

Dec-Jan 2023

Roll No.

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Total No. of Pages: 04

Total No. of Questions: 10

MBA (IB) (Sem. - 2)

BUSINESS ANALYTICS FOR DECISION MAKING

Subject Code: MBA-201-18

M Code: 76153

Date of Examination: 13-12-2022

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of EIGHT questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV. Student have to attempt any ONE question from each Sub-section carrying EIGHT marks each.
3. SECTION-C is COMPULSORY, consists of a Case Study carrying TWELVE marks.

SECTION-A

1. Write short notes on the following :

- a) What is Data?
- b) What are limitations of F-Test?
- c) What is the meaning of Goodness of Fit?
- d) What is frequency distribution?
- e) What is Index Numbers?
- f) What is Least Square Method?
- g) What is auto correlation?
- h) What is Type-I error in Hypothesis testing?

SECTION-B
UNIT-I

2. What is meant by term Statistics? Discuss the applications of inferential statistics in managerial decision making.
3. Write notes on :
 - a) Role of tabulation of data
 - b) Relationship between sample size and errors

UNIT-II

4. What is Standard Error? Discuss the need and relevance of finding standard error.
5. Write notes on :
 - a) Limitations of z-test
 - b) Limitations of ANOVA

UNIT-III

6. What is Forecasting? Discuss the role and relevance of forecasting in business.
7. Write notes on:
 - a) Applications of Multiple Correlation
 - b) Problem of Heteroscedasticity

UNIT-IV

8. What are Index numbers? Discuss the importance of index number in managerial decision making
9. Write notes on
 - a) Splicing and Deflation in Index Numbers
 - b) Methods of Time Series Analysis

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SECTION-C

10. Case study

Under Armour, Inc. is an American manufacturer of sports footwear and apparel, with global headquarters in Baltimore, Maryland. Under Armour's UA Record™ app was built using the IBM Watson Cognitive Computing platform. The "Cognitive Coaching System" was designed to serve as a personal health assistant by providing users with real-time, data-based coaching based on sensor and manually input data for sleep, fitness, activity and nutrition. The app also draws on other data sources, such as geospatial data, to determine how weather and environment may affect training. Users are also able to view shared health insights based on other registered people in the UA Record database who share similar age, fitness, health, and other attributes. Value proposition:

- The UA Record app has a rating of 4.5 stars by users; based on sensor functionality, users are encouraged (via the company's website and the mobile app) to purchase UA HealthBox devices (like the UA Band and Headphones) that synchronize with the app.
- According to Under Armour's 2016 year-end results, revenue for Connected Fitness accessories grew 51 percent to \$80 million.

Plexure is a New Zealand-based media company that uses real-time data analytics to help companies tailor marketing messages to individual customers and optimize the transaction process.

How Azure Stream Analytics is being used:

Plexure used Azure Stream to help McDonald's increase customer engagement in the Netherlands, Sweden and Japan, regions that make up 60 percent of the food service retailer's locations worldwide.

Azure Stream Analytics was used to analyze the company's stored big data (40 million+ endpoints) in the cloud, honing in on customer behavior patterns and responses to offers to ensure that targeted ads were reaching the right groups and individuals.

Plexure combined Azure Analytics technology with McDonald's mobile app, analyzing with contextual information and social engagement further customize the user experience. App users receive individualized content based on weather, location, time of day, as well as purchasing and ad response habits. For example, a customer located near a McDonald's location on a hot afternoon might receive a pushed ad for a free ice cream sundae.

Questions:

- a) Discuss how Under Armour is using the analytics platform of IBM Watson Cognitive Computing platform?
- b) Discuss how Plexure is using real-time data analytics to help companies to overcome stiff competition in the market.

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Total No. of Pages : 02

Total No. of Questions : 17

MBA (Sem.-2)

LEGAL ENVIRONMENT FOR BUSINESS

Subject Code : MBA-202-18

M.Code : 76154

Date of Examination : 15-12-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY carrying TWELVE marks.

SECTION-A

Write short notes on the following :

1. Voidable Contract
2. Misrepresentation
3. Hypothecation
4. Condition
5. Retirement of Partner
6. Promissory Note
7. MOA
8. Incorporation of Company.

SECTION-B

UNIT-I

9. What do you mean by Contract? Explain conditions related to valid contract.
10. Explain the rules related to performance and discharge of contract with suitable cases.

UNIT-II

11. What are essentials of contract of Sale. Distinguish between sale agreement and hire purchase agreement.
12. "A breach of condition cannot be treated as breach of warranty." Elaborate.

UNIT-III

13. Explain different types of partners. What are the rules related to death of partner?
14. What is Bill of Exchange? Explain different features of bills of exchange.

UNIT-IV

15. What is AGM? Explain different rules related to conduct of AGM.
16. Explain the circumstances in which the corporate veil is lifted and support your answer with suitable cases.

