

Total No. of Questions : 5]

SEAT No. :

P3790

[4870]-2001

[Total No. of Pages : 2

MBA - I

**201: MARKETING MANAGEMENT
(2013 Pattern) (Semester - II)**

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicate full marks for that question/sub-question.*
- 5) *Your answers should be specific and to the point.*
- 6) *Support your answers with suitable live examples.*
- 7) *Draw neat diagrams and illustrations supportive to your answer.*

Q1) a) What do you mean by packaging? Discuss the role and importance of packing. **[10]**

OR

b) Define Branding? Explain Importance of branding from companies perspective. **[10]**

Q2) a) Elaborate the price setting procedure. **[10]**

OR

b) Define Pricing. Discuss Product mix pricing strategies. **[10]**

Q3) a) What do you mean by marketing channel? Discuss the functions of marketing channel. **[10]**

OR

b) Explain the role & importance of transportation and warehousing in distribution of goods and services. **[10]**

P.T.O.

Q4) a) Discuss the need for marketing communication. Explain the advantages and Disadvantages of print media. **[10]**

OR

b) Define advertising. Which advertising media will you choose for vacuum cleaner in Indian market? Why. **[10]**

Q5) a) Preparing a marketing plan for the product is necessary comment. **[10]**

OR

b) Discuss marketing audit in detail. Explain the importance of marketing audit. **[10]**

ζ ζ ζ

Total No. of Questions : 5]

SEAT No. :

P3791

[4870]-2002

[Total No. of Pages : 5

M.B.A.

**202 : FINANCIAL MANAGEMENT
(CBCS) (2013 Pattern) (Semester - II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicate marks for that question/sub-question.*
- 5) *Your answers should be specific and to the point.*
- 6) *Draw neat diagrams and illustrations supportive to your answer.*
- 7) *Use of Simple Calculator is permitted.*

Q1) a) Describe the three broad areas of Financial Decision Making for a Finance Manager with respect to Business organizations. **[10]**

OR

b) “The objective of Financial Management is to maximize the wealth of the shareholders by maximizing the value of the firm.” Explain. **[10]**

Q2) a) From the ratios forth below for the Manufacturing Ltd, Indicate your interpretation of the Company’s Financial Position. **[10]**

Particulars	2015	2014	2013
Current Ratio	3.02	2.78	2.65
Quick Ratio	0.99	1.1	1.55
Working Capital Turnover (Times)	3.25	3.00	2.75
Collection Period (Days)	50	43	37
Inventory to Working Capital (%)	110	100	95
Net Profit to Net Sales (%)	2.0	5.09	7.03
Sales increase during the Year (%)	23	16	10
Cost of Goods sold to Net Sales (%)	73	71	70

OR

P.T.O.

- b) From the following balance sheets as on 31st March 2013 and 31st March 2014 of Mahanand Ltd. You are required to prepare Funds Flow Statement. **[10]**

Balance Sheet

	Amount (Rs.)			Amount (Rs.)	
	31/03/2013	31/03/2014		31/03/2013	31/03/2014
Liabilities			Assets		
Equity Capital	3,00,000	4,00,000	Goodwill	1,15,000	90,000
8% Redeemable Pref. Shares	1,50,000	1,00,000	Land & Building	2,00,000	1,70,000
General Reserve	40,000	70,000	Plant	80,000	2,00,000
Profit & Loss A/c	30,000	48,000	Debtors	1,60,000	2,00,000
Proposed Dividend	42,000	50,000	Stock	77,000	1,09,000
Creditors	55,000	83,000	Bills Receivable	20,000	30,000
Bills Payable	20,000	16,000	Cash in Hand	15,000	10,000
Taxation Provision	40,000	50,000	Cash at Bank	10,000	8,000
Total	6,77,000	8,17,000	Total	6,77,000	8,17,000

Following additional information is provided:

- a) Interim Dividend of Rs. 20,000 has been paid in 2013-14.
- b) Income Tax paid during the year 2013-14 is Rs. 35,000

