

Roll No.

Total No. of Pages : 04

Total No. of Questions : 10

MBA/MBA(IB) (Sem.-2)

BUSINESS ANALYTICS FOR DECISION MAKING

Subject Code : MBA/201/18

M.Code : 76153

Date of Examination: 11-01-2025

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 consists of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Write a short note on the following :
- a) Primary Data
 - b) Frequency Distribution
 - c) Quota Sampling
 - d) Standard Error
 - e) Level of Significance
 - f) Business Forecasting
 - g) Base Shifting
 - h) Linear Equation.

SECTION-B

UNIT-I

2. Differentiate between Census and Sampling. Elaborate all Probability Sampling Techniques.
3. Out of Total Number of 2807 women, who were interviewed for employment in a textile factory, 912 were from textile areas and the rest from non-textile areas. Amongst the married women, who belonged to textile areas, 347 were having some experience and 173 did not have experience, while for non-textile areas the corresponding figures were 19 and 670 respectively. The total Number of women having no experience was 1841 of whom 311 reside in textile areas. Of the total number of women, 1418 were unmarried and of these the number of women having experience in the textile and non-textile areas was 254 and 16 respectively. Tabulate the above information.

UNIT-II

4. What is Sampling Distribution? Elaborate different types of Sampling Distributions.
5. A Stenographer claims that she can dictate at the rate of 120 words per minute. Can we reject her claim on the basis of 100 trials in which she demonstrates a mean of 116 words with a standard deviation of 15 words? Use 5% level of significance. (Tabulated Value = 2.67).

UNIT-III

6. What do you mean by Multiple Regression Analysis? How to test the assumptions of Regression?
7. Define Simple, Partial and Multiple Correlation Coefficients. Explain them with suitable examples.

UNIT-IV

8. *"For constructing Index numbers, the best method on theoretical ground is not the best method from practical point of view."* Discuss.
9. From the following series of annual Data, find the trend line by the method of Semi Average and Least Square Method. Also estimate the value of 1999:

Year	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999
Actual Value	170	231	261	267	278	302	299	298	340	?

SECTION-C

10. Case Study :

FoodCo is a regional chain of grocery stores that has recently launched a customer satisfy- action survey to better understand shopper experiences and improve service. The survey includes various aspects such as product quality, pricing, store cleanliness, and staff friendliness. The company Conducted a Survey to analyze customer satisfaction and recommend actionable improvements. Following is the details of Survey Conducted and Data Analysis:

- a) **Survey Design:** A structured questionnaire with Likert scale questions (1 to 5) on various factors (e.g., product quality, pricing, cleanliness).
- b) **Sample Size:** 1,000 respondents randomly selected from FoodCo's customer database.
- c) **Demographics:** Age, gender, income level, and frequency of store visits.

Data Analysis Techniques

- a) **Descriptive Statistics:** Calculate mean, median, mode, and standard deviation for each survey question, summarize demographic data to understand the respondent profile.
- b) **Inferential Statistics:** T-tests: Compare mean satisfaction scores between different demographic groups (e.g., age groups, income levels), **ANOVA:** Assess whether there are significant differences in satisfaction scores across various store locations.
- c) **Correlation Analysis:** Examine the relationship between overall satisfaction scores and specific factors (e.g., product quality vs. staff friendliness).
- d) **Regression Analysis:** Conduct a multiple regression analysis to determine which factors most significantly predict overall customer satisfaction.

Results

- a) Overall satisfaction mean score: 4.2/5.
- b) Highest-rated factors: Staff friendliness (4.6) and product quality (4.5).
- c) Lowest-rated factor: Pricing (3.8)

- d) Significant differences in satisfaction based on age (younger customers rated cleanliness higher than older customers).
- e) ANOVA indicated significant variations in satisfaction scores among different store locations.
- f) Strong positive correlation between product quality and overall satisfaction ($r = 0.75$).
- g) Regression analysis identified product quality and staff friendliness as the strongest predictors of overall satisfaction ($p < 0.01$).

Discussion Questions :

- a) What additional survey questions could help provide more insights into customer preferences?
- b) How can FoodCo ensure a more representative sample in future surveys?
- c) What statistical methods could be employed to analyze changes in satisfaction over a period of time?