SECTION-C

17. Case study

- a) G commissioned R, an artist to paint a portrait for A for Rs.250. R supplied the canvas and other materials. State with reasons whether this is a contract of sales of Goods.
- b) X picked up a diamond from the floor of Y's shop and handed it over to Y to keep it until the true owner is found. Y did his best to find out the owner but the true owner could not be found out. After sometime, X offered Y the lawful charges incurred by Y to find the true owner and asked him to return the diamond to him. Y refused to do so. Discuss the legal position.
- c) P.K.Ltd. had its registered office at Lucknow. The company applied to the Registrar of Uttar Pradesh to seek permission to transfer its registered office to Patna. The Registrar of Uttar Pradesh granted such permission to P.K.Ltd. which accordingly transferred its registered office to Patna. Is the transfer of registered office valid?

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brands through the same network, but also to combine the drawing power of two brands in order to bring prospective buyers into showrooms. Cadillac's director of international marketing believes that steady sales growth in Europe is critical to worldwide success. However, according to another Cadillac executive, GM has entered a "lions' den" in Europe, referring to entrenched competition. Cadillac's progress in Europe depends on building brand awareness and then a favorable image among prospective customers, most of whom are quite familiar with the brands of cars produced in the region but know little about Cadillac. To create "buzz" and bring shoppers to showrooms, Cadillac is introducing a new model in 2006. The BLS, designed specifically for the European market, is a front wheel-drive, turbo-charged sedan. Cadillac will produce the new model in Europe.

In China, Cadillac is striving to have at least 100 showrooms and dealerships in place in the next several years. The advertising theme for GM's luxury brand in China is "Dare to be first". In market potential in China is gigantic. There are only eight cars per 1000 people in China, compared to 940 in the U.S., so demand is expected to surge as buying power continues to improve. By 2011, it is expected that China will move ahead of Japan to become the second largest market for automobile sales, ranking behind only the U.S. Thus it's not surprising that Cadillac intends to switch as quickly as possible from exporting new cars to China to assembling them in Chinese facilities.

Questions :

1. What differences does Cadillac face in marketing its brand of vehicles in foreign countries compared to its home market?
2. How much brand equity does Cadillac have in Europe? In China ? In Japan?

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Total No. of Pages : 03

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MBA (Sem.-2)

MARKETING MANAGEMENT

Subject Code : MBA-203-21

M.Code : 92176

Date of Examination : 03-01-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Describe the concept of marketing mix.
2. What is branding? Give important features of a brand?
3. Explain the stages of a product life cycle?
4. Elaborate the 7Ps framework
5. Define sales promotion. Explain various tools of sales promotion
6. What is product mix? Discuss its elements.
7. Define rural marketing. Discuss the factor affecting rural marketing
8. Explain the importance of bottom of pyramid marketing in today's scenario?

SECTION B

UNIT-I

9. What do you mean by corporate strategic planning? Elaborate various stages of marketing planning process in detail?

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10. Define consumer behaviour? Discuss the factors influencing consumer buying behaviour with the help of relevant examples?

UNIT-II

11. Define marketing segmentation? Briefly explain different bases of segmenting the consumer market?
12. What factors affect the consumer adoption process? Elaborate the stages of consumer adoption process with the help of suitable illustrations?

UNIT-III

13. What is pricing? Discuss the salient features of pricing. Critically analyse various methods of pricing?
14. What do you mean by sales force management? Explain the process of sales force management? Why do you think that sales force management is an important function of marketing?

UNIT-IV

15. What do you mean by channel management in marketing. What are the important decisions involved in managing marketing channels? Also explain various types of marketing channels?
16. Define retailing. Explain different types of modern retail formats with the help of suitable examples.

SECTION C

17. Case study :

Since the start of the new century, General Motors has worked hard and effectively to improve Cadillac's standing in the U.S. But to what extent is the rest of the world important to GM, and what if anything is the automaker doing with Cadillac in foreign markets? GM definitely wants to build its sales volume around the world, particularly in Europe and Asia. The automaker is starting from a very small base of fewer than 10,000 Cadillac sold outside 2005. Cadillac's marketing in other countries faces significant challenges such as American cars having a reputation for poor quality in Japan and the brand being relatively unknown in China.

How does GM intend to boost sales of Cadillac in foreign markets? One important step for GM in Japan is to add more dealerships that will sell the Chevrolet Corvette as well as several Cadillac models. The aim is not just to build distribution efficiency by selling two

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MBA / MBA (IB) (Sem. – 2)
HUMAN RESOURCE MANAGEMENT

Subject Code: MBA-204-18

M Code: 76156

Date of Examination: 17-12-2022

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of EIGHT questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV. Student has to attempt any ONE question from each Sub-section carrying EIGHT marks each.
3. SECTION-C is COMPULSORY carrying TWELVE marks.

SECTION-A

1. Write short notes on the following:

- a) Line organisation
- b) Job specification
- c) Career planning
- d) Downsizing
- e) Financial incentive
- f) Quality circles
- g) HR audit
- h) Grievance management

SECTION-B
UNIT-I

2. Discuss briefly the evolution, scope and functions of SHRM.
3. What do you understand by environment scanning? Briefly discuss the techniques of environment scanning.

