view is missing an important element of turnaround: Profit margins for the supplies it is offering consumers and the industrial market can hit, or even top, a comfortable 30 per cent.

Kodak cameras and software are selling well, encouraging consumers to take another at the brand. Its EasyShare digital cameras are neck-and-neck competitors with Sony's models at about 20 per cent of the market each.

As consumers turn to preserving digital images in familiar ways, Kodak has 55,000 service kiosks doing brisk business in retail stores, far more than rivals like Fuji and Sony. Kodak's printing docks and other devices for simplifying the making of prints at home best sellers as well.

Indeed, Kodak commands nearly 57 per cent of the market for snapshot printers-those make 4-by-6 prints-virtually guaranteeing a healthy share of the market for the coated papers and thermal ribbons such printers use. And even though Kodak does not even make a consumer inkjet printer yet, it is a solid second to Hewlett-Packard in sales of inkjet papers.

Kodak, after trying to pursue just about every possible digital innovation, is getting to point where it can be more selective in picking which digital bets to raise and which to fold. Kodak spent \$817 million to buy Sun Chemical's 50 per cent of Kodak Polychrome Graphics, which sells film-based and digital products. It has taken over Heidelberg's share of NexPress Solutions, which makes large digital printers. Those two operations, added to other acquisitions, gives Kodak a full line of commercial printing products.

- a) Is it true to say that Kodak adopted Porter's generic strategy?
- b) Is Kodak's digital camera facing tough competition from other manufacturers? In what way overcome this problem?

Seat No.	
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Set **P****M.B.A. (Semester - III) (New) (CBCS) Examination: Oct/Nov-2023****COLLEGE AND UNIVERSITY CAMPUS****Agriculture & Co-operative Management****Fundamentals of Agriculture & Co-operative Management (20407321)**

Day & Date: Friday, 22-12-2023

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) Water erosion is _____.
 - a) the removal of soil by water
 - b) the removal of soil by wind
 - c) the removal of soil by Construction work
 - d) All of these
- 2) SCARDBs stands for _____.
 - a) State Cooperative Agriculture and Rural Development Banks
 - b) State Credit and Rural Development Banks
 - c) State Cooperative and Rural Development Banks
 - d) State Credit and Rural Data Bank
- 3) SCBs stand for _____.
 - a) State Cooperative Banks
 - b) State Credit Banks
 - c) Social Cooperative Board
 - d) Society for Cooperative Business
- 4) The first marketing cooperative was organized at _____ In the former Bombay province in 1915.
 - a) Hubli
 - b) Thane
 - c) Pune
 - d) Kalyan
- 5) In _____ each works for all and all work for each.
 - a) co-operation
 - b) capitalism
 - c) socialism
 - d) trade unionism
- 6) Fertilizers enhances _____.
 - a) natural fertility of the soil
 - b) Replace chemical elements taken from the soil by previous crops
 - c) improve growth and productiveness of plants
 - d) All of the above
- 7) Regional Rural Banks (RRBs) are _____.
 - a) Government owned scheduled commercial banks of India that operate at regional level in different states of India
 - b) State Bank of India
 - c) State cooperative banks at regional levels
 - d) Foreign Exchange banks

- 8) Which of the following pollutants causes soil erosion?
 - a) Cow dung
 - b) Skelton of Fish
 - c) Plastic
 - d) Old paper
- 9) Which one of the following is the first stage of water erosion?
 - a) Rill erosion
 - b) Sheet erosion
 - c) Splash Erosion
 - d) Gully erosion
- 10) What are the current problems in Indian agriculture?
 - a) climate change
 - b) increased demand for water
 - c) inadequate lighting
 - d) all of these
- 11) Which of the following crops is an example of kharif Crops?
 - a) Gram
 - b) Cotton
 - c) Pea
 - d) Wheat
- 12) Which method of irrigation is useful for sandy Soils and Shallow lands where lands levelling is not Possible?
 - a) Sub-surface irrigation
 - b) Drip Irrigation
 - c) Sprinkler Irrigation
 - d) Surface Irrigation
- 13) Certified Seed is the progeny of _____.
 - a) Nucleus seed
 - b) Foundation Seed
 - c) Breeder Seed
 - d) Registered Seed
- 14) Who is the largest shareholder of National housing Bank?
 - a) Reserve Bank of India
 - b) Government of India
 - c) NABARD
 - d) State Bank of India
- 15) Soil erosion is caused due to _____.
 - a) Rapid urbanization
 - b) Cutting of trees
 - c) Over grazing by animals
 - d) All of the above factors
- 16) In which year regional rural banks act was passed _____.
 - a) 1986
 - b) 1976
 - c) 1996
 - d) 1990

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

- a) Explain Functions of Manures and fertilizers in case of Losses of soil nutrients.
- b) Explain Plant diseases and suggest Plant protection measures.

Q.3 Answer the following. (Short Note) 16

- a) Explain Self Help groups.
- b) Explain Problems and types of Soil Erosion.

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

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

OR

- b) Discuss characteristics, special programs for agriculture labour and provide Lines of improvement of landless labour.

Q.5 Elaborate Cooperative Management in terms of Members, their duties and responsibilities, meetings and functioning. 16

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M.B.A. (Semester - III) (New) (CBCS) Examination: Oct/Nov-2023

COLLEGE AND UNIVERSITY CAMPUS

Marketing Management

Sales and Distribution Management (20407306)

Day & Date: Tuesday, 09-01-2024

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

- 10) _____ is the sales forecasting method in which the executives of the company express their views and give guidance regarding future sales.

a) Execution Opinion	b) Delphi Technique
c) Sales force composite	d) All of these
- 11) _____ is planning, directing, and coordinating the activities of sales force for increasing organisational efficiency.

a) Sales territory	b) Sales Budget
c) Sales Quota	d) Sales Organisation
- 12) _____ 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
- 13) The_____ quota is one of the financial quotas that is set with objective to control the cost of manufacturing units or sales units.

a) Sales volume	b) Activity
c) Expense	d) Combination
- 14) _____ is made up of present or potential customers, rather than a geographical area.

a) Territory	b) Quota
c) Branch	d) Sales force
- 15) _____ managers are responsible to achieve certain sales targets.

a) Line	b) Staff
c) Production	d) HR
- 16) _____ 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

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

- a) The Personal Selling Process.
- b) Sales Quota and its Types.

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

- a) Key Drivers of Supply Chain Management.
- b) Types of Sales Organisations.

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

- a) Define Sales Forecasting. Explain various Sales forecasting methods in detail.**

OR

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

Q.5 Case Study.

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

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

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

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M.B.A. (Semester - III) (New) (CBCS) Examination Oct/Nov-2023
COLLEGE AND UNIVERSITY CAMPUS
Banking Management
Indian Banking Structure (20407318)

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

Max. Marks: 80

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

Q.1 Multiple choice questions.**16**

- 1) State Bank of India is a _____.
 a) Public Sector Bank b) Private Sector Bank
 c) Joint Sector Bank d) Non-Nationalized bank
- 2) _____ is the 3rd largest foreign bank of India in terms of branches.
 a) Citi b) HSBC
 c) Standard Chartered d) Royal Bank of Scotland
- 3) EXIM bank is a _____.
 a) State-level institution b) Regional- level institution
 c) All India institution d) International institution
- 4) _____ is the first development bank of the country.
 a) ICICI b) IDBI
 c) SFC d) IFCI
- 5) NABARD was set up essentially as a development bank for promoting: _____.
 a) Agriculture Development only b) Rural Development only
 c) Both of The Above d) None of The Above
- 6) _____ is not the function of RBI.
 a) Currency printing b) Credit control
 c) Coin distribution d) Foreign currency custodian
- 7) The main function of EXIM bank is to _____.
 a) Help RBI in foreign exchange regulation
 b) To prevent unlicensed transaction
 c) To conserve foreign exchange
 d) To promote exports
- 8) Bank's services include _____.
 a) Net banking b) Mobile banking
 c) Phone banking d) All the above
- 9) Banking functions centrally controlled by the _____.
 a) Central Bank b) RBI
 c) SBI d) Both [B] and [C]
- 10) _____ is the largest commercial bank in India.
 a) Bank of India b) Axis Bank
 c) State Bank of India d) HDFC

- 11) The first Development Bank IFCI was established in _____.
a) 1948 b) 1947
c) 1949 d) 1950
- 12) _____ is not the work of RBI.
a) Bank of the banks
b) Credit controller
c) Custodian of foreign currency
d) Allocating funds directly to the farmers for agricultural development
- 13) RBI known as lender of last resort because: _____.
a) It has to meet the credit need of citizens to whom no one else is willing to lend
b) Banks tend to go to RBI as a last resort
c) It comes to help banks in times of crisis
d) All of the above
- 14) The primary function of the bank is to _____.
a) Accept deposit b) Issuing notes
c) Advising d) None of above
- 15) NABARD was set up with an initial capital of _____.
a) Rs. 50 Crore b) Rs. 100 Crore
c) Rs. 200 Crore d) None of The Above
- 16) HDFC bank is an example of _____.
a) Foreign Bank b) Public Bank
c) Private Bank d) None of these

Q.2 Write short notes on.

16

- a) EXIM bank
b) NABARD

Q.3 Write short notes on.

16

- a) Self-Help Group financing.
b) ECGC

Q.4 Answer the following question.

16

Differentiate between Public sector bank and Private sector bank giving examples.

OR

Write an explanatory note on the origin of banking system in India.

Q.5 Attempt the following case.

Mallya who took over the business of his father after his demise at the age of 28 only saw his graph going high and there isn't any turning back meanwhile. He turned the business into a successful one and expanded his business by investing in the airlines and liquor sector. His Kingfisher airlines have become the number 1 airline company and every passenger opted for the airlines to travel. The global aviation industry in the year 2012 hit the ground because of various factors like tumultuous financial markets and the slowdown economically.

His lavish lifestyle, a king-like living had made him become the brand icon and kingfisher airlines were the result of it, its first take-off was in 2003 and within 2 years the airlines started commercial operations as well. From 4 flights at the start to 104 flights, the airlines glitter in gold and got satisfying responses from the passengers. So, after his decision to buy air Deccan, the kingfisher without having known of its fate entered its pothole. In 2008, various speed breakers were made to run the airlines in non-profitable routes too, hike in fuel price and the airlines succumbed to it.

The airlines which once were celebrated over the world had been debt- trapped and when it took measures to prevent the collapse it was too late. All the international and domestic flights were canceled, shares steeped low and 2012 recorded 7,000 crore loss to the company. Meanwhile, the staff went on strike due to the non-payment of salaries to them since 2008. Critics hold that the merging of kingfisher with air Deccan was the main reason for its complete shutdown. Indian express in 2015 reported that as a result of all the poor decisions and inefficient company, Mallya owed loans from 17 Indian banks worst be SBI where he has 1600 crore debt. That's when he fled to Britain to escape the arrest.

Analyse the above case in the light of loan taken by Mallaya from the bank

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

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

Max. Marks: 80

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

Q.1 Choose the Correct alternative:

16

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

- 9) _____ is/are features of capital Structure.

 - a) Solvency
 - b) Conservatism
 - c) Flexibility
 - d) All of these
- 10) _____ analysis helps the management to take an effective decision on whether it would be better to finance a project with debt and equity.

 - a) Break Even
 - b) Marginal Cost
 - c) EBIT-EPS
 - d) Profitability
- 11) _____ is an acquisition of shares carrying voting rights in a company with a view to gaining control over the assets and management of the company.

 - a) Reverse Merger
 - b) Strategic Alliance
 - c) Joint Venture
 - d) Takeover
- 12) Decrease in Working Capital is shown under _____ in funds flow statement.

 - a) Sources of Funds
 - b) Funds from Operation
 - c) Application of Funds
 - d) Balance sheet
- 13) The movement of cash in cash flows is classified as _____.

 - a) Operating activities
 - b) Financial Activities
 - c) Investing activities
 - d) All of the above
- 14) _____ of a company means recasting of company's capital structure to suit to particular situation of the business.

 - a) Venture Capital
 - b) Share capital
 - c) Restructuring
 - d) Leasing
- 15) _____ is/are types of Takeover.

 - a) Friendly Takeover
 - b) Hostile Takeover
 - c) Bailout Takeover
 - d) All of these
- 16) The portion of company's net earnings that is paid out to ordinary share is termed as_____.

 - a) Dividend
 - b) Retained Earnings
 - c) Interest
 - d) Tax

Q.2 Answer the following.

16

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

Q.3 Attempt the following.