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Total No. of Pages : 03

Total No. of Questions : 17

MBA / MBA (IB) (Sem.-2)

LEGAL ENVIRONMENT FOR BUSINESS

Subject Code : MBA-202-18

M.Code : 76154

Date of Examination : 04-01-2025

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 a short notes on the following :

1. Define Business Law
2. Void Contract
3. Warranty
4. Parties to Contract of Sales
5. Admission of Partner
6. Bills of Exchange
7. Government Company
8. MOA

SECTION-B

UNIT-I

9. Comment on the following :

- a. Mere Silence as to facts is not fraud.
- b. An attempt to deceive which does not deceive is no fraud.

OR

10. *"All contracts are agreement but all agreements are not contracts."* Elucidate. Also discuss essentials of a valid contract.

UNIT II

11. Write a brief note on :

- a. Express conditions and warranties
- b. Goods sold must be of merchantable quality
- c. Sale by sample and description

OR

12. What are the rules relating to the transfer of property in unascertained and future goods?

UNIT III

13. What are the consequences of dissolution of a firm? Explain in brief rights and liabilities of partners.

OR

14. What is crossing of cheque? Explain different kinds of crossings and its effects.

UNIT IV

15. *"A company can enter into contract and sue and be sued in its own name."* Discuss.

OR

16. Define Articles of Association. How Articles of Association can be altered?

SECTION - C

17. Case study:

Answer the following cases with suitable explanation as per law:

1. S sells goods to T. T pays to S through cheque. Before T could obtain the delivery of goods his cheque was dishonored by the bank. S therefore refuses to deliver the goods until paid. Is S's action justified?
2. Singh of Delhi orders Kaur of Punjab, to deliver certain goods to him at Delhi. While the Goods were lying at the Delhi Railway Station, the station master informs Singh that the goods are held at Singh's Risk. But Singh has become insolvent. Has Kaur any right over the goods as unpaid seller?
3. Q hire a carriage of P and agrees to pay Rs. 750 as hire charges. The carriage is unsafe though P was unaware of it. Q injured and claims compensation of injuries suffered by him. P refuses to pay. Discuss the liability of P.
4. Annie promises Salman to lend Rs.30,000 in lieu of consideration that Salman gets Annie's marriage dissolved and himself marries with her. Is this agreement valid or void?

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Total No. of Pages : 02

Total No. of Questions : 10

MBA (Sem-2)

MARKETING MANAGEMENT

Subject Code : MBA-203-21

M.Code : 92176

Date of Examination : 08-01-2025

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. Answer briefly :

- a) Define the marketing mix and explain its core concepts.
- b) Discuss the significance of analyzing the micro and macro marketing environment for a business.
- c) What is market segmentation, and why is it essential in marketing?
- d) How does a product's life cycle influence marketing mix strategies?
- e) Explain the concept of promotion mix in marketing.
- f) Outline the personal selling process.
- g) What are the key factors affecting pricing decisions in marketing?
- h) Define supply chain decisions and mention the types of channels in channel design.

SECTION-B

UNIT-I

2. Explain the scope of marketing. How does marketing differ from selling? Give relevant examples.

3. Analyze the importance of customer value in marketing. Provide examples of techniques used to enhance customer value and relevance in marketing.

UNIT-II

4. Discuss the concept of product mix. How do companies take packaging and labeling decisions?
5. Describe the 7Ps framework in services marketing. Provide a real-world example of a service that effectively employs this framework.

UNIT-III

6. How do objectives and factors affect pricing decisions in marketing? Discuss the strategies a business can use to manage price changes effectively.
7. Explain the concept of personal selling. Also, provide methods for successfully managing sales force.

UNIT-IV

8. Discuss the concept of green marketing and its relevance in today's business environment. How can businesses implement green marketing strategies?
9. Explain bottom of pyramid marketing and analyze its significance in the contemporary marketing landscape.

SECTION-C

10. Case Study :

XYZ Corporation is a global retailer with both physical stores and an e-commerce presence. They are contemplating expanding their digital marketing efforts to enhance customer engagement and drive sales. Analyze the challenges and opportunities XYZ Corporation might face in this digital marketing expansion. Provide recommendations for their digital marketing strategy.