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UNIT-II

4. What is the difference between career planning and career development? Also, discuss the process of career planning.
5. How the organisations can measure the effectiveness of training programmes?

UNIT-III

6. Explain the modern methods of appraising an employee's performance.
7. Discuss the various measures to improve the Quality of Life of employees working in an organised sector.

UNIT-IV

8. What are the various ethical concerns in human resource management?
9. Write down the steps in the process of collective bargaining.

SECTION-C

10. Case Study:

Farmington, Connecticut-based Otis Elevator is the world's largest manufacturer, installer, and servicer of elevators, escalators, moving walk-ways, and other vertical and horizontal passenger transportation systems. Otis products are offered in more than 200 countries worldwide, and the company employs more than 63,000 people. Among its many installations are the Eiffel Tower, Sydney Opera House, Vatican, CN Tower (Toronto), and Hong Kong Convention Centre.

For years, the company had an ineffective performance management system that was excessively time consuming and inspired little confidence among employees or managers. In revamping its performance management, Otis moved toward a system that provided performance feedback based on critical strategic competencies related to the company's new focus on project teams. For this realignment into project teams to be successful, managers were required to demonstrate specific competencies in both team leadership and project management, as well as remain accountable for the financial and operating results of projects.

Realising that critical feedback in these areas could not come exclusively from immediate supervisors, Otis had a custom-designed 360 degree feedback system developed that provided managers with feedback from those most directly affected by their performance; their subordinates, peers and customers. The system provides ratings on several critical core competencies and is administered entirely online via the company Internet. The online system is easy to use, employs encryption technology to secure all data, and allows a performance review to be completed in 20 minutes. The system allows Otis to provide performance feedback in tandem with the organisation's strategic objectives; is far more efficient than the previous paper driven system; and perhaps, most importantly, has restored employee faith in the company's performance feedback system.

Questions

1. How can 360 degree feedback mechanism help Otis revamp its performance management system?
2. What critical inputs need to be considered while evaluating by customers, peers and bosses?

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Total No. of Pages: 02

Total No. of Questions: 10

MBA / MBA (IB) (Sem. - 2)
PRODUCTION AND OPERATIONS MANAGEMENT

Subject Code: MBA-205-18

M Code: 76157

Date of Examination : 20-12-2022

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of EIGHT questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV. Student have to attempt any ONE question from each Sub-section carrying EIGHT marks each.
3. SECTION-C is COMPULSORY, consists of a Case Study carrying TWELVE marks.

SECTION-A

1. Write briefly:
 - a) Discuss the responsibilities of an operations manager.
 - b) Briefly explain the factors affecting facility location?
 - c) Narrate the various problems in facility layout decisions.
 - d) Discuss the utility of work measurement.
 - e) What is the significance of Juran's quality trilogy?
 - f) Discuss the importance of control chart for variables.
 - g) Which are the factors that affect the inventory control policies?
 - h) Briefly explain the concept of ABC analysis.

SECTION-B

UNIT - I

2. Narrate the contributions of Deming and Taguchi towards Production Management.
3. Discuss and differentiate between the different types of production systems.

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UNIT - II

4. Discuss the objectives of facility layouts and the points to be kept in mind while designing plant layouts.
5. What is meant by capacity planning? Explain the various factors affecting capacity planning.

UNIT - III

6. Define quality improvement. What are the various tools and techniques needed for achieving improvement in quality?
7. What is meant by acceptance sampling? Briefly explain its various types.

UNIT - IV

8. Discuss on which all basis inventories can be classified. Give examples in support of your answer.
9. Write brief notes on:
 - a) Kanban System
 - b) Franchising

SECTION - C

10. Study the following case and answer the question(s) that follow:

In a manufacturing lot taken from the production batch of M/s Flex Production Ltd., the number of defectives found in the inspection of 10 lots of 300 items each, are given below.

Lot No.	No. of Defectives
1	3
2	4
3	1
4	12
5	5
6	0
7	3
8	1
9	16
10	9

- a) Determine the control limits for np chart.
- b) State whether the process is in control?
- c) Also, comment on the results so obtained.

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Dec Jun-2023

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Total No. of Pages : 03

Total No. of Questions : 17

NBA (Sem.-2)
CORPORATE FINANCE AND POLICY

Subject Code : MBA-206-21

M. Code : 92177

Date of Examination : 05-01-23

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

Write short notes on the following :

1. Role of Finance Manager
2. Future Value
3. Marginal Cost of Capital
4. EPS
5. Operating Leverage
6. Capital Rationing
7. Fluctuating Working Capital
8. Bonus Shares.

SECTION-B

UNIT-I

9. Discuss in detail why wealth maximization objective is superior to profit maximization objective. Give suitable examples to support your answer.

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10. Differentiate between capital and money markets. Write a detailed note on various sources of finance available for a company in India.