- Q3)** a) i) Explain relevance of time value of money in investment decision. **[5]**
- ii) A company is considering the process of replacement of an asset. The cost of the asset is Rs. 15 lakhs. The cost of the company's capital is 10%. The expected cash flows projected during five year period are estimated as follows:

	Year 1	Year 2	Year 3	Year 4	Year 5
Cash Flows (Rs. in Lakhs)	4.00	4.00	6.00	6.00	4.0
PVF @10%	0.909	0.826	0.751	0.683	0.621

Comment on the suitability of the project by using NPV and PI. **[5]**

OR

- b) i) How do you calculate net present value of a project? What are its merits and demerits. **[5]**
- ii) A company is contemplating to purchase a machine. A cost of the machine is Rs. 30 lakhs. A discounting rate of 10% is to be used and machine is to be written off in 6 years by straight line method of depreciation with no residual value. The estimated cash flows after tax in different years are expected as follows:

Year	Amt. (Rs.)
1	6,75,000
2	7,10,000
3	7,45,000
4	8,50,000
5	9,90,000
6	11,30,000

Comment on the Suitability of the machine using Payback period method. **[5]**

- Q4) a)** A Proforma cost-sheet of a company provides the following particulars: **[10]**

Element of Cost	Cost per unit (Rs.)
Raw Material	80
Direct Labour	30
Overheads	60
Total Cost of Production	170
Profit	30
Selling Price	200

Following further particulars are available:

- i) Raw materials are in stock for one month.
- ii) Credit allowed by suppliers is one month.
- iii) Credit allowed to customers is two months.

- iv) Lag in payment of wages 1.5 months.
- v) Lag in payment of overheads one month.
- vi) Materials are in process for an average of half a month.
- vii) Finished goods are in stock for an average of one month.
- viii) 1/4th of output is sold against cash.
- ix) Cash in hand and bank is expected to be Rs. 25,000

You are required to prepare a statement showing the working capital needed to finance a level of activity of 60,000 units of production annually. The production is carried out evenly throughout the year.

OR

- b) The management of Royal industries has called for a statement showing the working capital needs to finance a level of activity of 1,80,000 units of output for the year. The cost structure for the company's product for the above mentioned activity level is detailed below:

Particulars	Cost per Unit (Rs.)
Raw Materials	20
Direct Labour	5
Overheads	10
Cost of production	35
Profit	10
Selling Price	50

Additional Information:

- i) Minimum desired cash balance is Rs. 20,000.
- ii) Raw materials are held in stock, on an average for two months.
- iii) Work in progress (assume 50% completion stage for Materials, Labour & Overheads) will approximate to half a month's production.
- iv) Finished goods remain in warehouse on an average for a month.
- v) Suppliers of materials extend a month's credit. Also, Debtors collection period is two months. Cash sales are 25% of total sales.
- vi) There is a time-lag in payment of wages and overheads are of a month.

You are required to estimate the working capital requirements of the company with assumption that production is carried on evenly throughout the year.

[10]

- Q5) a) i)** Explain in detail the various factors affecting the Capital Structure. **[5]**
- ii)** The entire capital structure of a company is provided along with the tax adjusted cost of each component. Determine the Weighted Average Cost of Capital (WACC). **[5]**

Components of Capital	Amt. (Rs.)	Tax Adjusted Cost of Capital
Equity Share Capital (2,00,000 Shares)	20,00,000	13%
11.5% Preference Shares	15,00,000	11.5%
10% Debentures	25,00,000	7.5%

OR

- b) i)** State the various assumptions made in Net Income and Net Operating Income capital structure Theories. **[5]**
- ii)** Calculate Weighted Average Cost of Capital (WACC) of the company based on book value weights and market value weights. **[5]**

Particulars	Book Values	Market Values	Component Cost % (Post-Tax)
Debentures	6,00,000	7,00,000	7.23
Pref. Share Capital	2,00,000	2,00,000	11.25
Equity Shares	14,00,000	21,00,000	16.5



Total No. of Questions : 05]

SEAT No. :

P3792

[4870] -2003

[Total No. of Pages : 2

M.B.A.