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

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

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

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

16

OR

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

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

Q.5 Case Study:

16

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

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

Additional Information:

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

You are required to prepare

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

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M.B.A. (Semester - III) (New) (CBCS) Examination: Oct/Nov-2023
COLLEGE AND UNIVERSITY CAMPUS
Tourism and Hospitality Management
Tourism and Travel Management (20407310)

Day & Date: Sunday, 31-12-2023
 Time: 11:00 AM To 02:00 PM

Max. Marks:80

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

Q.1 Multiple choice questions.**16**

- 1) National tourism includes _____.
 a) Domestic tourism b) Outbound tourism
 c) Domestic & Outbound tourism d) None of these
- 2) Environmental based tourism is known as _____.
 a) Domestic tourism b) International tourism
 c) Eco- tourism d) Out bound tourism
- 3) A wholesaler who sells package tours is called a _____.
 a) Travel Agent b) Tour operator
 c) Travel agency d) None of the above
- 4) The _____ is a travel plan that includes all details such as the route of the trip, distance, travel time, activities, accommodation type, and mode of transportation.
 a) Tour b) Package
 c) Travel Book d) Itinerary
- 5) IATA stands for _____.
 a) The International Air Transport Association
 b) The International Available Transport Association
 c) The Internal Air Transport Association
 d) The International Air Transport Army
- 6) _____ is known as the Father of the Travel Agency Business.
 a) Thomas Cook b) Jeena and Co.
 c) Lee and Muirhead d) Cox and kings
- 7) Itinerary is also known as _____.
 a) Tour Plan b) Tour Product
 c) Travel Facilities d) Tour services
- 8) _____ is a cultural tourism.
 a) Tourism that focuses on outdoor activities and adventure
 b) Tourism that focuses on the cultural heritage and history of a destination
 c) Tourism that focuses on luxury and exclusivity
 d) Tourism that focuses on environmental conservation
- 9) Visiting historical places and experiencing the thrill of being a part of history is known as '_____'.
 a) Heritage Walk b) Dandi March
 c) Trekking d) Cultural Walk

- 10) Travelling to attend sports events comes under _____.
 - a) agro-tourism
 - b) sports tourism
 - c) cultural tourism
 - d) health tourism
- 11) MICE stands for _____.
 - a) Meetings Incentives Conferences Expositions
 - b) Meetings Incentives Customer Expositions
 - c) Meetings Incentives Conferences Expenditure
 - d) Money Incentives Conferences Expositions
- 12) A tour accompanied by qualified, trained and experienced tour managers or guides is called _____.
 - a) Independent Tour
 - b) Incentivized Tour
 - c) Escorted Tour
 - d) Hosted Tour
- 13) _____ is not a component of tourism product.
 - a) Attractive
 - b) Accessibility
 - c) Amenities
 - d) Attitude
- 14) Scuba diving can be associated with _____.
 - a) Farm Tourism
 - b) Eco Tourism
 - c) Adventure Tourism
 - d) Green Tourism
- 15) Eco-Tourist is interested to visit a destination where there is _____.
 - a) Rich wildlife wealth
 - b) Unique wildlife species
 - c) Relatively unspoilt natural environment
 - d) Dense forest
- 16) _____ refers to the observation and interaction with local animal and plant life in their natural habitats.
 - a) Wildlife tourism
 - b) Responsible tourism
 - c) Wellness tourism
 - d) Mountain tourism

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

- a) Scope of Tourism Entrepreneurship
- b) Eco-tel and Eco resorts

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

- a) Importance of Tour Packaging
- b) MICE documentation

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

Define tourism. Explain its concept and components of tourism.

OR

Explain the importance of travel agency and tour operation in tourism industry.

Q.5 Write an explanatory note on various types of tourism. **16**

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M.B.A. (Semester - III) (New) (CBCS) Examination: Oct/Nov-2023
COLLEGE AND UNIVERSITY CAMPUS
Production and Materials Management
Logistics and Supply Chain Management (20407312)

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

Max. Marks: 80

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

Q.1 Multiple choice questions.

16

- 1) The purpose of supply chain management is _____.
 a) provide customer satisfaction.
 b) improve quality of a product
 c) Integrating supply and demand management.
 d) increase production.
- 2) Logistics is the part of supply chain involved with the forward and reverse flow of _____.
 a) goods
 b) services
 c) cash
 d) all of the above
- 3) _____ and physical distribution are the two major operations of logistics.
 a) Supply chain management
 b) Material management
 c) Logistics management
 d) All of the above
- 4) Which of the following is not a component of 4 PL?
 a) control room
 b) resource providers
 c) information
 d) recycling
- 5) _____, production control and physical distribution are the three major operations of logistics.
 a) Supply chain Management
 b) Materials Management
 c) Logistics Management
 d) Personal Management
- 6) Which of the following is not an area to responsibilities for a logistics manager?
 a) Inventory
 b) Marketing
 c) Warehousing
 d) Purchasing
- 7) In Railway transportation the ownership is with _____.
 a) Manufacturer
 b) Third Party
 c) Buyer
 d) Government
- 8) _____ is a part of development of facility structures.
 a) Transportation
 b) Warehousing
 c) Sorting
 d) Logistics
- 9) The first thing that the consumer will notice about the product is the _____ of the product.
 a) Price
 b) Packaging
 c) Expiry date
 d) Bar Code

- 10) The sequence of a typical manufacturing supply chain is _____.
 - a) Storage-Supplier-manufacturing-storage-distributor-retailer-customer
 - b) Supplier-Storage-manufacturing-storage-distributor-retailer-customer
 - c) Supplier-Storage-manufacturing- distributor-storage-retailer-customer
 - d) Supplier-Storage-manufacturing-storage- retailer-distributor-customer
- 11) The purpose of supply chain management is _____.
 - a) provide customer satisfaction
 - b) improve quality of a product
 - c) integrating supply and demand management
 - d) increase production
- 12) _____refers to supply chain practices that strive to reduce energy and environmental footprints in terms of freight distribution.
 - a) Inbound Logistics
 - b) Green Logistics
 - c) Outbound Logistics
 - d) SCM
- 13) _____ involves streamlining the distribution process in terms of physical and information efficiency.
 - a) Technical Integration
 - b) Channel Integration
 - c) Channel Hierarchy
 - d) Vertical Marketing System
- 14) _____ is the task of buying goods of right quality, in the right quantities, at the right time and at the right price.
 - a) Supplying
 - b) Scrutinizing
 - c) Selling
 - d) Purchasing
- 15) The _____ type of material handling system is the simplest and cheapest form of material handling system.
 - a) Manual system
 - b) Mechanized system
 - c) Semi-automated system
 - d) Automated system
- 16) Conveyor belt facilitate continuous movement of material over a _____ Route.
 - a) Fixed
 - b) Flexible
 - c) Rotational
 - d) Safe

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

- a) Discuss Global Supply Chain Management.
- b) Write Importance of Warehousing.

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

- a) Explain Packaging and its importance, packaging materials.
- b) Write short note on 3PL and 4PL service providers.

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

What are the objectives of transport in logistics? Discuss transportation strategy.

OR

Explain the meaning and objectives of Supply Chain Management. Also explain Principles of Supply Chain Management.

Q.5 Case Study:

Deere & Company (brand name John Deere) is well known for the manufacture and supply of machinery used in agriculture, construction and forestry, as well as diesel engines and lawn care equipment. In 2014, Deere & Company was listed 80th in the Fortune 500 America's ranking and in 2013 was 307th in the Fortune Global 500 ranking.

Deere & company has a complex product range, which includes a mix of heavy machinery for the consumer market and industrial equipment which is made to order. Retail activity is extremely seasonal, with the majority of sales made between March and July.

The company was replenishing dealers inventory on a weekly basis, by direct shipment and cross-docking operations, from source warehouses located near Deere & Company's manufacturing facilities. This operation was proving too costly and too slow, so the company embarked on an initiative to achieve a 10% supply chain cost reduction over a four-year period. The company undertook a supply chain network redesign program, resulting in the commissioning of intermediate "merge centers" and optimization of cross-dock terminal locations.

Deere & Company also began consolidating shipments and using break-bulk terminals during the seasonal peak. The company also increased its use of third party logistics providers and effectively created a network which could be tactically optimized at any given point in time. Deere & Company's supply chain cost management achievements included inventory reduction of \$1 billion, a significant reduction in customer delivery lead times (from ten days to five or less) and annual transportation cost savings of around 5%.

Question:

- a) Analyze the case, identify problem.
- b) Suggest alternatives and identify best alternative.

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M.B.A (Semester - III) (New) (CBCS) Examination: Oct/Nov-2023
COLLEGE AND UNIVERSITY CAMPUS
System Management
ERP and SPD (20407320)

Day & Date: Sunday, 31-12-2023
 Time: 11:00 AM To 02:00 PM

Max. Marks: 80

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

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

- 1) The ____ adapt any new technologies and changes in IT very quickly that makes changes in future business environments possible.

a) Management	b) Employees
c) ERP Vendors	d) Government
- 2) ____ is the phase where ERP is made available to the entire organization.

a) End User Training	b) Going Live
c) Testing	d) Reengineering
- 3) Using ____ helps in dealings with customer for servicing, marketing, and selling in an organized, systematic way resulting in increasing customer loyalty and decreasing customer agitation.

a) ERP	b) SCM
c) CRM	d) MIS
- 4) Which of the following has the least integration of information systems?

a) Web-integrated enterprise resource planning
b) Materials requirements planning
c) Enterprise resource planning
d) Manufacturing resource planning
- 5) What is at the heart of ERP is system?

a) Information	b) Employees
c) Database	d) Customer
- 6) At highest level, a DFD is referred to as _____.

a) Scope Diagram	b) Context diagram
c) Level 1 DFD	d) Level 2 DFD
- 7) ____ is the predecessor of ERP.

a) MRP	b) SCM
c) MIS	d) BPR
- 8) Key Enablers of BPR include

a) Total Quality Management	b) Human resource
c) IT - information & Technology	d) None of these
- 9) ____ is the radical Change in Business Processes.

a) Decision Trees	b) Business Process Reengineering
c) Graphical user Interface	d) SDLC

- 10) Business process reengineering disadvantages include:
- a) It doesn't suit every business need as it depends on factors like size and availability of resources.
 - b) In some cases, the efficiency of one department was improved at the expense of the overall process.
 - c) This BPR approach does not provide an immediate resolution.
 - d) All of the above
- 11) The entity is represented in the E-R diagram by ____.
- a) Rectangular box
 - b) Circle
 - c) Diamond
 - d) Filled diamond
- 12) Accuracy, relevancy and timeliness are the characteristic features of ____.
- a) Data
 - b) Knowledge
 - c) Networking
 - d) Information
- 13) ____ is the technology of sensing, coding, transmitting, translating and transforming.
- a) ERP
 - b) EIS
 - c) IT
 - d) MRP
- 14) Material Requirement Planning (MRP) is a computerized system to plan the requirements for ____.
- a) Finished goods
 - b) Raw materials
 - c) Work in progress
 - d) All of the above
- 15) Which of the following is not an advantage of ERP systems?
- a) Today's ERP systems can cover a wide range of functions and integrate them into one unified database.
 - b) Ability to customize an organizations requirement.
 - c) Ability to integrate business operations with accounting and financial modules.
 - d) Ability to generate more sales.
- 16) ERP Stands for ____.
- a) Enterprise Resource Planning
 - b) Enterprise Ratio Planning
 - c) Enterprise Reverse Planning
 - d) None of these.

Q.2 Answer the following question. 16

- a) Explain Role and skills of software engineer.
- b) Explain Business process reengineering in detail.

Q.3 Write Short Notes on following. 16

- a) Explain various components of ERP in detail.
- b) Describe in detail the process of designing forms and reports.

Q.4 Answer any one of the following. 16

- a) What is ERP? What are the various phases of ERP implementation life cycle?
- OR**
- b) What is input and output design? Briefly discuss characteristics/essentials of good design. Briefly discuss design issues.

Q.5 Define SDLC. Explain Process of SDLC in detail. 16

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

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

Max. Marks: 80

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

Q.1 Multiple choice questions **16**

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

- 10) Inferred from the behavior of manager is a _____ type of HR Policy.
 - a) Implied
 - b) Explicit
 - c) Normal
 - d) Unusual
- 11) HR policies help company adhere to _____.
 - a) Corporate governance
 - b) Regulation of employees.
 - c) Addressing employee grievances and problems
 - d) None of the above
- 12) A person whose current abilities reflect a strong probability that they can develop into a successful leader.
 - a) Manager
 - b) A high-potential employee
 - c) Working Employee
 - d) Motivator
- 13) _____ is someone with the ability, engagement, and aspiration to rise to and succeed in more senior, critical positions.
 - a) A high-potential employee
 - b) A super human
 - c) Management trainee
 - d) Supervisor
- 14) _____ approach is characterized by promoting or identifying employees that have been with the company the longest.
 - a) Buddy Approach
 - b) Tenure Approach
 - c) Condition Approach
 - d) Mentor Approach
- 15) _____ employees are emotionally disconnected from their work and workplace.
 - a) Engaged
 - b) Not Engaged
 - c) Talented
 - d) knowledgeable
- 16) Medium to high satisfaction but low contribution is termed as _____.
 - a) Crash & Burners
 - b) Almost Engaged
 - c) Honeymooners & Hamsters
 - d) Not Engaged

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

- a) Define the talent management. Write down its concept, objective and development and retention of talent.
- b) Define knowledge management. Outline the process of knowledge management.

Q.3 Answer the following **16**

- a) Write down the definition and concept of employee engagement & degree of employee engagement.
- b) Describe the difference between HR policies and procedure. Write the characteristics of HR policy.

Q.4 Attempt any one **16**

- a) Define the 'High potential employees. Enlist the types of potential employee approaches.

OR

- b)** Write down the meaning, and advantages of competency mapping. Describe the 'Identification of competency and requirement of competency based HRM'.

Q.5 Analyze the following case study.

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

Question

Analyze the employee engagement strategy at AMEX.

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

Max. Marks: 80

Q.1 Choose correct alternatives given below.