UNIT-II

11. What is capital structure? Discuss in detail the Net Operating Income, Net Income and Traditional approaches of capital structure.
12. Write a detailed note on various factors determining weighted average cost of capital of a company.

UNIT-III

13. What is financial leverage? Discuss in detail the role of financial leverage in total risk profile of a firm.
14. XYZ Co. Ltd. is evaluating the financial feasibility of following projects and has sought your opinion whether these projects should be accepted if the cost of capital of the firm is 10% p.a. Net Present Value and Profitability Index Methods may be used for evaluating these projects.

Project	Initial Investment	Cash Flow (Rs. in 000)				
		Year 1	Year 2	Year 3	Year 4	Year 5
I	2,50,000	80,000	20,000	1,50,000	80,000	-70,000
II	3,00,000	-10,000	1,50,000	1,20,000	1,45,000	1,55,000

UNIT-IV

15. What is working capital? Write a detailed note on various approaches for determining optimum level of working capital in a company.
16. Briefly discuss Gordon's model for determining dividend policy of a company. Also discuss various factors determining dividend policy of a company in India.

SECTION-C

17. Case Study

ABC Co. wishes to arrange overdraft facility with its bankers during the period April to June, 2023 when it will be manufacturing mostly for stock. Prepare a cash budget for the

above period from the following data, indicating the extent of the bank facilities the company with require at the end of the each month:

Month	Sales (Rs.)	Purchases (Rs.)	Wages (Rs.)
February	1,80,000	1,24,800	12,000
March	1,92,000	1,44,000	14,000
April	1,08,000	2,43,000	11,000
May	1,74,000	2,46,000	10,000
June	1,26,000	2,68,000	15,000

Additional Information :

- a) 50% of the credit sales are realized in the month following sales and the remaining 50% in the 2nd month following. Creditors are paid in the month of purchase.
- b) Cash at bank on 1-4-2023 (estimated) Rs. 25,000.

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Total No. of Pages: 03

Total No. of Questions: 10

MBA/MBA (IB) (Sem. - 2)
ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT

Subject Code: MBA-207-18

M Code: 76159

Date of Examination : 22-12-2022

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of EIGHT questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV. Student has to attempt any ONE question from each Sub-section carrying EIGHT marks each.
3. SECTION-C is COMPULSORY carrying TWELVE marks.

SECTION-A

1. Write short notes on:
 - a) Key attributes of an Entrepreneur.
 - b) Rural Entrepreneurship.
 - c) First Generation Entrepreneur.
 - d) Innovation and invention.
 - e) Types of entrepreneurs.
 - f) Techniques of ending a venture.
 - g) PERT and CPM.
 - h) Project Review.

SECTION-B
UNIT-I

2. Explain the characteristics of an Entrepreneur.
3. Explain the role and importance of women entrepreneurship in economic development of any country?

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Total No. of Pages: 03

Total No. of Questions: 10

MBA/MBA (IB) (Sem. - 2)
ENTREPRENEURSHIP DEVELOPMENT AND PROJECT
MANAGEMENT

Subject Code: MBA-207-18

M Code: 76159

Date of Examination : 22-12-2022

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of EIGHT questions carrying TWO marks each.
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SECTION-A

1. Write short notes on:
 - a) Key attributes of an Entrepreneur.
 - b) Rural Entrepreneurship.
 - c) First Generation Entrepreneur.
 - d) Innovation and invention.
 - e) Types of entrepreneurs.
 - f) Techniques of ending a venture.
 - g) PERT and CPM.
 - h) Project Review.

SECTION-B

UNIT-I

2. Explain the characteristics of an Entrepreneur.
3. Explain the role and importance of women entrepreneurship in economic development of any country?

UNIT-II

4. What do you understand by entrepreneurial skills and strategies?
5. How creativity is related with business idea generation? Explain with example.

UNIT-III

6. What do you mean by IPR? Explain the legal provisions associated with the establishment of IPR.
7. Write note on reasons for the failure of entrepreneurial ventures.

UNIT-IV

8. What do you mean by project Management? Why it is important?
9. Explain in detail different sources of finance available for starting up new business.

SECTION-C

10. Case Study: SETTING STANDARDS

Emergency, Now Just a Call Away

Once Sweta Mangal, CEO & co-founder, Dial 1298, finished her Masters in the US, she decided to return back to India. While she was in Tata AIG Life, her friend Shaffi Mather approached her with an idea, one that could result in saving lives of people in Mumbai. The idea was to start an Ambulance Service in Mumbai modelled around 911 of the US and 999 of the UK. She found the idea very interesting and decided to be a part of it. With limited resources, she along with four other friends founded the Dial 1298 for Ambulance service in Mumbai. The service started with ten ambulances in May 2005 and today, has 70 ambulances operating in Mumbai and Kerala "express Mangal."