**203: HUMAN RESOURCE MANAGEMENT
(2013 Pattern) (Semester-II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions carry equal marks.*
- 2) *Answer all questions.*

Q1) a) “The role of HRM in formulating is implementing strategies is crucial”.
Elaborate.

OR

b) How organisational strategies are closely linked with HR strategy. Discuss.

Q2) a) What are various factors responsible for un-effective job design. Explain
in details.

OR

b) Discuss the recent trends of Recruitment methods as being adopted by
various companies.

Q3) a) How management development programme is different from other training
programme explain its scope is advantages.

OR

b) “Money spend on Training is not on expenditure but an investment”.
Explain.

Q4) a) Define performance & explain various methods of performance appraisal.

OR

b) Discuss the advantages & problems of linking compensation with
performance.

P.T.O.

Q5) a) Explain the concept of downsizing & discuss the difference between Termination & Resignation.

OR

b) Define “employee survey” & explain various types of employee survey conducted in an organisation.



Total No. of Questions : 10]

SEAT No. :

P3793

[4870]-2004

[Total No. of Pages : 4

M.B.A.

**204 : DECISION SCIENCE
(2013 Pattern) (Semester - II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Attempt Five questions.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicate marks for question.*
- 5) *Graph will not be provided, draw neat diagrams on answer sheet only, if required.*
- 6) *Non scientific calculator is permitted.*

Q1) A company wants to give advertisements in two local news papers, one Hindi and one English. Expected coverage through the Ads, is 1000 and 1500 people per ads. respectively. Each Ads in a Hindi costs Rs. 3000/- and for an English is Rs. 5000/-. Company decided not to place more than 10 ads, in the Hindi and at least 6 ads. in the English daily. The Total advertisement budget is Rs, 50,000/-. Formulate the problem as L.P. Model. **[10]**

OR

Q2) Four different machines have four different jobs. The following matrix gives the costs in rupees of job on machine. The set up and take down time costs are assumed to be prohibitively high for changovers. How should the jobs be assigned to the various machines so that the total costs is minimised. **[10]**

		Machines			
		M ₁	M ₂	M ₃	M ₄
Jobs	J ₁	5	7	11	6
	J ₂	8	5	9	6
	J ₃	4	7	10	7
	J ₄	10	4	8	3

P.T.O.

Q3) A person wants to hire for repairing machines which breakdown at on average rate per hour, which following Poisson Distribution. A and B two repairmen interviewed. 'A' charges Rs. 100/- per hour and services breakdown machines at the rate of 6 per hour. B demands Rs. 125/- per hour and services at an average of 8 machines per hour. Downtime of a machine costs Rs. 25/- per hour, which repairman should be hired? **[10]**

OR

Q4) Three brands of product P, Q and R are having market share as 30%, 30% and 40% respectively. Customers shifts their brands. Brand switching matrix every quarter is given below: **[10]**

From	To		
	A	B	C
A	50%	30%	20%
B	20%	70%	10%
C	20%	20%	60%

Find market share at the end of quarter.

Q5) A production unit is not knowing the product acceptance probability and the data are given below: **[10]**

Product	Anticipated 1st year profit Rs. '000		
	Accpetance		
	Full	Partial	Minimal
Good	8	70	50
Fair	50	45	40
Poor	-25	-10	0

Determine the optimal decision under each of the following criteria :

- Maximax
- Maximin
- Minimax Regret

OR

Q6) Player A and B are playing with the following Matrix.

[10]

		Player B				
		1	2	3	4	5
Player A	I	1	3	2	7	4
	II	3	4	1	5	6
	III	6	5	7	6	5
	IV	2	0	6	3	1

Solve the following game by using Dominance Rule.