16

- Page 1 of 2

- 8) _____ is not a document related to the fulfil the customs formalities.
 - a) Shipping bill
 - b) Export licence
 - c) Letter of insurance
 - d) Proforma invoice
- 9) An application for customs clearance of import cargo is _____.
 - a) Bill of lading
 - b) Bill of exchange
 - c) Shipping bill
 - d) Bill of Entry
- 10) The small exporter's policy of ECGC is issued to _____.
 - a) any exporter in the SSI category
 - b) any exporter who is exempt from excise duty.
 - c) an exporter with an expected turnover of Rs.1crore.
 - d) an exporter with an anticipated turnover in the next twelve months not exceeding of Rs. 50 lakhs.
- 11) FOB stands for _____.
 - a) Free on Board
 - b) Fire on Board
 - c) Free on Band
 - d) Fire on Back
- 12) INCOTERMS is the abbreviation used for _____.
 - a) International Commercial Terms
 - b) Intended Commercial Terms
 - c) Individual Commercial Terms
 - d) Indian Commercial Terms
- 13) DFIA scheme came into force from _____.
 - a) 1st May 2008
 - b) 1st May 2007
 - c) 1st May 2006
 - d) 1st May 2009
- 14) Ex W means _____.
 - a) Excellent Work
 - b) Ex Works
 - c) Excused Work
 - d) Express Works
- 15) _____ is a prerequisite for export and import.
 - a) IEC number
 - b) License
 - c) Status
 - d) None of the above
- 16) A receipt issued by the commanding officer of the ship when the cargo is loaded on the ship is known as _____.
 - a) Shipping receipt
 - b) Mate receipt
 - c) Cargo receipt
 - d) Charter receipt

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

- a)** Letter of credit
b) Government regulation on export import

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

- a) Export Payment Terms
b) IEC Code

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

- a) Write an explanatory note on pre-shipment and post-shipment export finance.

OR

- b)** Explain the concept, importance and role of ECGC.

Q.5 Explain in details the document required for processing an export order. **16**

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Set **P**

M.B.A. (Semester - III) (New) (CBCS) Examination: Oct/Nov-2023
COLLEGE AND UNIVERSITY CAMPUS
Agriculture & Co-operative Management
Agriculture Marketing (20407322)

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

Max. Marks: 80

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

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

- 1) Affordability, Availability, Acceptability and Awareness are the terms generally referred as 4A's in _____ marketing.
 - a) Social
 - b) Rural
 - c) Metropolitan
 - d) Urban
- 2) _____ is agricultural production carried out according to an agreement between a buyer and farmers, which establishes conditions for the production and marketing of a farm product or products.
 - a) Sole trading
 - b) Joint venture
 - c) Contract Farming
 - d) Cooperative firm
- 3) AGMARK is certification mark for _____.
 - a) Industrial market
 - b) Agriculture produce
 - c) Industrial produce
 - d) Agriculture finance
- 4) What does QA and QC stand for?
 - a) Quality Assurance and Quality Coding.
 - b) Quality Acknowledge and Quality control.
 - c) Quality Adherence and Quality Credit.
 - d) Quality Assurance and Quality control.
- 5) _____ is the act of storing goods that will be sold or distributed later.
 - a) Transportation
 - b) Warehousing
 - c) Packaging
 - d) Purchasing
- 6) _____ is a national apex body which was set up in 1966 by the packaging and allied industries and the Ministry of Commerce, for improving the packaging standards in the country.
 - a) IIP
 - b) NABARD
 - c) AIMS
 - d) IPS
- 7) _____ of the following is an agricultural input.
 - a) Motorcycle
 - b) Farm Machinery
 - c) Plant destroying chemicals
 - d) All of these
- 8) _____ relates to the mechanical structures and devices used in farming or other agriculture activities.
 - a) Agricultural machinery
 - b) Agricultural electricity
 - c) Agricultural construction
 - d) Industrial equipment

- 9) _____ involves creating, organizing, pricing, and distributing products and services to ensure that rural residents have access to essentials at reasonable costs.
- a) Urban marketing
 - b) Semi urban marketing
 - c) Metro marketing
 - d) Rural marketing
- 10) Prices are determined by the equality of _____ of a commodity.
- a) Cost and Demand
 - b) Demand and Control
 - c) Demand and Supply
 - d) Cost and Stock
- 11) The _____ are the traditional system of markets like the periodic markets or hats and fairs held in rural areas.
- a) Secondary rural markets
 - b) Tertiary rural markets
 - c) Terminal rural markets
 - d) Primary rural markets
- 12) It is one of the characteristics of rural consumer that they prefer _____ products and purchase only the required quantity of goods.
- a) Affordable
 - b) Costly
 - c) Elite
 - d) Luxurious
- 13) Directorate of Marketing and Information works under the guidance of Ministry of _____.
- a) Commerce & Industry
 - b) Corporate affairs
 - c) Agriculture and Farmers Welfare.
 - d) Rural Development
- 14) Regulated market is a wholesale market where buying and selling is regulated and controlled by _____ the through the market committee.
- a) Municipal Corporation
 - b) State government
 - c) Central
 - d) All of these
- 15) _____ is/are driver/s of growth of agricultural marketing in India.
- a) Technological change
 - b) Transportation and communication
 - c) Urbanisation
 - d) All of these
- 16) The process of assembling, storage, grading, packaging and distribution of different agricultural products is known as _____.
- a) Agricultural management
 - b) Agricultural diversification
 - c) Agricultural banking
 - d) Agricultural marketing

Q.2 Answer the following. 16

- a) Rural Market Segmentation
- b) Means of Transportation

Q.3 Answer the following 16

- a) Contract Marketing in farming and its advantages.
- b) Brief out various important farm inputs.

Q.4 Answer the following. 16

- a) What is the Traditional Agricultural Marketing system? Explain in brief about the Directorate of Marketing and Inspection.

OR

- b) What is Agricultural Marketing? Explain various components of Agricultural Market in detail.

Q.5 Case Study

India has huge buffer stocks of sugar. The SMP (Statutory Minimum Price) for sugarcane is still being maintained by the government. Trading on future exchanges is unfamiliar for most people in India. In a scenario like this, if we give a platform for hedging and at the same time we go in for total decontrol, the results can be chaotic. Millers with large holdings may decide to dump in the futures market and exercise delivery. In a decontrolled environment, there will be no release mechanism to control that. Naturally buyers in the market may also not come to the exchange for hedging anticipating a collapse in prices. That will not help the industry. The banks and financial institutions which have financed the industry may also insist on using the exchange to liquidate their holdings immediately. Farmers not knowing how to hedge at this point of time, may encounter less attractive prices from millers. In a phased out decontrol environment, the monthly release mechanism will move towards quarterly release, and so on- the following benefits accrue to the millers, traders and consumers. If there is excessive speculation and there is a big open position at the end of the near month contract, the existing quota system will make traders square up the transaction; the release mechanism will act as a brake to reduce open positions.

Similarly, exercise volatility in prices can be contained. Moreover in the early period, the intermediaries/ participants in the market may create an outstanding monopoly position without releasing the ramifications of that. This type of situation would have a disastrous effect on the economy, millers, consumers, farmers and the rest. The release mechanism will put a check in the creation of such a situation by intermediaries, while trading on the exchanges. Therefore there is a need to continue with the existing quota system of release till the intermediaries/players in the market are fully geared up to meet the challenges. Phased out decontrol-over a period from monthly to quarterly- will not help in sustaining the price level, but also help the environment of the exchange to mature, thereby creating better liquidity for participants during the period of transaction.

- | | |
|--|-----------|
| 1) Analyse the Case and write in your own words. | 05 |
| 2) For a long time there was system of dual pricing (controlled price and open market) Do you think this can continue now? | 06 |
| 3) What is the appropriate method to change from control era to open era? | 04 |
| 4) Give a suitable title to this case. | 01 |

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- 10) Ethics is to do with _____.
 a) The wider community b) Business
 c) Right and Wrong d) Nothing
- 11) _____ legislation relates to the concept of business ethics.
 a) Food Act b) Building regulations
 c) Freedom of Information Act d) All of the
- 12) The social economy partnership philosophy emphasizes _____.
 a) Co-operation and Assistance
 b) Profit maximisation
 c) Competition
 d) Restricting resources and support
- 13) _____ is standards of behaviour that groups expect of their members.
 a) Codes of conduct b) group values
 c) group norms d) organizational norms
- 14) An organization that is owned by shareholders but managed by agents on their behalf is conventionally known as the modern _____.
 a) Conglomerate b) Corporation
 c) Company d) Firm
- 15) The modern corporation has four characteristics these are limited liability, legal personality, centralized management and _____.
 a) Fiduciary duty b) Stakeholders
 c) Shareholders d) Transferability
- 16) The view that sees profit maximization as the main objective is known as _____.
 a) Shareholder theory b) Principal agent problem
 c) Stakeholder theory d) Corporation theory

Q.2 Answer the following short questions. 16

- a) Define Business Ethics. Explain the importance of ethics in business.
 b) Explain the ethical issues in Information technology.

Q.3 Answer the following short answers. 16

- a) Deontological Ethical theory
 b) Ethical Decision Making

Q.4 Attempt any one of the following. 16

- a) Explain the relationship between values, norms, beliefs and standard.

OR

- b) Explain the concept of social audit and its relevance to corporate social responsibility and corporate citizenship.

Q.5 Attempt the following case study.

No Minor Offence- Census data reveals high level of underage marriages.

Census statistics are generally full of surprises. But this one is startling 6.4 million Indians under the age of 18 are already married. That's not all. As many as 1.3 lakh girls under 18 are widowed and another 56000 are divorced or separated. The legal marriageable age for women is 18, for men 21. A century had a half after Ishwarchandra Vidyasagar's crusade against child marriage, the practice persists. Obviously, the Child Marriage Restraint Act, 1929 exists only on paper and has not been able to deter parents from marrying off under aged sons and daughters. The incidence is understandably higher in rural areas, but not as low as expected in the cities. It's more common in the BIMARU states with Rajasthan leading the way Ironically the Act renders all under age marriages illegal but not void. Which means that an illegally married couple can stay married? It is therefore, violated with impunity and hardly anyone is ever hauled up. Despite the fact that child marriage is a criminal offence, action is rarely taken by the police. Even civil society remains a passive spectator. There's not enough outrage against the practice even among the educated. The meagre penalty a fine of Rs 1,000 and imprisonment up to three months shows that the state does not view the crime seriously.

The practice is linked to the curse of dowry- "Chhota chhora dehej kam mangta" (the younger the groom, the smaller the dowry demand). Justifies many such alliances. The grimdest part of the scenario is the physical havoc that early marriage wreaks upon girls who are too young to bear the burden of maternity. Under aged girls who are too young to bear the burden of maternity under- aged girls who are already disadvantaged by a childhood of deprivation produce weak offspring adding to the rate of maternal and child mortality. There is also the belief that a daughter's marriage is a sacred obligation that parents must fulfil at the earliest. A new legislation. Prevention of Child Marriages Bill, 2004 to replace the loophole ridden 1929 Act is awaiting Parliament's approval. But legislation alone is not enough. Compulsory registration of marriages is one way of tackling the problem. Creating awareness about the ill-effects of such marriages and mobilising committed social workers to intervene are others. However, social workers have to often function in hostile conditions. The 1992 case of Bhanwari Devi, the Rajasthan saathin for preventing a child marriage is chilling in the end only education, economic security and increasing empowerment of women can eliminate the problem.

Case Questions:

- a) Discuss ethically the drawbacks you find in the under age marriages?
- b) How does the increasing empowerment of women help eliminate problems of this type?

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

Max. Marks: 80

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

16

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

- 9) _____ is the systematic examination of an organization's quality management system.
 - a) Quality control
 - b) Quality Audit
 - c) Quality check
 - d) Quality assurance
- 10) _____ sets the standard for Environmental Management Systems.
 - a) ISO 9000
 - b) ISO 14001
 - c) ISO 2000
 - d) ISO 2005
- 11) _____ is a process of measuring products, services, and processes against those of organizations known to be leaders in one or more aspects of their operations.
 - a) Quality Control
 - b) Benchmarking
 - c) Standardization
 - d) Marking
- 12) European Quality award was instituted in _____ by the European Foundation for Quality Management.
 - a) 1992
 - b) 1982
 - c) 2002
 - d) 2012
- 13) _____ is an inventory control system used in just-in-time (JIT) manufacturing to track production and order new shipments of parts and materials.
 - a) JIT
 - b) Kanban
 - c) Poke yoke
 - d) Six sigma
- 14) The "Zero Defect" phrase was given by _____.
 - a) Deming
 - b) Juran
 - c) Mc.Clelland
 - d) Philip B. Crosby
- 15) in 5s concept "Seiri" stands for _____.
 - a) Sort
 - b) Set in Order
 - c) Shine
 - d) Standardize
- 16) All of the following costs are likely to decrease as a result of better quality except _____.
 - a) customer dissatisfaction costs
 - b) Inspection costs
 - c) maintenance costs
 - d) warranty and service costs

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

- a) Six sigma
- b) 5-s concept

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

- a) Malcolm Baldrige national quality award
- b) Quality Circles

Q.4 Answer the following **16**

- a) Define benchmarking. Explain its objectives and types of benchmarking.

OR

- b) Define quality and types of quality. Explain the components of total quality management.

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

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

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

Analyse the case and answer the following questions

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

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M.B.A. (Semester - IV) (New) (CBCS) Examination: Oct/Nov-2023

COLLEGE AND UNIVERSITY CAMPUS

Marketing Management

Integrated Marketing Communications & Digital Marketing (20407403)

Day & Date: Saturday, 16-12-2023

Max. Marks: 80

Time: 03:00 PM To 06:00 PM

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

Q.1 Multiple choice question.