With their unique business model, dial 1298 has become a case study at many foreign universities. Emergency medical services is an inherently loss making proposition worldwide to operate as a commercial venture but the 1298 ambulance project, with its unique model, has been operating for last four years on self-sustainable basis while providing universal access in case of emergency. "We have been recognized for the cross subsidy model which had worked successfully for four years now. As part of this recognition, Dial 1298 for Ambulance has been made a case study at Harvard Business School University of Michigan: Ross Business School. It has also been made project study at Yale, NYU, Oxford, Stanford Princeton and LSE," informs Mangal adding, "The experience has been very motivating for us; it makes us feel more confident about what we have set out to do. In the last two years, we have had students from the above universities visit us to understand the model and have also discussed with us ways and means of scaling up the service. The whole process of becoming a case study has been truly motivating; knowing that top universities are teaching what we have built gives us immense amount of confidence not only in our work but also in ourselves."

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Mangal adds that though they did face a few challenges in the beginning today, they are highly satisfied and are pushing themselves to do better so that they can inspire more to follow their passion.

Indian Entrepreneurs are making waves throughout the world; their ideas, technical knowledge and entrepreneurial skills have yielded unprecedented growth in income, employment and wealth. Their case studies are in fact now being studied at top universities across the globe.

Questions:

- a) How the above entrepreneur proceed with their Innovations?
- b) What prompted these entrepreneurs to initiate their Enterprise?

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SECTION-B

UNIT-I

9. How the field of education, science and business is affected by the capabilities of computer?
10. What is the role of Input, Output and Processing Units in computer systems? Explain with examples.

UNIT-II

11. Explain the overview and features of Window XP.
12. What are the various types of application software and discuss their working.

UNIT-III

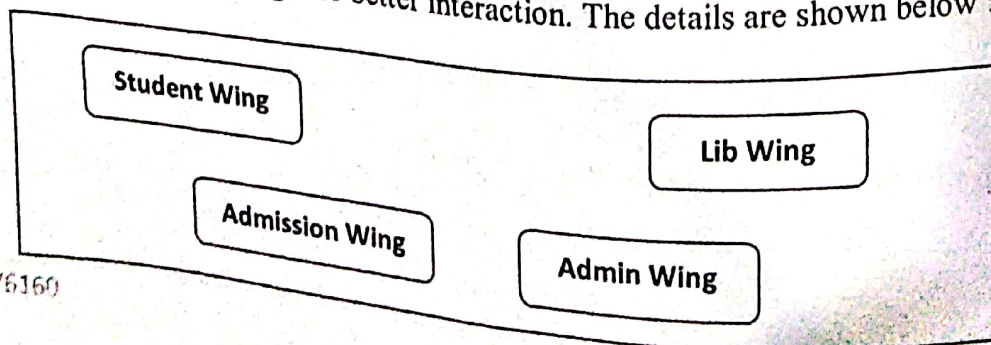
13. Show the pictorial representation of different toolbars available in MS Word. Also discuss the function of formatting toolbar.
14. Describe the procedure of creating a new slide with text and figures in MS-Power Point.

UNIT-IV

15. Write all types of Graphs/ Charts used in Excel. What is the procedure to insert a graph into Excel worksheet?
16. Define MS-Access. Also, discuss the different components of Access.

SECTION-C

17. Read the following case carefully and answer the questions given below :
Institute of Distance Learning is located in Rajasthan and is planning to go in for networking of four wings for better interaction. The details are shown below :



The distance between various wings

Student Wing to Admin Wing	150m
Student Wing to Admission Wing	100 m
Student Wing to Lib Wing	325 m
Admission Wing to Admin Wing	100 m
Admission Wing to Lib Wing	125 m
Admin Wing to Lib Wing	90 m

Number of Computers

Student Wing	225
Admission Wing	50
Admin Wing	10
Lib Wing	25

- a. Suggest the authorities, the cable layout amongst various blocks inside university campus for connecting the blocks.
- b. Suggest the most suitable place (i.e. block) to house the server for this university with a suitable reason.
- c. Suggest an efficient device from the following to be installed in each of the block to connect all the computers.
 - i) Modem
 - ii) Switch
 - iii) Gateway

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MBA (2018 Batch) / MBA (IB) (Sem.-2)
LEGAL ENVIRONMENT FOR BUSINESS

Subject Code : MBA-202-18

M.Code : 76154

Date of Examination : 04-07-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY carrying TWELVE marks.

SECTION-A

Write short notes on the following :

1. Void Contract
2. Fraud
3. Pledge
4. Warranty
5. Death of Partner
6. Bill of Exchange
7. AOA
8. Commencement of Business

SECTION – B

UNIT-I

9. What do you mean by term consideration? Is consideration must for a valid contract? Explain the rules related to exception of consideration.

10. Who is minor? Explain the consequences of contract with minor with suitable cases.

UNIT-II

11. Define the term goods. Differentiate between Specific, ascertained and unascertained goods with suitable examples.
12. Explain the term delivery as used in contract of sales and elaborate the rules related to valid delivery of goods.

UNIT-III

13. What is a partnership deed? Explain the rules related to admission of partner.
14. What is crossing of cheque? Explain different types of crossing and effects of the same.