Q7) Write short notes on (any two):

[5 + 5 = 10]

- Concept of PERT and CPM.
- Concept of Network diagram with example.
- Dummy Activities and events with example.
- Floats and its types with example.

OR

Q8) Draw the network diagram for the following list of activities:

[10]

Activity	Immediate Predecessor	Activity	Immediate Predecessor
A	-	L	K
B	A	M	K
C	B	N	K
D	C	O	D
E	D	P	O
F	E	Q	B
G	E	R	N
H	C	S	L, M
I	C, F	T	S
J	G, H, I	U	P, Q
K	J	V	U

- Q9)** a) A card is drawn from ordinary pack and a gambler bets that it is a spade or an ace. What are the odds against his winning this bet?
- b) What is the chance that a leap year, selected at random will contain 53 sundays?

[5 + 5 = 10]

OR

Q10) Find the probability distribution of the number of sixes in three tosses of a dice. **[10]**



Total No. of Questions : 5]

SEAT No. :

P3794

[4870] -2005

[Total No. of Pages : 2

M.B.A.

**205: OPERATIONS & SUPPLY CHAIN MANAGEMENT
(2013 Pattern) (Semester-II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Each question has an internal options.*
- 2) *Figures to the right indicate full marks for question/ Subquestions.*
- 3) *Draw neat diagrams & illustrations supportive to your answer.*
- 4) *Use calculator is permitted (as applicable)*

Q1) Define operations & supply chain management? Explain significance & functions of operations & supply chain management? **[10]**

OR

Explain lean management & TQM. **[10]**

Q2) What is process product mix? Explain in details types of production process?[10]

OR

Explain in details design of service systems and service blue prints. **[10]**

Q3) a) Define production planning & control. **[5]**

b) Explain the objectives & functions fo MPS. **[5]**

OR

Explain following concepts in details. **[10]**

- a) Scheduling
- b) Loading
- c) Aggregate production planning
- d) Material requirement planning.
- e) CRP

P.T.O.

Q4) Define inventory management? Explain its types and need in detail. [10]

OR

Explain in detail [10]

- a) ABC Analysis
- b) VED Analysis
- c) HML Analysis

Q5) Explain the elements of customer services. Discuss globalization & information technology in operations & supply chain management [10]

OR

- a) Explain cash to cash conversion [5]
- b) Explain enablers of SCM. [5]



Total No. of Questions : 10]

SEAT No. :

P3795

[4870] -2006

[Total No. of Pages : 2

M.B.A.

**206 : Management Information System
(2013 Pattern) (Semester - II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Attempt all questions.*
- 2) *Figures to right indicate marks.*

Q1) How the information system will satisfy the requirements of marketing department in general? **[10]**

OR

Q2) With respect to above stated functions, throughly discuss how management information system can help in decision making process for marketing manager? **[10]**

Q3) How MIS will lead to success or failure of logistics organisation? Explain with suitable example. **[10]**

OR

Q4) “The networks brought the entire organisation and its users under one umberalla on the common information technology platform making information a corporate resource sharable by all”. Justify. **[10]**

Q5) How a business should store, access and distribute data and information about their internal and external environment? **[10]**

OR

Q6) “Laxmi Co-operative Bank’ would like to develop the MIS for smooth functioning of day to day activities. Being system analyst suggest the suitable SDLC model. **[10]**

Q7) How Group Decision support system help to improve the decision making process in manufacturing industry? **[10]**

OR

Q8) Explain the need and applications of GIS in Automobile industry. **[10]**

P.T.O.

Q9) Vaibhavlaxmi Finance Pvt Ltd is an e-Business enterprise wants to develop MIS for the critical functions relating to the finance department. Identify and add other relevant functions of e-business enterprise. Suggest what would be the functional requirements from an information system. **[10]**

OR

Q10) 'Ravirath' is newly launched Five Star Hotel is interested to develop MIS for smooth functioning. Discuss in detail its application including booking, billing, room services, cancellation and decision analysis etc. **[10]**