16

- 1) _____ is certificates that give buyers a saving when they purchase specified product.
 - a) Sample
 - b) Premiums
 - c) Coupons
 - d) Patronage rewards
- 2) Manufacturers direct most of their sales promotional budget towards _____.
 - a) Consumer
 - b) Retailers and Wholesalers
 - c) Lobbyists
 - d) Public such as shareholder
- 3) Types of skill development includes _____.
 - a) Speaking
 - b) Listening
 - c) Negotiating
 - d) All of these
- 4) In an interview when you do not know an answer, you should _____.
 - a) admit you do not know the answer
 - b) Keep guessing
 - c) Bluff
 - d) Remain quiet
- 5) An error is also known as _____.
 - a) Bug
 - b) Debug
 - c) Cursor
 - d) Icon
- 6) Web tracking software, online couponing and online referring are linked to _____.
 - a) La Bodega
 - b) Search Engine Marketing
 - c) Measuring success
 - d) Online Measurement
- 7) The number of clicks divided by the numbers of impressions refers to _____.
 - a) The CTR
 - b) The CTY
 - c) The CAT
 - d) The CTP
- 8) Measuring success includes all of the following except _____.
 - a) Reach
 - b) Frequency
 - c) Gross ratio points
 - d) Web Tracking
- 9) _____ defines a communication budget that is a fixed percentage of forecasted sales.
 - a) Competitive Parity
 - b) Affordable Budgeting
 - c) Percentage of sales
 - d) Expensive budgeting

- 10) Examples of electronic media except _____.
 - a) Websites
 - b) Consumer Blogs
 - c) Online games
 - d) Social Marketing
- 11) Forms of feedback may include _____.
 - a) Redeeming a coupon
 - b) Purchasing an item
 - c) Complaints about the item
 - d) All of the above
- 12) _____ tool of the promotional mix is defined as any paid form of non personal presentation and promotion of ideas, goods or services by an identified sponsor.
 - a) Advertising
 - b) Public Relations
 - c) Direct Marketing
 - d) Sales promotion
- 13) If a company wants to build a good corporate image it will probably use _____ marketing communication mix tools.
 - a) Advertising
 - b) Public Relations
 - c) Direct Marketing
 - d) Sales promotion
- 14) _____ fragmentation has resulted in Media Fragmentation.
 - a) Market
 - b) Purchasing
 - c) Product
 - d) Public relations
- 15) _____ is well suited to highly targeted marketing efforts to building one to one customer relationships.
 - a) Advertising
 - b) Public relations
 - c) Sales promotion
 - d) Direct Marketing
- 16) _____ advertising media type had almost 5% change.
 - a) Radio
 - b) Television
 - c) Magazines
 - d) Newspaper

Q.2 Answer the following. (Short answers)

16

- Explain the concept of direct marketing.
- Explain social media marketing.

Q.3 Answer the following. (Short answers)

16

- Explain future of advertising agency.
- Explain Event Management.

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

16

- a)** Explain how to develop and execute public relation programs.

OR

- b) Explain the role of promotional mix elements in integrated marketing.**

Q.5 Case Study**Emirates**

Emirates started with two leased aircraft in 1985 and have never looked back since then. The airline company currently operates 265 aircraft to over 155 destinations.

Emirates' Integrated Marketing Communication Approach:

Traditional Media

Emirates' commercials and print advertisements in significant media highlight the airline's new products, flying routes, and aircraft.

Event Sponsorship

The airline actively sponsors a bunch of sports events like soccer, horse racing, and tennis. In addition to that, it has signed a sponsorship deal with large football clubs like Arsenal. Its presence in the Asian Football Confederation has also ensured a high level of visibility across Asia.

Owned Media**Owned Media**

The company publishes two in-flight magazines to reach its customers. A brilliant in-flight entertainment system allows the airline to publicize its latest offers, partners, and services. Furthermore, the company's official retail website enables customers to purchase branded merchandise.

Millennial Appeal

The airline is adopting a sustainable environmental strategy to protect natural resources and reduce air pollution. Being a step ahead and ensuring that their fleet is up-to-date with the latest, most fuel-efficient aircraft. Emirates uses a variety of marketing communication tools in an integrated way to deliver a unified message:

The high quality of its services

Emirates portrays the lofted quality of its airline services as an underlying theme for all its marketing activities.

Emirates' Integrated Marketing Communication Channels:

- Television commercials
- Print advertisements
- Sponsorships
- Charitable foundations
- In-plane advertisements
- Internet marketing
- Trade Promotions.

The above communication tools have helped Emirates to appeal to a large number of travelers all over the world, and create a positive vibe all-around.

Case Questions

- a) Explain the role of International advertising and promotion with reference to above case study
- b) Explain the role of promotional mix element in international marketing.

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Financial System of India, Markets & Service (20407406)

Max. Marks: 80

Time: 03:00 PM To 06:00 PM

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

16

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

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

Q.2 Write short notes on. **16**
a) Constituents of Secondary Market
b) Options & Swap

Q.3 Writ short notes on. **16**
a) Functions of SEBI
b) Components of formal financial system

Q.4 Answer the following. **16**
What is the meaning of IPO? Explain the steps in public issue

OR

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

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

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

You as Investment advisor explain to Mr. Sham:

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

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Set **P**

M.B.A. (Semester - IV) (New) (CBCS) Examination: Oct/Nov-2023
COLLEGE AND UNIVERSITY CAMPUS
Tourism and Hospitality Management
Accommodation Management (20407409)

Day & Date: Wednesday, 20-12-2023
 Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

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

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

- 10) _____ a place where the washing and finishing of clothes and other washable articles are carried out.

a) Spa	b) Kitchen
c) Laundry	d) Ironing place
- 11) _____ deals with the provision of restaurant services.

a) Food and beverages	b) Reception department
c) Accommodation department	d) Housekeeping
- 12) _____ procures out -of-stock items for housekeeping.

a) Reception counters	b) Accommodation department
c) The purchase department	d) Food and beverages
- 13) Room allocation means _____.

a) Having enough rooms
b) Room status
c) Securing a vacant ready room
d) Room diary
- 14) Important aspect in hospitality industry is _____.

a) HRM	b) Accountancy
c) Engineering	d) Architecture
- 15) _____ is necessary for improving and upgrading their knowledge and skills in relation to the respective jobs they are handling.

a) Recruitment	b) Selection
c) Training and development	d) Coordination
- 16) _____ function to keeps the morale of the employees high.

a) Induction	b) Recruitment
c) Motivation	d) Control

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

- a) Guest Safety
- b) Designing a customer feedback form

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

- a)** Eco housekeeping
b) Importance of Facility management in Hotels

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

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

OR

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

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

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

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Day & Date: Monday, 18-12-2023
Time: 03:00 PM To 06:00 PM

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

16

- Page 1 of 3

- 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. 16

- a) Explain the process of Business Process Engineering in detail.
- b) Elements and its types

Q.3 Answer the following. 16

- a) Types of Allowances
- b) Principles of Motion Economy

Q.4 Answer the following Long answer. 16

- a) What is Ergonomics and what are different factors in ergonomics? Which workplace problems can be solved with ergonomics?

OR

- b) Define productivity. What are the different factors affecting productivity? What are different kinds of productivity measures?

Q.5 Case Study.

In the mid-1990s, India's largest multi utility vehicle (MUV) and tractor manufacturer M&M was facing serious problems at its Igatpuri and Kandivili plants in Maharashtra. The plants were suffering from manufacturing inefficiencies, poor productivity, long production cycle and sub-optimal output.

The reason: highly under-productive, militantly unionized and bloated workforces.

The company had over the years been rather lenient towards running the plants and had frequently crumbled under the pressure of union demands. The work culture was also reportedly very unhealthy and corruption was widespread in various departments. Alarmed at the plant's dismal condition, Chairman Keshub Mahindra tried to address the problem by sacking people who allegedly indulged in corrupt practices. M&M also tried to implement various voluntary retirement schemes (VRS), but the unions refused to cooperate and the company was unable to reduce the labor force. During this period, M&M was in the process of considering the implementation of a Business Process Reengineering (BPR) program throughout the organization including the manufacturing units. Because of the problems at the Igatpuri and Kandivili plants, M&M decided to implement the program speedily at its manufacturing units. The program, developed with the help of the UK-based Lucas Engineering Systems, was first implemented on an experimental basis at the engine plant in Igatpuri. Simultaneously, an exercise was initiated to assess the potential benefits of implementing BPR and its effect on the unions.

M&M's management was not surprised to learn that the unions expressed extreme displeasure at the decision to implement BPR and soon went on a strike. However, this time around, the management made it clear that it would not succumb to union demands. Soon, the workers were surprised to see the company's senior staff come down to the plant and work in their place. With both the parties refusing to work out an agreement, observers began casting doubts on the future of the company's grand plans of reaping the benefits of BPR.

Questions:

- a) Analyse the case
- b) Identify problem
- c) Suggest alternatives and identify best alternative

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

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

Max. Marks: 80

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

Q.1 Choose correct alternatives given below

16

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

- 9) _____ have many provisions to safe the interests of workers of organized and unorganized sectors in India.

a) Industrial Law	b) Labour laws
c) Factory Law	d) Trade Union Act
- 10) _____ are a strong medium to safe the rights of the employees.

a) Trade Unions	b) Industry
c) Government	d) Trusts
- 11) _____ ensures that workers must get wages/salaries on time and without any unauthorized deductions.

a) Industrial Law	b) The payment of wages Act
c) Factory Law	d) Trade Union Act
- 12) _____ entitles maternity leave for pregnant women employees i.e. full payment despite absence from work.

a) Minimum Wages Act	b) Factories Act
c) Payment of Bonus Act	d) The Maternity Benefit Act
- 13) Reasons for poor Industrial relations _____.

a) Economic causes	b) Organizational causes
c) Social causes	d) All of these
- 14) Ways to improve Industrial relations _____.

a) Stable Union	
b) Workers Participation in Management	
c) Mutual Trust	
d) All of these	
- 15) The Employees' Provident Funds Act, 1952 applicable to _____.

a) the whole of India	b) J and K
c) Maharashtra	d) Delhi
- 16) The Employee's Pension Scheme enacted in the year _____.

a) 1960	b) 1975
c) 1995	d) 1976

Q.2 Write Short Notes.

16

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

Q.3 Attempt the following short answer.

16

- a) Causes of Grievances
- b) Types and causes of industrial disputes

Q.4 Attempt any one of the following.

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 Attempt the following.
THE LOYAL EMPLOYEE

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

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

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

Questions:

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

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Set **P**

M.B.A. (Semester - IV) (New) (CBCS) Examination: Oct/Nov-2023
COLLEGE AND UNIVERSITY CAMPUS
International Business Management
International Marketing (20407418)

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

Max. Marks: 80

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

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

- 1) It is _____ when a country or company exports a product at a price that is lower in the foreign importing market than the price in the exporter's domestic market.
 - a) Countertrade
 - b) Dumping
 - c) Cost cutting
 - d) BEP
- 2) _____ markets cover a wider area than local markets like a district, or a cluster of few smaller states.
 - a) Hyper market
 - b) National
 - c) Regional
 - d) Global
- 3) A _____ mix is a combination of marketing methods including advertising, sales, public relations and direct marketing to achieve a specific marketing goal.
 - a) Product
 - b) Place
 - c) Promotional
 - d) Price
- 4) _____ are the systems of economic institutions through which a producer of goods delivers them into the hands of their users.
 - a) Promotions
 - b) Warehouses
 - c) Transportation
 - d) Distribution channels
- 5) _____ is the sale of genuine branded products that have been diverted from authorized distribution channels or that have been imported into another country without the consent and knowledge of the brand owner.
 - a) Green Marketing
 - b) Virtual Marketing
 - c) Gray marketing
 - d) Network Marketing
- 6) The process of dividing the customers into groups that share similar attributes or respond similarly to firm's marketing efforts is referred to as _____.
 - a) Segmentation
 - b) Targeting
 - c) Positioning
 - d) Forecasting
- 7) The purpose of _____ is to help people from a variety of countries and cultures recognize your brand.
 - a) global branding
 - b) national branding
 - c) global pricing
 - d) global distribution
- 8) Protection, containment, information, promotion, and utility of use are basic functions of product _____.
 - a) Distribution
 - b) Promotion
 - c) Branding
 - d) Packaging

- 9) Global marketing channels exist to create _____ utility for customers.
 - a) Place
 - b) Time
 - c) Information
 - d) All of these
- 10) _____ is a system of gathering, storing, managing, and evaluating data and information in the global marketplace.
 - a) International Management information system
 - b) Global Marketing Information system
 - c) Global Executive Information System
 - d) International Stock information system
- 11) In _____ pricing strategy a high price is charged for a product till such time as competitors allow after which prices can be dropped.
 - a) Penetration
 - b) Skimming
 - c) Economy
 - d) Premium
- 12) _____ in marketing involves breaking the target audience into segments and then designing marketing activities that will reach the segments most likely to be responsive to firm's efforts.
 - a) Segmentation
 - b) Targeting
 - c) Positioning
 - d) Forecasting
- 13) Which element of the promotion mix do the wholesalers generally apply to obtain their promotional objectives?
 - a) Advertising
 - b) Personal Selling
 - c) trade Promotion
 - d) Direct Marketing
- 14) When a company pays to be associated with another company, individual, group, or event as a means of marketing its brand, it is called as _____.
 - a) Hosting
 - b) Charity
 - c) Sponsorship
 - d) Social work
- 15) _____ is a pricing strategy where the price is set artificially low to gain market share quickly.
 - a) Penetration
 - b) Skimming
 - c) Economy
 - d) Premium
- 16) Facebook, Whatsapp, Instagram and Youtube are the most popular form of _____.
 - a) Private media
 - b) Government media
 - c) Social Media
 - d) Hybrid media

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

- a) International Product Life Cycle **08**
- b) International branding decisions **08**

Q.3 Answer the following.

- a) Global pricing- three policy alternatives **08**
- b) International Transfer Pricing **08**

Q.4 Answer the following **16**

- a) Define International Marketing? Explain various global marketing elements that may impact the international business.

OR

- b) Define Global customer. Explain the bases for International Market Segmentation.

Q.5 Case Study.

Kit Kat the candy brand owned by Swiss multinationals Nestle, has become the leading confectionary brand in Japan. The road to the top spot took some very clever, creative marketing. A number of years ago, Nestle discovered a sharp spike in the sales of Kit Kat candy bars during exam periods. Apparently Japanese parents would place Kit Kat bars as a treat in their children's lunch boxes, especially during the exam season. In addition students pupils were buying Kit Kats for themselves as reminder that they were going to give these exams their best shot. Kit Kat had become a lucky charm for Japanese students cramming for their exams.