UNIT-IV

15. "MOA is the charter of the company." Explain the statement and elaborate Name clause and Object clause of MOA.
16. "The fundamental attribute of corporate personality is corporate is a legal entity distinct from its members". Elaborate the statement.

SECTION-C

17. Case study

- a) S formed a company with a capital of 40,000. He sold his business to the company for 30,000. As a part payment for sale, he accepted 20,000 shares of 1 each. The balance of 10,000 was considered as loan and S secured the amount by the issue of debentures. His wife, daughter and four sons took one share each. Owing to strike the company was wound up. The assets of the company were valued at 6,000. The debts due to unsecured creditors were 7,000, S retained the entire sum of 6,000 as part payment of loan. The other creditors objected. Their contention was that a man could not own any money to himself, and the entire sum of 6,000 should be paid to them. Examine the rights of S and other creditors. Who will succeed?
- b) The manager of a cinema theatre gave instructions that no tickets were to be sold to R.R knowing this, asked his friend to buy a ticket for him. With this ticket R went to theatre but was refused admission. He filed a suit for damage of breach of contract against the theatre. Would he succeed? Decide giving the provisions of the Indian Contract Act in this regard.
- c) A bought a car from B who had no title to it A used the car for several months. After that the true owner came forward and demanded the car. State the rights of A and the true owner of the car.

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Roll No.

Total No. of Pages : 03

Total No. of Questions : 17

MBA (Sem.-2)
MARKETING MANAGEMENT

Subject Code : MBA-203-21

M.Code : 92176

Date of Examination : 15-07-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Describe the scope of marketing.
2. Briefly discuss the components of marketing information system.
3. Define targeting. Discuss various targeting strategies.
4. Elaborate the 7P's framework.
5. Salient features of personal selling.
6. What is Green Marketing?
7. Define Rural Marketing. Discuss the factor influencing rural marketing.
8. What do you mean by bottom of pyramid marketing?

SECTION-B

UNIT-I

9. Define Consumer Behaviour. Discuss various factors influencing Consumer Behaviour with suitable illustrations.
10. Discuss various micro and macro factors affecting Marketing environment. What techniques can be used to evaluate the marketing environment?

UNIT-II

11. Explain the concept of Product Life Cycle. Discuss various marketing strategies used at different stages of Product life cycle with the help of suitable illustrations.
12. Elaborate the stages of new product development with the help of relevant examples.

UNIT-III

13. What is pricing? Explain the importance of pricing as a competitive strategy. Discuss different methods of fixing the price of a product.
14. Define promotion mix. Briefly discuss the elements of promotion mix with examples. According to you which promotion strategy is most appropriate for a new brand.

UNIT-IV

15. What do you mean by channel design? Give the salient features of effective channel design. Also discuss various types of marketing channels.
16. a) Define Customer Relationship Management. Elaborate various elements of CRM.
b) Explain different types of retail formats with the help of suitable examples.

SECTION-C

17. Case study :

An athletic goods retail establishment in New York partnered with Research & Marketing Strategies, Inc. (RMS) to conduct brand perception market research. The store wanted to better understand the brand perception held by its customers and non-customers from the general population. The market research objective was to determine brand knowledge, the consumer decision making process, where else consumers are shopping, what else the store could offer customers, and preferences of top customers.

The study consisted of an online survey administered to customers as well as non-customers. To reach the customer audience, the RMS team provided the survey to a list

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of customers supplied by the client. Customer feedback was segmented into two categories - perceptions from customers (individuals who have made a purchase at the store) and top customers (those who spend the most at the store). The RMS view point Research Panel allowed the client to obtain timely and affordable feedback from consumers who are not current customers of the store. The time frame for this type of project was six weeks.

Here are some highlights of the study's findings :

Research revealed a strong sense of brand loyalty among current customers. There was a high level of familiarity with the store, as well as a high likelihood for survey respondents to shop at the store for their next athletic goods purchase.

Brand preference for athletic shoes varied based on customer type. Customers prefer New Balance, non-customers favor Nike, and the store's top customers opt for Saucony.

When consumers are deciding where to purchase athletic shoes, the quality of the product is the most important factor in the decision process, while prices are most important when deciding where to purchase active wear (clothing).

As expected, customers and top customers are much more-active than non-customers. Walking is the most common physical activity engaged in by survey respondents, and running is popular among customers and top customers.

Data revealed a gap in awareness of differentiating features in the customer experience. The research team recommended marketing efforts promoting the presence of these offerings to capture an additional share of the market.

Questions :

- a. Do you think the strategy adopted by the company was best?
- b. How can the brand enhance its brand's perception positively?
- c. With the help of the findings from the research what can the brand do to attract more customers?