Questions:

- a) Identify and discuss the potential challenges that XYZ Corporation may encounter as they expand their digital marketing efforts to enhance customer engagement and drive sales.
- b) Examine the opportunities that a well executed digital marketing strategy can offer to XYZ Corporation in terms of customer engagement and sales growth.

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Total No. of Pages : 03

Total No. of Questions : 10

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

Subject Code : MBA204-18

M.Code : 76156

Date of Examination : 07-01-2025

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. Write a short note on the following :

- a. Skills of HR Manager
- b. Strategic HRM
- c. Outline the steps of selection process
- d. Factors affecting career choices
- e. Types of promotion
- f. Potential appraisal
- g. Discuss different types of provisions for employee welfare.
- h. Levels of employee participation.

SECTION B

UNIT-I

2. Define human resource management. Explain the nature and scope of HRM in detail.
3. What do you understand by human resource planning? Briefly explain the steps of conducting human resource planning.

UNIT-II

4. Define recruitment. Elaborate on the methods of recruitment with their advantages and limitations.
5. Explain the concept of training. Discuss various methods of training and development with the help of examples.

UNIT-III

6. Define performance appraisal. Illustrate the steps of conducting performance appraisal.
7. What do you mean by quality of work life? Suggest various techniques for improving quality of work life.

UNIT-IV

8. What do you mean by industrial relations? Explain the concerns of union, government, and management in managing industrial relations.
9. Define collective bargaining. Briefly elaborate the strategies and steps of conducting collective bargaining.

SECTION-C

10. Case Study:

Elena Smithson, HR Director at Paradise Grand, a casino and resort was 10 minutes into a meeting with Sienna Harper, Director of Housekeeping before Sienna got around to explaining why she asked to meet with Elena. *"I'm getting divorced"* Sienna said softly. *"And I need a raise."*

Sienna explained that her husband was leaving for a job in another state. Months of unemployment had taken a toll on their marriage and finances. *"I'm getting a smaller apartment and have cut all the expenses I can, but with two kids under eight, daycare is*

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going to eat up a big percentage of my pay." She went on to tell Elena, "On top of that, my youngest has asthma and our insurance doesn't cover all of his treatments and medication, so I have to pay for that out - of - pocket."

Giving Sienna a raise isn't an option for at least 6 months, so Elena suggested that Sienna might switch to the company's Consumer - Driven Health Plan (CDHP) with a lower monthly premium and a slightly larger monthly paycheck. Elena also explained that starting to contribute to a flexible spending account would also result in a bit more take home pay. Sienna laughed and said, "I had no idea we have all these options and it sounds really confusing." She went on to state "I appreciate your suggestions, but contributing to a Health Savings Account and a flexible spending account is out of the question. I can barely pay my bills!"

Questions:

- a) Evaluate Elena's suggestion that Sienna change to the CDHP. What features does Sienna need to consider when selecting her health insurance plan?
- b) What expenses can Sienna pay out of a flexible spending account? Explain how the account can save her money?
- c) Suggest ways that Paradise Grand can communicate employee benefit options more effectively to employees like Sienna.

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MBA (IB) (Sem.-2)

PRODUCTION AND OPERATIONS MANAGEMENT

Subject Code : MBA-205-18

M.Code : 76157

Date of Examination : 10-01-2025

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. **Explain the following :**
- a) Contribution of Deming and Crosby.
 - b) Mass production system vs Job production system.
 - c) Define Capacity planning decision.
 - d) What is Methods Study?
 - e) Mention any 4 factors considered in Location analysis.
 - f) Define Lead time and Reorder Level.
 - g) What is Quality?
 - h) Define the concept of TQM.

SECTION-B

UNIT-I

2. **Discuss the techniques of :**
- a) Quality Function Deployment /House of Quality with diagram.
 - b) Stage Gate Approach.

3. What is Operations management? Explain its importance, functions and transformation model in detail.

UNIT-II

4. Facility Layout ensures smooth efficient production and less wastages. Do you agree? Explain various layouts with diagram and examples.
5. Explain the different factors affecting capacity planning decision. Discuss the process of capacity planning in detail.