One reason for Kit Kat's success has to do with the ring of its brand name. The "Kit Kat" name sounds very much like the expression "kitto katsu", Japanese exam-season mantra that literally means "I will do my best to make sure I succeed". To leverage the brand name's symbolic meaning, Nestle partnered with Japan Post to create "Kit Kat Mail", a post card like product available only at the post office. These items could be mailed to students as an edible good-luck charm. Nestle also decorated post offices with a cherry blossom theme, as Japan's annual exam period overlaps with the celebration of country's cherry-blossom season. Using the postal service as a distribution channel provided Nestle with the further advantage of no competition -unlike convenience stores or supermarkets.

To cater the taste of Japanese consumers, Nestle offers a wide variety of flavours. Just as in the rest of the world, the firm sells its staple chocolate flavours. But it does not end there. Other flavours reflect specialties from regions across Japan such as sweet potatoes from Okinawa, melons from Hokkaido, strawberries from Tokyo. Other even more exotic flavours include wasabi, chilli, miso, cherry and lemon or strawberry cheesecake. Many of these special flavours are introduced for a limited time only to encourage shoppers to try something new and are then subsequently taken off the market. Excess inventory is collected and used to create "Happy Bags" that are sold during gift-giving periods such as New Year.

- | | |
|---|-----------|
| 1) Analyse the Case | 06 |
| 2) Do you think the socio-cultural environment helps company to make impact on a buying decision? | 05 |
| 3) From this case explain how did Kit Kat succeed in selling their products in Japan? | 05 |

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Set **P**

M.B.A. (Semester - IV) (New) (CBCS) Examination: Oct/Nov-2023
COLLEGE AND UNIVERSITY CAMPUS
Banking Management
E-Banking (20407421)

Day & Date: Monday, 18-12-2023
 Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

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

- 1) BHIM a mobile payment app is developed by _____ organization.
 a) Election Commission b) NABARD
 c) SEBI d) NPCI
- 2) _____ a system and electronic protocol to ensure the integrity and security of transactions conducted over the internet
 a) Secure Electronic Transaction b) Electronic Phishing
 c) Software Bombs d) In-house banking
- 3) _____ can be defined as the place where a transaction takes place between a customer and a merchant.
 a) Point of Order b) Point of Sale
 c) Point of Stock d) Point of Store
- 4) _____ is a technology used by merchants to accept debit or credit card purchases from customers.
 a) NEFT b) Payment Gateway
 c) E cheque d) None of these
- 5) Following is/are the example/s of smart cards.
 a) ATM card b) Electronic Wallets
 c) ID cards d) All of these
- 6) ATM are generally used for _____ activities.
 a) Debentures b) Tax related
 c) Banking d) Loans
- 7) UPI stand for _____.
 a) Unique Payment Interaction b) Unified Process Interface
 c) Unified Payment Interface d) Unified Protocol Integrity
- 8) _____ is the exchange of goods and services and the transmission of funds and data over the internet.
 a) Commerce b) E Commerce
 c) Mobile Commerce d) Trading
- 9) _____ involves using a fake email address or phone number to make it appear as if the message is coming from a trusted source.
 a) Hacking b) Tracing
 c) Trapping d) Spoofing

- 10) _____ is/are the forms of E-banking.
a) Electronic cheque conversion / bill payment
b) Internet banking
c) Mobile banking
d) All of these
- 11) _____ is an inter-bank/inter-branch online fund transfer within India.
a) Cheque
b) Demand Draft
c) NEFT
d) All of these
- 12) Using ATM one can _____ the money.
a) Only withdraw
b) Only deposit
c) Deposit and withdraw
d) Only transfer
- 13) _____ is a form of online scam where attempt is made to gain customer account information such as user names, passwords, PINs (Personal Identification Numbers) or Social Security numbers.
a) Phishing
b) Spamming
c) Spoofing
d) Trapping
- 14) _____ has minimum Rs. 2 lakhs and Maximum Rs. 10 lakhs transaction under retail internet banking
a) RTGS
b) Cheque
c) Overdraft
d) Demand Draft
- 15) Following is/are risk/s involved in E-banking.
a) Operational Risk
b) Security Risk
c) Cross-border Risk
d) All of these
- 16) In confirmation of making the authentication of payment on mobile phone _____ is entered by the user to authenticate the online payment.
a) Personal Information
b) Barcode
c) Login details
d) OTP

Q.2 Write Short Notes on the following

- a) Advantages and disadvantages of E banking. **08**
b) Basel Guidelines for e-banking **08**

Q.3 Answer the following

- a) Threats to information system **08**
b) Impact of IT on banking **08**

Q.4 Answer the following

- a) What are different types of Delivery channels and payment gateways in E-banking? Explain each in detail. **16**

OR

- b) What is E-banking? Explain the Centralised / Core banking system, its features, advantages and limitations in detail.

- Q.5** What are Management and Technological challenges in E-banking? Elaborate each in detail. **16**

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Set **P**

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

System Management

Relational Database Management System (20407424)

Day & Date: Wednesday, 20-12-2023

Max. Marks: 80

Time: 03:00 PM To 06:00 PM

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

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

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

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

Q.2 Answer in brief: **16**

- Explain the Components of entity relationship diagram.
- Write note on the role of Data Base Administrator.

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

- a) Discuss different Data types of RDBMS.
- b) Object Oriented database.

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

- Explain in detail functions and procedures in RDBMS.
- Discuss various SQL Command types with Syntax of various statements.

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

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

Questions:

- a)** Identify the various entities in the database.
- b)** Describe the attributes of identified entities.

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M.B.A. (Semester - IV) (New) (CBCS) Examination: Oct/Nov-2023
COLLEGE AND UNIVERSITY CAMPUS
Agriculture & Co-operative Management
Agricultural Production Management (20407427)

Day & Date: Monday, 18-12-2023
 Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

Q.1 Multiple choice question.

16

- 1) Modern farming practices allow farmers _____.
 a) To increase productivity b) Decreasing environmental impact.
 c) Both A & B d) None of the above
- 2) Biggest problems with traditional agriculture is that _____.
 a) It kills off life in the topsoil and subsoil.
 b) Synthetic fertilisers and treatments are used immoderately
 c) Evil impact on the soil
 d) All of the above
- 3) Features of Indian Agriculture is _____.
 a) Source of livelihood b) Dominance of food crops
 c) Inadequate irrigation facilities d) All of the above
- 4) When farmers pool their land, labour and capital and work jointly under the direction of an elected managing committee and divide the profit among themselves in proportion of land contributed and wages earned by each one of them it is called _____.
 a) Co-operative farming b) Collective farming
 c) Capitalist farming d) Peasant farming
- 5) _____ activity refers to the process of cultivating land for the purpose of producing crops or livestock.
 a) Farming b) Dairy
 c) Transporting d) Oil mills
- 6) A _____ is a pre-industrial agricultural laborer or a farmer with limited land-ownership, especially one living in the Middle Ages under feudalism.
 a) Carpenter b) Peasant
 c) Transporter d) Importer
- 7) Corporate farming is not associated with _____.
 a) High levels of efficiency and productivity.
 b) The utilization of advanced technologies
 c) Lower pay to Farmers
 d) High yield
- 8) The rights given by the tenure system are _____ for time.
 a) Unlimited b) Limited
 c) Permanent d) Can not be defined

- 9) _____ in cludefarm products, and day-to-day maintenance of farm production financial activities of a farm.

a) Corp record	b) Seed record
c) Land record	d) Farm record
- 10) Over irrigation can cause following problem except _____.

a) Lowering of the water table	b) Land subsidence
c) Decreased water quality	d) Increase in level of rainwater
- 11) _____ is a structure that allows people to regulate climatic conditions, such as temperature and humidity.

a) Greenhouse	b) Paint house
c) Wooden hose	d) Leather house
- 12) _____ is considered to occur as a result of aging, wear and tear, and obsolescence of farm buildings, farm machinery

a) Appreciation	b) Depreciation
c) Maintained	d) Purchase
- 13) Land holding of either 10 or more hectares have been classified as _____.

a) Semi-medium	b) Medium
c) Semi-large	d) Large
- 14) _____ is not a component of farm business.

a) Capital	b) Environment
c) Land	d) Management
- 15) Co-operative farming, Collective farming, Capitalistic farming and Peasant farming are _____.

a) Nature of farming	b) System of farming
c) Function of farming	d) Capital of farming
- 16) _____ occurs when more species, plant varieties or animal breeds are added to a given farm or farming community.

a) Agricultural diversification	b) Agricultural minimizing
c) Agricultural depreciation	d) Agricultural stagnation

Q.2 Attempt the following. **16**

- Write the difference between farm and non-farm business management.
- Write a short note on 'Land tenure system'.

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

- Write down the features of "Corporate farming", 'Peasants', 'Proprietorship'.
- Discuss on 'Farm efficiency and measures'.

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

- a) Discuss the, 'Occupational structure and causes for low agricultural productivity'.**

OR

- b)** Discuss on, 'Management & technology change in agricultural sector, it's mechanism and automation'.

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

Give a summary for Demand for agricultural product by throwing light on production and supply of farm products. Also discuss on 'Law of diminishing returns on input combination'.

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- 12) _____ is the process of seeking and attracting a pool of people from which qualified candidates for job vacancies can be selected.
 - a) Selection
 - b) Advertisement
 - c) Compensation
 - d) Recruitment
- 13) _____ gives the nature and requirements of specific jobs.
 - a) Human resource planning
 - b) Job description
 - c) Job. Analysis
 - d) None of these
- 14) _____ is a kind of internal sources of recruitment.
 - a) Promotion
 - b) Employer recommendation
 - c) Transfer
 - d) All of these
- 15) Attracting potential employees is more difficult in case of _____.
 - a) Internal recruitment
 - b) External recruitment
 - c) Both a and b
 - d) None of these
- 16) _____ is the next step after recruiting the retail personnel.
 - a) Supervision
 - b) Compensation
 - c) Training
 - d) Selection

Q.2 Answer the following. (Short answers)

16

- Explain the reasons for growth of the service economy.
- Differentiate between goods and services?

Q.3 Answer the following. (Short answers)

16

- a) Explain Marketing strategies for Insurance services.
- b) Explain Marketing strategies for Educational services.

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

16

- a) Explain visual merchandising. Explain in details the roles and responsibilities of the merchandiser.

OR

- b)** Explain with example what is organized retail. List down the functions of retailer.

Q.5 Case Study

16

Problems in handling complaints

Pioneer electronics store, one of the leading electronic stores in Hyderabad sells batteries, all shapes and sizes, all voltages and prices, one particular battery sells for ₹300 for a package of three, mohit a salesperson at pioneer electronic store sold a package of these batteries to a customer on Monday this week, he paid cash for them and left the store headed for home, the next day on Tuesday morning the customer returned to the store having battery packet in hand and told rohan different salesperson as mohit was on leave that he had purchased these batteries the day before and they are not working. Rohan tested the batteries and found the batteries and found the batteries really dead.

customer started shouting you wasted my time you're fraud and so on it put rohan in trouble he was dancing between horns of dilemma in the last 5 years at Pioneer store he never heard of such complaint but he was quite because the batteries looked like new, how do we resolve such customer complaint? to begin with there is no way to determine that the battery's customer has in hand is indeed the battery he bought last day. Since most batteries show no external sign of wear for all practical purposes they may all have been the older set the set that the new one replaced second, the nature of batteries in such that the customer may be accidentally drained them himself and now wants to become smart and pass the responsibility to the store.

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

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

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

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

Day & Date: Friday 22-12-2023

Max. Marks: 80

Time: 03:00 PM To 06:00 PM

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

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

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

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

Q.2 Answer the following, 16
 a) Fundamental Analysis
 b) Types of bonds

Q.3 Answer the following, 16
 a) Investment v/s Speculation
 b) Components of Capital Asset Pricing Model

Q.4 Attempt any one of the following. (Long Answer) 16
 a) Briefly discuss about Efficient Market Hypothesis.

OR

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

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

You are required to-

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

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

16

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

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

Your advice is expected to consider the following points:

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

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- 10) In HVAC 'C' stands for _____.
a) Concentrating b) Calculating
c) Conditioning d) Cancelling
- 11) Building maintenance has all of the following except _____.
a) cleaning of the exterior surfaces b) reroofing the entire building
c) Photo shooting d) Interior maintenance
- 12) _____ of the total property budget is the responsibility of the engineering department.
a) 11% b) 12%
c) 14% d) 13%
- 13) In a HVAC system 'H' stands for _____.
a) Healing b) Heating
c) Hacking d) Honoring
- 14) Time based maintenance comprises of the following except _____.
a) Routine preventive maintenance b) Minor Periodic overhaul
c) Corrective maintenance d) Major Periodic overhaul
- 15) _____ refers to the daily activities with repetitive nature.
a) Routine maintenance b) Planned maintenance
c) Unplanned maintenance d) Corrective maintenance
- 16) Cloud base energy management system provides the ability to _____.
a) Remotely control HVAC
b) Collect real time data
c) Generate intelligent, specific and real time guidance
d) All of these

Q.2 Write short Notes.

16

- a) Responsibilities of facility manager and facility department.
- b) Laundry system

Q.3 a) Fire safety and prevention

16

- b)** Role and functions of the Security Department.

Q.4 Answer the following questions.

16

Write an explanatory note on types of maintenance and repairs in hospitality industry.

OR

What is sustainable management in hospitality industry? What are the types of pollution? Explain briefly.

Q.5 What is facility management? What are the various costs associated with facility design?