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Total No. of Pages : 03

Total No. of Questions : 17

MBA/MBA(IB) (Sem.-2)
HUMAN RESOURCE MANAGEMENT

Subject Code : MBA-204-18

M.Code : 76156

Date of Examination : 06-07-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

Write briefly :

1. Outline the process of 'Human Resource Planning'.
2. Differentiate between Job specification and Job description.
3. Characteristics of Strategic HRM.
4. Stages of career life cycle.
5. Elements of an effective induction program.
6. Types of fringe benefits.
7. Define quality circles. Explain the structure of quality circle.
8. Define collective bargaining.

SECTION-B

UNIT-I

9. Define Human Resource Management. What are the main objectives of HRM. Briefly explain the issues and challenges faced by HR managers in today's global scenario?

10. What do you mean by HR Environment? Elaborate various factors influencing HR Environment? What techniques can be used to scan HR Environment?

UNIT-II

11. Define recruitment. What are various external and internal sources of recruitment? Discuss with the help of examples.
12. What are different methods of identifying training needs? Discuss in detail the steps followed to design an effective training program?

UNIT-III

13. What is performance appraisal? Discuss in detail the traditional and modern methods of performance appraisal with their pros and cons. According to you which method is more appropriate for managerial staff?
14. Define compensation. What are various elements of compensation? Briefly, discuss the factors affecting compensation policy of an organization.

UNIT-IV

15. Define 'Industrial Relations'. Explain its characteristics. Also discuss the role of Union, Management and Government in maintaining Industrial Relations.
16. What do you mean by Grievances? Discuss various causes of Grievances in the organizations. Explain the process of Grievance handling with the help of suitable illustrations?

SECTION-C

17. Case study

Jim Delaney, president of Apex Door, has a problem. No matter how often he tells his employees how to do their jobs, they invariably decide to do it their way, as he puts it, and arguments ensue between Jim, the employee, and the employee's supervisor. One example is the door-design department, where the designers are expected to work with the architects to design doors that meet the specification' While it's not rocket science, as Jim puts it, the designers invariably make mistakes such as designing in too much steel, a problem that can cost Apex tens of thousands of wasted dollars, once you consider the number of doors in, say, a 30-story office tower.

The order processing department is another example. Jim has a very specific and detailed way he wants the order written up, but most of the order clerks don't understand how to

use the multipage order form. They simply improvise when it comes to a detailed question such as whether to classify the customer as industrial or commercial.

The current training process is as follows. None of the jobs has a training manual per se, although several have somewhat out-of-date job descriptions. The training for new people is all on the job. Usually, the person leaving the company trains the new person during the 1- or 2-week overlap period, but if there's no overlap, the new person is trained as well as possible by other employees who have filled in occasionally on the job in the past. The training is the same throughout the company for machinists, secretaries, assemblers, engineers, and accounting clerks, for example.

Questions

- a. What do you think of Apex's training process? Does it help improving the performance of employees?
- b. Explain in detail what you would do to improve the training process at Apex.

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SECTION-B

UNIT-I

9. Critically evaluate the contribution of various experts in the development of operations management. Also, narrate the relevance of these contributions in the present business scenario.
10. Explain the concept of product design and development. Discuss its characteristics in detail.

UNIT-II

11. Explain production planning and control. Also, narrate the functions of production planning and control in brief.
12. What are the different types of layout? How should an organisation decide on, which layout to choose?

UNIT-III

13. Discuss in detail the principles of Deming relating to Total Quality Management.
14. What do you mean by Acceptance Sampling? Explain various Control Charts available for variables and attributes.

UNIT-IV

15. What do you mean by Just in Time production process? What are the components of Just in Time production process?
16. Explain various factors affecting inventory control policy of an organization.

SECTION-C

17. Case study :

The services of Mr. MacMohan and a number of his co-workers were terminated, when the company in which he was working as Operations Manager, took a decision to downsize the company. In the recent past, the company has improved its functioning, customer orders were increasing and quality and productivity had improved dramatically from what they had been only a few years earlier due companywide quality improvement program. Therefore, it was very shocking to Mr. MacMohan and his co-workers, who were also terminated. Unable to find any job, and due to financial issues, Mr. MacMohan decided to go into business for himself taking care of neighborhood lawns.

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At first, business was a little slow, but once people realized Mr. MacMohan was available, many asked him to take care of their lawns. Some people were simply glad to turn - the work over to him; others switched from professional lawn care services. By the end of his first year in business, Mr. MacMohan knew that he could earn a living this way. He also performed other services such as fertilizing lawns, weeding gardens, and trimming shrubbery. Business became so good that Mr. MacMohan hired ten part-time workers to assist him and, even then, he believed he could expand further if he wanted to.

Questions :

- a. In what ways, are Mr. MacMohan's customers most likely to judge the quality of his lawn care services?
- b. How important is quality assurance to Mr. MacMohan's business? Explain.
- c. What are some of the trade-offs that Mr. MacMohan probably considered relative to :
 - i) Working for a company instead of for himself?
 - ii) Expanding the business?

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SECTION-B

UNIT-I

9. What is corporate finance? Discuss in detail the interface of financial management with other functional areas of management.
10. What is capital market? Discuss in detail how capital market facilitates mobilizing long-term funds for a company.