UNIT-III

6. Discuss the concept and importance of Quality Management. Explain different Control charts used in ensuring quality.
7. Explain Six Sigma approach/methodology of Quality Management in detail.

UNIT-IV

8. Discuss various factors affecting Inventory control policy. Discuss any two techniques of Inventory Control.
9. Describe Lean Management systems with focus on JIT system and its components.

SECTION-C

10. Case Study :

P&G Planning to set up 3rd Facility in India — Following the handsome volume gains in the shampoo segment over the last few months due to price cuts, Procter & Gamble has begun thinking in terms of setting up its third manufacturing facility in the country. At present, the company manufactures Ariel and Tide detergents at Mandideep in Madhya Pradesh and Vicks range of products at Kundaim in Goa. However, it imports all of its shampoo brands - Head & Shoulders, Pantene and Rejoice - from overseas markets. On whether the company was scouting for sites to set up manufacturing facility for shampoos and other products, perhaps in Himachal Pradesh, a company spokesperson said, "P&G is examining this interesting opportunity. At this stage a decision has not been made, but the Himachal Pradesh plant is being evaluated at the moment." She confirmed that the company is importing its shampoo brands at present but did not specify whether the new facility being envisaged would manufacture shampoos. Analysts tracking the sector said the company, which imports shampoos from Thailand and other Asian countries, has decided to invest in a new manufacturing base because of the recent volume gains in shampoos and detergents despite sluggish value growth. However, the investment

earmarked for this new facility could not be ascertained, said Pranav Securities' CEO, Mr Rajesh Jain. "Most shampoo marketers operate through third party contract manufacturing since it keeps costs low and also provides logistical advantages. But these advantages of thirdparty manufacturing are now decreasing, since places such as Himachal Pradesh offer backward area benefits as well as income tax rebates". Another FMCG analyst felt that its own manufacturing facility will give the company further cost advantages in the segment vis-à-vis competition, particularly Hindustan Lever Ltd. (HLL) "Besides with value added tax and MRP-based excise duties coming in next year, production outsourcing has become less attractive.

"P&G's move shows it has set its sights on a long innings in India," he added. Yet another analyst said the willingness of FMCG companies to invest in building capacities showed that they were banking on the current downturn in the market to end soon. "Besides, why would companies invest unless they were sure that growth will continue even if it comes at lower price points," he wondered. Procter & Gamble Hygiene and Health Care Ltd. (PGHH) - the listed arm of P&G - posted 30 per cent sales growth at 577.24 crore for the 12 months ended June 2004, with 35 per cent higher net profit at 92.17 crore. While PGHH deals with Vicks and Whisper product portfolios, its subsidiary P&G Home Products caters to shampoo and detergent brands in India

Answer the following questions :

- a) Why was P&G earlier importing shampoos? Why are they now considering the option of opening a new manufacturing facility for shampoos rather than importing?
- b) What factors are considered by them in selecting this facility location?
- c) If you were the manager of this company what will be your decision, will you still import or manufacture shampoos yourself?

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Total No. of Pages : 03

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MBA/MBA(IB) (Sem-2)

CORPORATE FINANCE AND POLICY

Subject Code : MBA 206-21

M.Code : 92177

Date of Examination : 03-01-2025

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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 3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Write briefly :
 - a. Define Corporate Finance.
 - b. What are Hybrid Securities?
 - c. What is Weighted Average Cost of Capital?
 - d. Define Agency Costs.
 - e. Concept of Trading on Equity.
 - f. Explain Benefit Cost Ratio.
 - g. What is Working Capital?
 - h. What do you mean by Dividend Decision?

SECTION-B

UNIT-I

2. What are different functions of financial management? Discuss the changing role of finance manager in modern business.
3. Explain the concept of valuation of securities. What are the methods for valuation of equity?

UNIT-II

4. Discuss the importance of cost of capital in various financial decisions of a company. How is cost equity capital computed?
5. What is optimal capital structure? Explain the MM hypothesis and the arbitrage mechanism to support MM hypothesis of capital structure.

UNIT-III

6. What is meant by 'financial risk'? Elucidate the relationship between leverage and the cost of capital?
7. What is significance of capital budgeting decision for a firm? Compare and contrast the NPV and IRR methods of investment evaluation with examples.