16

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M.B.A. (Semester - IV) (New) (CBCS) Examination: Oct/Nov-2023
COLLEGE AND UNIVERSITY CAMPUS
Production and Materials Management
Quality Management (20407413)

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

Max. Marks: 80

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

Q.1 A Multiple-choice question

16

- 1) _____ is any systematic process of determining whether a product or service meets specified requirements.
 - a) Quality assurance (QA)
 - b) Quality control (QC)
 - c) Quality performance (QP)
 - d) Quality focus (QF)
- 2) _____ recognizes both individuals for their contributions to the field of Total Quality Management (TQM) and businesses that have successfully implemented TQM.
 - a) Malcolm Baldrige National Quality Award
 - b) Rajiv Gandhi National Quality Award
 - c) Deming Prize quality award
 - d) EFQM award
- 3) The dimension of 'product quality' which appreciates agile manufacturing is _____.
 - a) Aesthetics
 - b) Reputation
 - c) Responsiveness
 - d) Conformance
- 4) Ishikawa diagrams are sometimes referred to as _____.
 - a) Fish bone diagrams
 - b) Herringbone diagrams
 - c) Cause-and-effect-diagrams
 - d) All of above
- 5) Traditional culture of quality requirements focuses on _____.
 - a) Product oriented
 - b) Process oriented
 - c) Customer oriented
 - d) Supplier oriented
- 6) Quality Trilogy is the contributions of _____.
 - a) Walter Shewhart
 - b) Philip crosby
 - c) Joseph m juran
 - d) W. Edward deming
- 7) The contribution by quality guru Crosby was _____.
 - a) PDCA cycle
 - b) Quality trilogy
 - c) PDSA
 - d) Concept of zero defects
- 8) Cost of quality is given by costs of _____.
 - a) Prevention + appraisal +internal failure + external failure
 - b) Prevention + appraisal
 - c) Internal failure + external failure
 - d) Appraisal + internal failure

- 9) The most common techniques used for analyzing the quality costs are ____.
 - a) Trend analysis
 - b) Pareto analysis
 - c) Both a and b
 - d) None of the above
- 10) The frequency distribution of a numerical data can be graphically represented by a _____.
 - a) Histogram
 - b) Telegram
 - c) Monogram
 - d) Anagram
- 11) The Rajiv Gandhi Quality award is given at _____ level.
 - a) National
 - b) Regional
 - c) Trade or professional bodies
 - d) By other companies
- 12) ISO create the ISO 14000 family of standards in the year _____.
 - a) 1956
 - b) 1966
 - c) 1978
 - d) 1996
- 13) Pareto analysis is also known by _____.
 - a) 80/20 rule
 - b) Demand forecasting
 - c) Benchmarking
 - d) Job Scheduling
- 14) The frequency distribution of a numerical data can be graphically represented by a _____.
 - a) Histogram
 - b) Telegram
 - c) Monogram
 - d) Anagram
- 15) Quality Function Deployment is also known as _____.
 - a) House of product
 - b) House of quality
 - c) House of six sigma
 - d) House of Kaizen
- 16) Pattern in control charts which show the tendency to cluster around central line is termed as:
 - a) Stratification
 - b) Mixture
 - c) Cyclic pattern
 - d) Shift in process level

Q.2 Write short notes on

16

- a) Concept of Statistical Quality Control
- b) Consequences of poor-quality management

Q.3 Write short notes on

16

- a) ISO 9001
- b) Problem solving techniques of Quality

Q.4 Answer the following question.

16

Write an explanatory note on histogram, control chart, Parato analysis, and flow charts.

OR

Explain the Evolution of Quality Management Concepts of Product and Service and the importance of Quality in modern business.

Q.5 Analyze the following case.

One morning in August 1985 the CEO of Velcro received a phone call from his Detroit sales manager informing that General Motors was dropping while crow from its highest supplier quality rating to the next to lower level 4 General Motors allowed well crow 90 days' time period to set up and start a program of Total Quality Control or else face the loss of not only an important customer GM but also well cross most promising growth market.

At this time Velcro crow had 23 quality control people in their plant. To the machine operator's quality was the responsibility of quality control people. The quality control people wear station at certain points and they would inspect on a sample basis and say whether the particular Run was good or bad. What was bad was scrapped. Nobody change the process and there was no pressure on anybody to make a change to improve quality and reduce wastages.

It is wrong to assume that the production employees were causing the waste and to blame them for it without giving them the tool to deal with the problem would have been a bigger mistake. Under such conditions production employees were afraid to report defect in product produced and scrap was being disposed of to scrap yard during the third shift. The management felt that it was necessary to train the operators in quality control and more attention to be given to the operators, machine repair and Re design and to measurement and reporting techniques that tract result focus on responsibilities and established ups and down communication.

The pressure on production employees to reduce wastage was lacking due to the attitude of the supervisors who took the wastage due to bad quality very lightly. The supervisors in fact were a big barrier to make the operators responsible for quality.

Velcro installed the statistical process control system which went along with towards pinpointing where the production process went wrong and needed improvement. The charting mechanism control charts of statistical process control put pressure on the line operators who had difficulty with the idea that quality and quantity are not mutually exclusive expectations.

The production employees were reluctant to speed up production for the fear of making more mistake and thereby increase wastage or scrap. Gradually the quality control people will pull out of station early in the process and then out of point later in the process interesting the production employees the job of maintaining quality in their work. The number of mistakes declined as a result.

Questions

- a)** Unless thread and with losing a major customer why should an organisation work to improve its quality.
- b)** Discuss the role of managers workers and quality control inspectors in quality improvement.

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

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

Max. Marks: 80

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

Q.1 Choose the correct alternatives given below

16

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

- 9) In _____ training, a training centre is set-up and actual job conditions are duplicated or simulated in it.
 - a) Classroom
 - b) Apprenticeship
 - c) Internship
 - d) Vestibule
- 10) _____ is the process of imparting or increasing knowledge or skill of an employee to do a particular job.
 - a) Training
 - b) Development
 - c) Motivation
 - d) Leadership
- 11) Methods of training and development are _____.
 - a) Off the job
 - b) On the job
 - c) Both (a) and (b)
 - d) None of these
- 12) _____ is a device or situation that replicates job demands at on the job site.
 - a) Brainstorming
 - b) Simulation
 - c) Artificial intelligence
 - d) Transactional analysis
- 13) Management development _____.
 - a) Is a short term in nature
 - b) Focuses on employees' current job
 - c) Is an informal activity
 - d) Aims at overall development of a manager
- 14) _____ is a performance appraisal technique that involves agreement between employee and manager on goals to be achieved in a given period.
 - a) Rating scales
 - b) BARS
 - c) BOS
 - d) MBO
- 15) Simulation technique of off the job method includes _____.
 - a) Role playing
 - b) In-basket exercise
 - c) Case study
 - d) All of these
- 16) The combination of peer, superior, subordinate and self-review appraisal is known as _____.
 - a) 360° appraisal
 - b) Human resource accounting system
 - c) All round review
 - d) Feed forward

Q.2 Answer the following. (Short answers)

16

- Define competency explain the different types of competency assessment tools.
- Explain the different components of remuneration.

Q.3 Answer the following. (Short answers)

16

- Describe in details selection of right type of training methodology for human resource development.
- Define human resource development explains the objective of human resource development.

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

16

- a) Explain the linkages between competencies and rewards.

OR

- b) Discuss the competency-based HR process, assessment and development centers.

Q.5 Attempt the following Case study.

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

Question

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

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Set **P**

M.B.A. (Semester - IV) (New) (CBCS) Examination: Oct/Nov-2023
COLLEGE AND UNIVERSITY CAMPUS
International Business Management
EXIM Management (20407419)

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

Max. Marks: 80

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

Q.1 Multiple choice question**16**

- 1) Under FEMA, the RBI has been authorized to make _____ to carry out the provisions of the Act.
 - a) Rules
 - b) Regulations
 - c) Both Rules and Regulations
 - d) Notification
- 2) The foreign direct investment includes _____.
 - a) Intellectual properties.
 - b) Human resources
 - c) Tangible goods
 - d) Intangible goods
- 3) The foreign Trade (Regulation) Rules was passed in the year _____.
 - a) 1991
 - b) 1992
 - c) 1993
 - d) 1994
- 4) Foreign Trade Policy is a set of guidelines and instructions established by the _____.
 - a) DGFT
 - b) MSME
 - c) Govt. of India
 - d) None of these
- 5) MPEDA refers to _____.
 - a) Marine Products Export Development Authority
 - b) Mining Products Export Development Authority
 - c) Meat Products Export Development Authority
 - d) None of these
- 6) RCMC is a registration certificate granted by _____ as prescribed by Foreign Trade Policy to an exporting unit.
 - a) Export Promotion Council
 - b) Commodity Board
 - c) Development Authority
 - d) All above
- 7) There are at present _____ Export Promotion Councils under the administrative control of the Department of Commerce.
 - a) 10
 - b) 11
 - c) 12
 - d) None of these
- 8) Export & Import (EXIM) was set up in _____.
 - a) 1981
 - b) 1978
 - c) 1975
 - d) 1960

- 9) The main function of EXIM bank is _____.
a) Granting of direct loan in India and outside for the purpose of Import & Export
b) Granting of loan for Industrial houses established abroad
c) Granting license for import and export
d) None of the above
- 10) More expansion of foreign direct investment can boost _____.
a) Money circulation b) Demand
c) Employment d) Unemployment
- 11) An authorized person under FEMA does not include _____.
a) An authorized dealer b) An authorized money changer
c) An off-shore banking unit d) An exchange broker
- 12) The investment in productive assets and participation in management as stake holders in business enterprises is _____.
a) FDI b) FII
c) Balance of payment d) SDR
- 13) _____ do not form part of duty drawback scheme.
a) Refund of excise duties
b) Refund of custom duties
c) Refund of export duties
d) Refund of income dock charges at the port of shipment
- 14) Government of India had set up EXIM Bank with an objective _____.
a) Provides Lines of Credit (LOC) to enable Indian exporters to enter new geographies
b) To enhance exports from India, and to integrate the country's foreign trade and investment with the overall economic growth.
c) Enhanced export opportunities for India and driven the economic growth of the nation.
d) None of the above
- 15) Directorate General of Foreign Trade (DGFT) organization was established in _____.
a) 1991 b) 1985
c) 1990 d) 1995
- 16) The standard policy of ECGC covers the risk of _____.
a) buyers failure to obtain import license
b) insolvency of the collecting bank
c) cancellation of the import licence in the buyers country.
d) all the above.

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

- a) Handloom Export Promotion Council.
b) Export Promotion Capital Goods (EPCG) Scheme.

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

- a) Objectives of new foreign trade policy
b) Foreign Direct Investment

Q.4 Answer the following question.

16

Write a note on the objectives, scope and important provisions of FEMA.

OR

What are the objectives and functions of APEDA and MPEDA.

Q.5 Explain the objectives, role and functions of EXIM Bank.

16

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Set **P**

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

Banking Management
Marketing of Financial Services (20407422)

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

Max. Marks: 80

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

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

- 1) In Bank Marketing, segmentation can be done by considering.

a) Occupation	b) Gender
c) Income	d) All of the above
- 2) Loans, cash credit, overdrafts and other money transfers are examples of _____ services.

a) Consultancy	b) Non-fund based
c) Fund based	d) Secondary
- 3) Various financial instruments such as debit cards, credit cards, cheque, bill of exchanges and many more assist people in _____.

a) Payments	b) Employment
c) Loan Process	d) Technology
- 4) The term financial services in its broader sense refers to _____.

a) Mobilizing and allocation of savings
b) Simplified investment program
c) Method of onetime investment
d) Safe Investment Option
- 5) _____ includes all activities involved in the transformation of savings in to investment.

a) Financial system	b) Financial service
c) Economic system	d) Saving system
- 6) Purpose of Market Segmentation of Banks is to provide _____.

a) Variety of loans	b) Customer satisfaction
c) To loose customer	d) Both a & b
- 7) _____ is non-banking financial activity. But it resembles banking function.

a) Portfolio Management	b) Merchant banking
c) Credit Syndication	d) Factoring
- 8) Generally mutual funds are of _____.

a) High risk	b) Risk free
c) Low risk	d) Zero risk
- 9) Retail banking is confined to _____ customers.

a) Corporate	b) Firm
c) Individual	d) Individual and corporate

- 10) Customer Relationship Management results in _____.
 - a) Boosted Sale
 - b) Decreased Productivity
 - c) Less customers
 - d) Poor Service
- 11) _____ is a method of renting assets.
 - a) Hire Purchase
 - b) Leasing
 - c) Hedge Finance
 - d) Credit Rating
- 12) Capital is needed for product development and initial marketing.
 - a) Ventre capital
 - b) Seed Start-up capital
 - c) Second round financing
 - d) Third round financing
- 13) We should keep our savings with banks because.
 - a) It is safe
 - b) Earns interest
 - c) Can be withdrawn anytime
 - d) All of above
- 14) Equipment leasing is _____ financial service.
 - a) fund based
 - b) fee based
 - c) non-fund based
 - d) any of the above
- 15) In India, forfaiting is done by _____ bank.
 - a) Foreign bank
 - b) RBI
 - c) Commercial bank
 - d) EXIM bank
- 16) _____ is pay later product.
 - a) Debit card
 - b) Credit card
 - c) Both a & b
 - d) None of these

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

- a) Write a note on Merchant Banking.
- b) Write Various types of Financial Services.

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

- a) Discuss Various categories of Financial Products?
- b) Discuss features of international bank marketing?

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

- Define market segmentation. Explain the purpose and importance of market segmentation of banks?
- Define marketing strategy. Explain various marketing mix and promotional strategies for banks?