UNIT-II

11. Write a detailed note on MM Hypothesis I and II. Discuss in detail the principle of arbitrage between debt and equity for explaining MM Hypothesis I and II.
12. What is specific and marginal cost of capital? Discuss in detail the role and importance of cost of capital of a firm in various financial decisions of a company.

UNIT-III

13. What is combined leverage? Write a detailed note on the impact of financial leverage on the risk profile of a firm. Give suitable examples to support your answer.
14. ABC Co. Ltd. is evaluating the financial feasibility of following machine and has sought your opinion whether this machine should be installed if the cost of capital of the firm is 10%

Machine	Initial Investment	Cash Flow (Amount in Rs.)				
		Year 1	Year 2	Year 3	Year 4	Year 5
X	5,00,000	2,00,000	1,30,000	1,50,000	1,90,000	-20,000

UNIT-IV

15. What do you mean by working capital? Discuss in detail various factors determining working capital of a company in India.
16. Write a detailed note on various forms of dividend policies followed by companies in India. Also, briefly discuss Walter's model for determining dividend policy of a company.

SECTION-C

17. Case Study :

Based on the following information, prepare a cash budget for ABC Ltd. :

	1 st Quarter (Rs.)	2 nd Quarter (Rs.)	3 rd Quarter (Rs.)	4 th Quarter (Rs.)
Opening cash balance	10,000	—	—	—
Collection from Customers	1,25,000	1,50,000	1,60,000	2,21,000
Purchase of Material	20,000	35,000	35,000	17,000
Other Expenses	25,000	20,000	20,000	17,000
Salary and Wages	90,000	95,000	95,000	1,09,200
Income Tax	5,000	----	----	----
Purchase of Machinery	—	---	—	20,000

The company desires to maintain a cash balance of Rs. 15,000 at the end of each quarter. Cash can be borrowed or repaid in multiples of Rs. 500 at an interest of 10% p.a. Management does not want to borrow cash more than what is necessary and wants to repay as early as possible. In any event, loans cannot be extended beyond four quarters. Interest is computed and paid when the principal is repaid. Assume that borrowings take place at the beginning and repayments are made at the end of the quarters.

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SECTION-B

UNIT-I

9. Describe the qualities required to be a successful entrepreneur. Also, explain the role played by an entrepreneur in economic development of a country like India.
10. What are the problems faced by Indian Women Entrepreneurs? Also, discuss in brief major financial schemes available for the promotion of women Entrepreneurship in India.

UNIT-II

11. Explain the factors that motivate people to become entrepreneurs.
12. Define the term Entrepreneurial Innovation. Describe with examples, various sources of innovation.

UNIT-III

13. What is a business plan? What does the reader expect to learn from a business plan?
14. Discuss the various B- plan software programs available in the market. Which one will you choose and why?

UNIT-IV

15. What do you mean by Project Management? What are the areas of determining project feasibility?
16. Discuss the role played by Central Govt. and State Govt. in promoting the entrepreneurship with various incentives, subsidies and grants in India.

SECTION-C

17. Read the following case and answer the questions given in end :

Byju's Raveendran's passion for teaching was ignited after tutoring a few friends for prep exams way back in 2003. The Azhikode-born teacher-entrepreneur's equation with teaching began in 2007 when he quit his IT job in the UK and set up shop in Bangalore. Raveendran is an extremely humble and grounded personality. He has never forgotten his roots or allowed fame and money to change him. At present his game-changing education app Byju's has over 10 million downloads just on the Android platform. Byju's believes

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in, "If you know how to learn, then you can learn anything". For many students in our education system, learning is more or less an activity which involves rote learning and then reproducing the information on Final exams. Realising the rot in the system, Byju's set out to make learning a more fun and gratifying experience. Not limiting himself to just teaching subjects, Byju's revamped the whole experience behind learning. As an entrepreneur, one need to be curious and willing to explore options, as this inquisitive nature will help one in finding solutions and work to improve the status quo. The core of Byju's's vision and mission has been to revolutionise the education system, something which struck a chord with students, parents, and even investors. When the underlying motive behind your venture itself is disruptive, support will flow in from all quarters. With a constant focus on making learning and educating a holistic pursuit, Byju's has always tried to satisfy the students. At present, Byju's also offers personalised solutions to each individual user based on their needs. With reports, data and insights, and customization tools given to all students, they have the power of learning exponentially. With an 89 percent subscription renewal rate, Byju's has created a long-term partner for learning for lakhs of students. What Byju's has done really, really well and why it is getting all this love from the market is because it cracked the commerce part of the question in an effective way. What stated with low-key online courses, education start up Byju's is now eyeing overseas expansion. There is a lot of work ahead for Byju's in the coming year to sustain the momentum it's built up so far. It made its first acquisition by buying Vidyarthi, a career guidance and academic profile-builder.

Questions :

- a. Describe the reasons of Byju's success.
- b. Can it sustain the momentum it has built so far?

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