UNIT-IV

8. What is working capital management all about? Explain the determinants of working capital.
9. What is the significance of dividend decision for a finance manager? Explain different forms of Dividend.

SECTION-C

10. Case Study :

Precision Instruments is considering two mutually exclusive Project X and Y. As a Finance Manager you are required to select one of the two projects for investment. The following details are made available to you.

Project X - Project Cost - 700 lakhs,

Cash inflows (in Rs. lakhs): Year 1-100, Year 2- 200, Year 3 -300, Year 4- 450, Year 5 -600

Project Y- Project Cost 700 lakhs,

Cash inflows (in Rs. lakhs): Year 1 - 500, Year 2- 400, Year 3 -200, Year 4-100, Year 5 - 100

Also, there are no residual values at the end of the fifth year. The firm's cost of capital is 10%, in respect of each of the two projects:

- As a Finance manager which project will you select if NPV method is employed? Show the calculation.
- What will be the decision of selection of projects based Discounted Payback period? Show the calculation.
- Is the decision of project selection based on the above two methods same and contradictory? Which method out of the two should be preferred by Finance Manager and why?

Present Value of Rs. 1 at 10 percent

Years-1	2	3	4	5	6
.909	.826	.751	.683	.621	0.564

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MBA (IB) (Sem.-2)

ENTREPRENEURSHIP AND PROJECT MANAGEMENT

Subject Code : MBA-207-18

M.Code : 76159

Date of Examination: 14-01-2025

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.
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3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Write briefly :
 - a. Differentiate between an entrepreneur and a manager.
 - b. Problems of women entrepreneurs.
 - c. Entrepreneurial innovation.
 - d. Entrepreneurial motivation
 - e. Define trademarks.
 - f. Reasons for the failure of entrepreneurial ventures.
 - g. Networking techniques of project management.
 - h. Social cost benefit analysis.

SECTION-B

UNIT-I

2. Define Entrepreneur. Briefly elaborate the traits of an Entrepreneur. Also explain the functions of an Entrepreneur.
3. What do you understand by 'Corporate entrepreneurship'? How can you establish the culture of corporate entrepreneurship in the organizations?

UNIT-II

4. Discuss in detail various risk reduction strategies for new entry exploitation with the help of examples.
5. Why is it important to generate new business ideas? Explain different methods of generating new ideas for an emerging business?

UNIT-III

6. State the importance of an effective business plan. What are the important components of a business plan?
7. What do you mean by exit strategy? Discuss various exit strategies for an entrepreneur with examples.

UNIT-IV

8. What is Technical Analysis? Discuss various aspects considered in the Technical Analysis of a project. Support your answer with suitable illustrations.
9. Explain the term 'Venture Capital'. Briefly elaborate the stages of venture capital financing.

SECTION-C

10. Case Study :

Thousands of rupees are spent, each year on beauty products, in metros of India. Most of the cosmetics are by big company products and sold through departmental stores and shops. Lily a housewife, felt that most of these cosmetics were not as per individual requirements i.e. suited to particular skin or climate. Since, she has done some beauty course and also study of herbs; she decided to venture into business of making herbal skin care products on order basis at Pune in 1990. With a small initial capital of rupees 25000, she started at home and her market at first was her neighborhood.

Because of Lily's warm nature and friendly attitude, a genuine concern for customers and by ensuring the quality of skin care products, she was able to establish her beauty

products' business well by 1995. Within 5 years, she had earned a good name and her sales crossed 5 lakhs. However, single handedly (with only help of three assistants in making the products), she felt her services as compared to early years were deteriorating. She was introspecting how to ensure quality of services.

During the same time other herbal based big manufacturing companies were launching the products in the market. One such company proposed to buy beauty products and came up with its big base at Mumbai. They were offering Lily, the franchise for its product on per cent basis. All these issues made Lily worried, with reducing sales on one hand due to deterioration of quality services, Lily was in a dilemma, whether to protect her venture or take a rationable business decision.

Questions:

- a. What should Lily have done with growing sales?
- b. What are the mistakes committed by Lily in managing beauty products which has led to the deterioration of quality services?

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