Q.5 Case Study	16
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Traditionally, banks were seen as the holders of the money, which gradually changed their role as the creators of money. Today, the scope of banks has widened phenomenally, now the banks are seen as the purveyor of finance for the entire nation. A sound banking system is the life blood of any developing economy and it reflects the growth of the economy. Of the 6.9 billion people on the planet, just 30 per cent (2.1 billion) have bank accounts while 75 percent 5.2 billion people have mobile phones. In India, only 200 million people have access to a bank account while 811 million have a mobile phone. For a population of 1.2 billion people, this translates into 68 per cent having a mobile phone and only 17 per cent having a bank account. Observing the above statistical data, it can be concluded that there is still an ample scope for the growth of banking sector. Hence, it requires sound and innovative marketing strategies to capture the untapped market.

Following trends have been observed in the marketing strategies of banks recently: Advertising remains the undisputed promotional tool for banks so far among the other promotional tools. Advertising, which includes direct mail, accounted for the largest share of marketing expenditures at 52 percent, compared to 58 percent in 2007. Public relations accounted for 27 percent of marketing budgets compared to 21 percent in 2007. Consumer expectations are growing. With the increase in the education of the consumers, they are now demanding more and more value-added services and are ready to pay premium for it.

Mobile banking is the need for today. It has become the blessing for the consumers who don't have the time to visit the bank personally. The biggest advantage that mobile banking offers to banks is that it drastically cuts down the costs of providing service to the customers. Social media is also a tool for marketing the banking services. Forty percent of banks used social media for marketing purposes in 2009. Twenty-nine percent used social networking (i.e., Face book, Twitter, etc.). Face book, used by 76% of banks, is the most popular among various social media outlets, followed by Twitter at 37%.

Due to increased use of technological bases has increased the operational efficiency of the Indian banks. By 2009, virtually all banks had embraced the Internet and most had websites. Marketer said e- newsletters were the most effective form of Internet marketing, followed by search engine marketing and then sponsorships.

Marketing expenditure has witnessed the tremendous growth in last few years as the percentage of total banking expenditure. Despite the overall state of the economy and the banking industry, marketing expenditures were up in 2009. Nearly 60 percent of banks said they planned to, increase their marketing expenditures in 2009, the same amount as in 2007

Focus on Incremental New Customer Growth: Instead of generating as many accounts as possible, banks will be focusing on the potential value of relationships including engagement and retention Gathering Email Addresses: With other communication channel cost increasing and the improved results achieved when email is combined with more traditional channels, the importance of collecting (and using) email addresses has never been more important.

- | | |
|--|-----------|
| a) Analyze the case. | 06 |
| b) Comment on the new trends in bank marketing. | 05 |
| c) Discuss the role of digital and social media in Bank marketing | 05 |

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Set **P**

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

System Management

Security and Control Information System (20407425)

Day & Date: Sunday, 07-01-2024
 Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

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

- 1) CIA is an acronym for the Goals of Computer Security. CIA stands for _____.
 - a) Compatible, interoperable architecture.
 - b) Commercial Intelligent Assessment.
 - c) Common Identifier Authentication.
 - d) Confidentiality, Integrity, Availability.
- 2) Installing best antivirus software is a onetime process which ensures 100% security for all times without any modifications required to be made.
 - a) TRUE
 - b) FALSE
 - c) Not sure
 - d) Depends
- 3) Influencing computer users to reveal computer security or private information by exploiting the natural tendency of a person to trust and/or by exploiting a person's emotional response is known as _____.
 - a) internet bullying
 - b) Intrusion
 - c) deception
 - d) Social Engineering
- 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) Which of the following is not a Logon Security feature?
 - a) Mandatory Logon
 - b) Lock and Cabinet system
 - c) Password Restrictions
 - d) Account Expiry
- 7) There are 2 types of cryptography systems _____ and _____.
 - a) Local and Global
 - b) LAN and WAN
 - c) Secret Key and Public Key
 - d) Primary Key and Foreign Key
- 8) TCP/IP is _____.
 - a) Transmission Control Protocol/Internet Protocol.
 - b) Transfer Controlled Protocol/Internet Control Protocol.
 - c) Transaction Control Protocol/Intranet Protocol
 - d) None of the above

- [illegible]

Q.2 Answer in brief: **16**

- a) Discuss the need for security and control in information systems.
- b) Explain meaning of Authentication and discuss types of authentication in e-security.

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

- a) Security Policy.**
- b) Virus Threats and Protection.**

Q.4 Attempt the following (Any One) 16

- Explain the concept of Security Audit and Administrative security in detail along with organizational security policies.
- Discuss the concept of Security of information resources along with different types of security risks.

Q.5 Analyse the following case, 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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Set **P**

M.B.A. (Semester - IV) (New) (CBCS) Examination: Oct/Nov-2023
COLLEGE AND UNIVERSITY CAMPUS
Agriculture & Co-operative Management
Agro- Processing Industries & Rural Industrialization (20407428)

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

Max. Marks: 80

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

Q.1 Multiple choice Questions.**16**

- 1) Co-operative society is _____ source of Credit.
 - a) Institutional
 - b) non-Institutional
 - c) Both a and b
 - d) none of above
- 2) _____ are also known as Rural Industries or Traditional Industries.
 - a) Agriculture Industries
 - b) Food Industry
 - c) Cottage Industries
 - d) None of the above
- 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) The duration of Short- Term Credit is _____.
 - a) 6 to 12 month
 - b) 2 to 5 year
 - c) 5 to 20 year
 - d) 12 months to 5 year
- 5) WTO stands for _____.
 - a) World Trade Organization
 - b) World Time Organization
 - c) World technology association
 - d) World tourism organization
- 6) Amul is an Indian _____ Co-operative Society.
 - a) Dairy
 - b) Consumer
 - c) Labour
 - d) Housing
- 7) Demand of agriculture Product found to be _____.
 - a) Elastic
 - b) Zero Elastic
 - c) Inelastic
 - d) Infinite Elastic
- 8) Which of the following is part of Village and Small Industries Sector?
 - a) Handicrafts
 - b) Sericulture
 - c) Handlooms
 - d) All of the Above
- 9) Apex funding agency in India for providing rural credit is _____.
 - a) State Bank of India
 - b) Regional Rural Bank
 - c) NABARD
 - d) None of the above

- 10) Khadi and Village Industry Commission was established in _____.
 - a) Third Plan
 - b) Fourth Plan
 - c) Second Plan
 - d) First plan
- 11) Basket weaving falls in the category of _____.
 - a) Small-scale industry
 - b) Cottage Industry
 - c) Large-scale industry
 - d) None of these
- 12) 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
- 13) _____ help integrate formal credit systems into rural societies.
 - a) Land Development Banks
 - b) Self- Help Groups
 - c) Regional Rural Banks
 - d) Commercial Bank
- 14) When the elasticity of demand for a commodity is very low, it shows that the product _____.
 - a) Has little importance in the total budget.
 - b) Is a Luxury
 - c) Is a necessity
 - d) None of the above
- 15) Agriculture Related activities comes under _____.
 - a) Primary Sector
 - b) Secondary Sector
 - c) Tertiary sector
 - d) none of the Above
- 16) "Blue Revolution "is related with the following _____.
 - a) Oil seed Production
 - b) Fish Production
 - c) Milk Production
 - d) Food Production

Q.2 Answer the following- (Short Notes)

16

- a) Cooperative Sugar Industries?
- b) Rural Indebtness

Q.3 Attempt the following. (Short Note)

16

- Explain the Socio- Eco benefits of Rural Industries?
- Explain the sources of Agriculture Finance?

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

16

- a) Explain the role of agriculture in rural industrialization?
- b) Explain difficulties and role of agriculture Co-operatives?

Q.5 Attempt any one of the following. (Long Answer)

16

Explain the role and problems of small-scale Industries.

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

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

Max. Marks: 80

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

Q.1 Choose the correct alternatives from the options.

16

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

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

Q.2 Answer the following.

16

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

Q.3 Answer the following.

16

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

Q.4 Answer the following long question.

16

- a)** Explain in detail global marketing environment and its impact on marketing.

OR

- b) Explain the concept of new products development in global marketing.**

Q.5 Case study.

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

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

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

- | | |
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| 1) Analyze the case study | 04 |
| 2) Identify the problem. | 04 |
| 3) Generate possible alternatives for international marketing | 04 |
| 4) Choose the best alternative. | 04 |

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

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

Max. Marks: 80

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

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

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

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

Q.2 Answer the following.

- a) Importance of International Finance. **08**
- b) Characteristics of foreign exchange market. **08**

Q.3 Answer the following.

- a) Types of transactions. **08**
- b) Importance of Balance of Payments. **08**

Q.4 Answer the following.

- a) Explain Factors influencing Exchange rates.

OR

- b) Explain Factors influencing international capital budgeting.

16

Q.5 Answer the following.

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

It currently takes 8,700 cedi to buy one euro, and the cedi is expected to depreciate by 5 percent per year.

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

Max. Marks:80

16

- Page 1 of 2

- 12) The process of grouping people within a market according to similar needs, characteristics, or behaviour is known as _____.
a) Tourism marketing b) Segmentation
c) Targeting d) None of these
- 13) The main aim of the tourism industry in India is _____.
a) To spread word of mouth & create repeat visitors
b) To spread word of month
c) Create repeat visitors
d) None of these
- 14) _____ is the critical determinant of tourism demand.
a) Race of gender b) Mobility
c) Income d) Education
- 15) _____ demand comprises of category of people who do not travel for same reason.
a) Suppressed demand b) No demand
c) Effective demand d) Actual demand
- 16) _____ is the most important economic benefit of tourism.
a) Increase in employment b) Increase in production
c) Foreign exchange d) None of these

Q.2 Write short notes on. 16

- a) Role of Digital Marketing in Hospitality and Tourism.
b) Factors influencing price.

Q.3 Write short notes on. 16

- a) Marketing mix in tourism industry.
b) Role of media in promotion of destination marketing.

Q.4 Answer the following question. 16

What is the meaning of promotion mix? Explain the major promotion tools in tourism.

OR

Explain the product life cycle of tourism product in details.

Q.5 Define marketing and state its importance in tourism industry. What are the 7'ps of marketing in tourism. 16

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- 11) _____ typically offer more flexibility in international markets.
 - a) SME's
 - b) LSE's
 - c) MNE's
 - d) None of the above
- 12) Capacity =
 - a) $(\text{Average production rate/Hour}) \times (\text{Number of hours worked/Period})$
 - b) $(\text{Maximum production rate/Hour}) \times (\text{Number of hours worked/Period})$
 - c) $(\text{Maximum production rate/Hour}) \times (\text{Period/Number of hours worked})$
 - d) None of the above
- 13) Which of these are not IT requirements to implement WCM
 - a) Network and communications
 - b) Computers, Phones and Visual Display Boards
 - c) Secure systems
 - d) Embedded systems
- 14) What is called for the pollution that can be traced directly to industrial activity?
 - a) Soil pollution
 - b) Water pollution
 - c) Air pollution
 - d) Industrial pollution
- 15) Human capital management is occasionally used synonymously among _____.
 - a) Marketing
 - b) Finance
 - c) Information Technology
 - d) Human Resources
- 16) Continuous learning is possible by looking at organizations design's _____.
 - a) 4 elements
 - b) 5 elements
 - c) 6 elements
 - d) 7 elements

Q.2 Answer the following **16**

- a) Write short note on Benchmarking.
- b) Write short note on Maintainability.

Q.3 Answer the following **16**

- a) Write short note on Kanban system.
- b) Write short note on Flexible Manufacturing System.

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

Discuss role of Human Resource System in World Class Manufacturing.

OR

What are the factors causing pollution and its effects on health? How to control pollution.

Q.5 Case Study: **16**

Indian Institute of Materials Management (IIMM) is a forum for purchase and materials related employees and they have frequent meetings, seminars and annual conventions to share knowledge.

In one of their annual conventions the topic was implementation of JIT for competitive advantages. Leading personalities of the Indian industries talked lots of positive points and benefits due to the JIT purchase and JIT manufacturing methods. Many presented calculations and statistics of savings in costs and time and how it helps in reduce the price of the end products and hence competitive advantage. Most of the audience were impressed about the theory and thought of practical application in their respective companies.

However, few of the executive participants were more worried about practice and less interested in idealistic theories. Mr. Joshi of LML's Bangalore office was impressed. He has been arranging Engine Block castings, tyre tube sets, machined components, speedometers, etc. from southern region to LML, Kanpur Unit. He was facing lots of problems in arranging the long distance supplies. He asked few questions against the JIT and summary of question to Mr. Sudhakar (the speaker) were as follows: Mr. Joshi said JIT cannot be fully implementable in Indian conditions due to following genuine constraints.

- a) The inter-state disputes "Border disputes" at times disturb the arrangements.
- b) On and off terrorism, political agitations, holidays due to local, regional and national leaders' deaths also disturb work environment.
- c) Spread of vendors all over India and vastness of coverage do not enable to know correct position of WIP of vendors.
- d) Transport bottlenecks, heavy rains, floods (coastal areas), workers' strikes cause anxiety and worry.
- e) Partnership problems, financial and quality constraints are not easily attended or solved.

These questions were like a mini speech on anti JIT and the atmosphere in the auditorium got charged up Mr. Sudhakar, the speaker, gave half hearted replies to questions for which Mr. Joshi and his friends were not satisfied. Finally Mr. Sudhakar said: "The system which operate successfully in Japan may not work equally well in other countries". Only when Mr. Joshi took his seat as he felt he has made his clear on practical problems than merely going through the theory.

Suddenly he seems to have won the admiration of the gathering. Prof. Rao who was Chairman of the technical session gave his concluding remarks. He appreciated the ideology of JIT but advised executives to take it up step by step and ensure pragmatic views and do not over depend on JIT to fail. This he told as Indian Industrial Environment is yet to mature to take care of JIT systems in totality.

Questions:

- a) Explain why JIT purchase works well in the developing countries.
- b) Do you agree with Mr. Joshi's views on constraints to JIT?
- c) Write how you feel the JIT systems can be adopted in India.

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

Human Resource Management

International Human Resource Management (20407417)

Day & Date: Saturday, 30-12-2023

Max. Marks:80

Time: 03:00 PM To 06:00 PM

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

Q.1 Multiple choice questions.**16**

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

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

Q.2 Write short notes on.

16

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

Q.3 Write short notes on.

16

- a) Selection Technique.
- b) Participative management.

Q.4 Answer the following question.

16

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

OR

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

Q.5 Attempt the following case.

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

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

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M.B.A. (Semester - IV) (New) (CBCS) Examination Oct/Nov-2023
COLLEGE AND UNIVERSITY CAMPUS
International Business Management
International Logistics (20407420)

Day & Date: Friday, 29-12-2023
 Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

Q.1 Multiple choice questions.

16

- 1) The warehousing function that combines the logistical flow of several small shipments to a specific market area is _____.
 a) Break bulk function b) Operational function
 c) Stockpiling function d) Consolidation function
- 2) VLCC refers to _____.
 a) Very large crude container b) Very large crude carrier
 c) Very large closed container d) Very large closed carrier
- 3) The department in the shipping company that ensures the seaworthiness of ship is _____.
 a) Husbandry department b) Finance department
 c) Technical department d) Operating department
- 4) The transportation model coordinated between railways and roadways is _____.
 a) Transship b) Air truck
 c) Piggyback d) Fishy back
- 5) A mate's receipt is _____.
 a) A draft bill of lading
 b) A substitute bill of lading
 c) Bill of lading evidencing goods carried on deck
 d) None of the above
- 6) The term used for loading or unloading of heavy cargo is _____.
 a) Rigging b) Sliding
 c) Carnage d) Forced discharge
- 7) The logistics is derived from the _____ word.
 a) Greek b) Latin
 c) Spanish d) American
- 8) The concept of logistics has been systematically divided into _____.
 a) 2 phases b) 3 phases
 c) 4 phases d) 5 phases
- 9) ICD stands for _____.
 a) Internal Container Depot b) Inland Container Depot
 c) International Container Depot d) Indian Container Depot
- 10) The stability of liner freight rates extends for a period of not less than _____.
 a) 6 months b) 12 months
 c) 15 months d) 18 months

- 11) 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
- 12) The head quarter of shipping corporation of India is located at _____.
 - a) Chennai
 - b) Mumbai
 - c) Delhi
 - d) Kolkata
- 13) According to the Multimodal Transportation of Goods Act, a multimodal transport document cannot be _____.
 - a) A bearer instrument
 - b) An order instrument
 - c) A non-negotiable instrument
 - d) None of the above
- 14) Vessels that carry railway passenger and freight rolling stock are _____.
 - a) OBO
 - b) RO/RO
 - c) SD 14
 - d) Train ferry
- 15) Packaging performs two functions. _____ and logistics.
 - a) Distribution
 - b) Store keeping
 - c) Marketing
 - d) Material handling
- 16) _____ are the elements of logistics system.
 - a) Transportation
 - b) Warehousing
 - c) Inventory management
 - d) All of the above

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

- a) Types of Marking
- b) Kinds of Charter

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

- a) Trends in International supply chain management.
- b) Symptoms of poor Inventory Management.

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

What is the meaning of warehousing? Explain its objectives and functions in details
OR

Define packaging. Explain its functions and types.

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

Trade team is a joint venture of Excel Logistics, along with its parent company NFC Plc., and Bass Brewers to provide a national distribution network service to the U.K. beverage industry. Trade team was developed in response to changing pressures and shifting market conditions in the industry. The beer market in the United Kingdom had been in long-term decline, with pub consumption shrinking at approximately 1 percent per year. Overall, the industry had been suffering from excess capacity and lower margins. On top of this, the government had required brewers to divest themselves of their interest in pubs, a directive with major marketplace implications. Between 1992 and 1999, for example, pub ownership by regional and national brewers declined from 74 percent to 33 percent. The end result was typical of low-growth industries: Brewers were consolidating and repositioning and were in need of a fresh approach to marketing and distribution. As the United Kingdom's largest provider of brewery distribution services, Excel Logistics had a significant interest in protecting a business that was under pressure from individual brewers and emerging pub-ownership groups. Excel's idea was to take over one major brewer's existing distribution infrastructure to

achieve the critical mass associated with that company's market share. Leveraging that infrastructure, it would then offer cost effective logistics services to other beverage suppliers. This concept led to the formation of the Trade team joint venture between Excel Logistics and Bass, which already was the industry's low-cost producer. Trade team is now the U.K.'s leading independent logistics provider to the beverage industry. It has annual revenues of \$200 million and delivers approximately 280 million gallons of beer and other beverages to more than 27,000 retail customers on behalf of a number of beverage suppliers. Uniquely situated as a multiuser distributor between the consumer and the supplier, Trade team has revolutionized the beverage industry supply chain. Results to date have been encouraging. Trade team has enabled the brewers and beverage suppliers to reduce their operating costs, increase revenues through market expansion, and provide superior service levels to their customers. Market share for this innovative joint venture has reached the 40 to 50 percent range. In fact, this represents the largest outsourcing initiative yet undertaken in the United Kingdom

Question:

Analyse the case and write down the case facts.

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M.B.A. (Semester - IV) (New) (CBCS) Examination: Oct/Nov-2023
COLLEGE AND UNIVERSITY CAMPUS
Banking Management
Retail & Universal Banking (20407423)

Day & Date: Friday, 29-12-2023
 Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

Q.1 Choose correct alternatives given below.

16

- 1) Which of the following is known as "Retail banking"?
 a) Consumer Banking b) Merchant Banking
 c) Investment Banking d) Wholesale Banking
- 2) Which of the following institutions is not a bank?
 a) BOB b) IDBI
 c) SBI d) BOI
- 3) Which of the following is not fundamental ingredient in effective marketing mix of retail banking?
 a) Product and profit b) Product and price
 c) Place and people d) Process Trade
- 4) Customer not gaining any interest from _____.
 a) Current ac b) FD
 c) RD d) Savings
- 5) RTGS stands for _____.
 a) Reverse Technology geographic service
 b) Repeated Technology geographic service
 c) Reengineered Technology geographic service
 d) Real time Gross Settlement
- 6) Banking is _____ modern commerce and trade.
 a) Backbone b) Blood
 c) Both a & b d) None of these
- 7) Which of the following is a function of central Bank?
 a) accepting deposits of money from public with a purpose of lending or investment
 b) Agency function of the Bank
 c) Credit Creation
 d) Banker to the Government
- 8) Full form of PSB is _____.
 a) Police service bank b) People's service bank
 c) Public savings bank d) Public sector bank
- 9) With evolution of banking the customer base changed from _____ to _____ over a period of time.
 a) Heterogeneous, homogenous b) Homogenous, heterogeneous
 c) a and b d) None of these

- 10) The evolution of retail banking in India can be traced back to the entry of _____.
a) retail-banks b) wholesale bank
c) RBI d) Foreign banks
- 11) The conventional banking business by PSBs was done on a more _____ approach.
a) specialized b) Moderate
c) generalized d) none of these
- 12) Consumer backings models with hybrid liabilities and assets specifically targeted at the _____.
a) industrial segment b) Personal segment
c) a & b both d) none of these
- 13) The entry of new generation of _____ in early 1990s has created a new approach to retail banking by banks.
a) foreign banks b) Wholesale banks
c) Private sector bank d) none of these
- 14) Which of the following targets to individual segment?
a) Retail Banking b) Wholesale Bank
c) Corporate Banking d) B & C both
- 15) Which of the following is not a service provided by retail banks?
a) savings account b) Remittance
c) Personal loans d) Consultancy
- 16) The focus of retail banking is on _____ and _____ the market share and _____.
a) chasing, creating, capital base
b) capturing, creating, asset base
c) capturing, improving, customer base
d) creating, improving, data base

Q.2 Attempt the following.

16

- Discuss the main characteristics of retail banking in INDIA.
- Write note advantages of retail banking.

Q.3 Attempt the following.

16

- Explain different retail banking strategies.
- Explain scope and importance of universal banking.

Q.4 Attempt the following. (Any one)

16

- Define Customer relationship management and explain Stages of CRM process in retail banking and explain role and importance of CRM in customer relationship.
- Explain Different kinds of retail loans and Recovery process of retail loans.

Q.5 Explain recent Trends in Retail Banking.

16

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- 11) An operator that requires a single operand is known as _____.
a) Increment operator b) Decrement operator
c) Unary operator d) Assignment operator
- 12) _____ refers to the process of locating and removing the errors in a program.
a) Analyzing b) Correcting
c) Debugging d) Executing
- 13) Which of the following is not a valid variable name in most programming languages?
a) myVariable b) 123Variable
c) _myVariable d) my_variable
- 14) The feature that allows the same operations to be carried out differently depending on the object is _____.
a) Encapsulation b) Abstraction
c) Polymorphism d) Inheritance
- 15) _____ class cannot be instantiated.
a) Friend b) Abstract
c) Local d) Global
- 16) A function that calls itself is known as a _____ function.
a) Static b) Recursive
c) Null d) None of the Above

Q.2 Answer in brief: **16**

- a) Differentiate between Local and Global variables.
b) Discuss the logical 'AND' and 'OR' functions in Excel with examples.

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

- a) Relational Operators.
b) Branching constructs in programming.

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

- a) Define Functions. Discuss in detail the different types of functions.
b) What is Object Oriented programming? Discuss the basic features of Object Oriented programming.

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

Draw flowchart for a program of medicine schedule for a patient. The course is for 3 days, 3 doses a day. The program should count the number of doses for each day and the day number in progress. Before every dose, the patient be asked if he feels uncomfo.

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M.B.A. (Semester - IV) (New) (CBCS) Examination: Oct/Nov-2023
COLLEGE AND UNIVERSITY CAMPUS
Agriculture & Co-Operative Management
International Trade and Agriculture (20407429)

Day & Date: Friday, 29-12-2023
 Time: 03:00 PM To 06:00 PM

Max. Marks: 80

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

Q.1 Multiple choice Questions (One mark each).**16**

- 1) SWOT stands for?
 - a) Strengths, Wellbeing, Opportunities, Threat
 - b) Sudden, Weakness, Outstanding, Threat
 - c) Social way of overcoming Threats
 - d) Strengths, Weakness, Opportunities, Threats
- 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) Exporter has to register with one of the following authorities
 - a) RBI
 - b) Exim Bank
 - c) DGFT
 - d) ECGS
- 4) If the Balance of Payment of a country is adverse, then which institution Will help that country?
 - a) World bank
 - b) World trade organization
 - c) International Monetary Fund
 - d) Asian Development Bank
- 5) Eliminating government set restrictions or barriers is known as?
 - a) Free Trade
 - b) Favourable trade
 - c) Investment
 - d) Liberalisation
- 6) The World Bank was established?
 - a) To promote the international Trade
 - b) To improve the adverse Balance of payment situation of the non-member Countries.
 - c) To construct the economics damaged during the second world war
 - d) All of these
- 7) AGMARK is related to _____.
 - a) Quality
 - b) packaging
 - c) Processing
 - d) Production
- 8) 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

- 9) Bilateral Trade means _____.
 - a) The trade between two nations.
 - b) The trade between three or more nations
 - c) The trade among many nations
 - d) None of the above
- 10) Trade between two countries can be useful if cost ratios of goods are _____.
 - a) Undetermined
 - b) Decreasing
 - c) Equal
 - d) Different
- 11) International trade contributes and increases the world _____.
 - a) Population
 - b) Inflation
 - c) Economy
 - d) Trade barriers
- 12) _____ refers to the tax imposed on imports
 - a) Imported tax
 - b) Tariffs
 - c) Subsidies
 - d) Import quotes
- 13) Which of the following is not true of a letter of credit?
 - a) It is a document
 - b) Issued by a bank
 - c) At the request of the exporter
 - d) The bank agrees to honour a draft drawn on the importer.
- 14) According to the theory of comparative advantage, a country will export a good only if
 - a) It can produce it using less labour than other countries
 - b) Its productivity is higher in producing the good than the productivity of countries in producing it.
 - c) Its wage rate in producing the good is lower than in other countries.
 - d) all of the above
- 15) Which among the following are called "Breton Wood Twins"?
 - a) IBRD & IMF
 - b) IDA & IFC
 - c) IDA & MIGA
 - d) IMF & IDA
- 16) The method of payment where the exporter relies on the undertaking of a bank to pay is
 - a) Bank Guarantee
 - b) Letter of credit
 - c) Letter of comfort
 - d) none of the above

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| <p>Q.2 Answer the following- (Short Notes)</p> <ol style="list-style-type: none"> a) IFC b) SWOT of Commercial Crops | <p>16</p> |
| <p>Q.3 Attempt the following. (Short Notes)</p> <ol style="list-style-type: none"> a) Explain Objectives of IBRD b) Explain the effect of Tariff Monopoly and Price discrimination | <p>16</p> |
| <p>Q.4 Attempt any one of the following. (Long Answer)</p> <ol style="list-style-type: none"> a) Explain the Import and Export Procedure. <p style="text-align: center;">OR</p> <ol style="list-style-type: none"> b) Explain WTO Organisation and its Function | <p>16</p> |
| <p>Q.5 Attempt the following. (Long answer)</p> <p>Explain the Theory of Comparative Advantage.</p> | <p>16</p> |