

Total No. of Questions : 5]

SEAT No. :

P3811

[5265]-301

[Total No. of Pages : 3

M.B.A.

**301 : STRATEGIC MANAGEMENT
(2013 Pattern) (Semester - III)**

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) *Support your answer with suitable examples.*

Q1) a) Case study

Axis Bank's innovation lab, Thought Factory, in Bangalore is working closely with the bank's business teams and the start-up community to drive cutting edge innovation through collaboration. Set up in June last year, close to a dozen young engineers have been asked to work on block chain, artificial intelligence, mobility and cloud technologies, to make banking easier for the customer.

These new technologies are all set to disrupt many of the banking functions-credit, deposits, wealth management, customer service, mobile payments and cyber security.

Going by the trend, globally, the third largest private bank in India has created an institutional framework for innovation to achieve the next level of growth. Axis Mobile, a digital wallet, for instance, has doubled its user base to 2.4 million in 2015/16, and witnessed transaction volumes of 8 million amounting to Rs 7,500 crore.

The bank has also launched several digital and mobile services, including the option to open savings accounts on the go. Last fiscal year, it also launched INSTA Personal Loan facility, where eligible customers could get pre-approved loans credited to their accounts instantly through ATMs, Axis Mobile App and Internet banking platforms.

P.T.O.

A busy 2015/16 in terms of innovations has earned Axis Bank the 'Best Digital Bank' award in the country. In fact, the bank is among the top three large banks in terms of financial performance. It has scored very high on parameters such as cost-to-income ratio, capital adequacy, return on assets and return on capital employed, The bank is at the top in terms of its fee income contribution to total income (13.76 per cent), followed by HDFC Bank (12.18 per cent) and ICICI Bank (11.30 per cent).

Globally, Royal Bank of Scotland is trying out a virtual chatbot, Luvo. Back home, ICICI Bank has already come out with software robotics and claims there are over 200 robots performing over 10 lakh transactions per day. By the end of the fiscal year, ICICI plans to deploy 500 such robots to help automate 20 per cent of its total transactions. HDFC Bank, too, is in an advanced stage to roll out its robotic offering. Axis Bank has about 3,000 branches and 12,743 ATMs. The bank currently has one of the lowest cost - to-income ratio at 0.39.

Demonetisation has also come as a shot in the arm for many digitally - advanced banks. The average daily debit card transaction volumes of Axis have more than doubled post demonetization.. While the POS (Point of Sale) network is still limited in India, Axis Bank is very active in acquiring merchants. Meanwhile, it is felt the most important thing in digital banking is cyber security.

- i) Attempt to define Axis Bank's business along the dimensions of customer groups, customer functions and alternative technologies?
- ii) Identify critical success factors for Axis Bank?

OR

- b) Define strategic intent. Explain role of objectives in strategic management. Give suitable examples.

Q2) a) A value chain is a set of interlinked value - creating activities performed by an organisation. Comment.

OR

- b) Explain the two dimensions used to build 'GE nine cell matrix'.

Q3) a) Explain these expansion corporate level strategies with example:-

- i) Concentration
- ii) Integration
- iii) Diversification
- iv) Cooperation
- v) Internationalisation

OR

b) What are generic strategies. Consider any one of the following organisation and explain three generic strategies of low cost, differentiation and focus strategy.

- i) Bank
- ii) Mobile phone manufacturer

Q4) a) Explain the concept of Six Sigma and its usefulness for strategy implementation of the organisation.

OR

b) Explain relevance of Mintzberg's 5Ps for strategy implementation, with suitable examples.

Q5) a) Discuss on the integrating social and environmental sustainability issues in strategic management.

OR

b) Write short notes on (any two):-

- i) 4 action framework.
- ii) E commerce business models.
- iii) People - Planet - Profits.



Total No. of Questions : 5]

SEAT No. :

P3812

[5265]-302

[Total No. of Pages : 3

M.B.A.

**302 : ENTERPRISE PERFORMANCE MANAGEMENT
(CBCS) (2013 Pattern) (Semester - III)**

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) *Use of calculators is permitted.*

Q1) a) ‘Long Term enterprise performance is influenced by Non-Financial performance measures’ Explain the above statement with the help of ‘Balanced Score Card’ in detail. **[10]**

OR

- b) A company is organized on decentralized lines with each manufacturing division operating as a separate Profit Centre. Each division manager has full authority to decide on the sale of the division’s output to outsiders and to other divisions.

Division C has always purchased its requirement of a component from Division A. But when informed that Division A was increasing its selling price to Rs. 150, the manager of Division C decided to look at outside suppliers.

Division C can buy the component from an outside supplier for Rs. 135. But Division A refuses to lower its price in view of its need to maintain its return on investment.

The top management has the following information

Division C’s annual purchases of the component - 1000 units

Division A’s variable cost per unit - Rs. 120

Division A’s Fixed Cost per unit - Rs. 20

P.T.O.

Required -

- i) Will the company as a whole will benefit, if Division C bought the components at Rs. 135 from an outside supplier.
- ii) If Division A did not produce the material for Division C, it could use the facilities for other activities resulting in a cash operating savings of Rs. 18,000. Should Division C then purchase from outside sources?
- iii) Suppose there is no alternative use of Division A's facilities and the market price per unit for the components drops by Rs. 20, Should Division C buy from outside? [10]

Q2) a) What is 'Capital Budgeting'? Explain the need and importance of 'Capital Budgeting'. Also enumerate the process of 'Capital Budgeting'. [10]

OR

- b) Explain the following concepts in details [10]
 - i) Technical Performance Measurement
 - ii) Post Completion Audit

Q3) a) Evaluate the overall enterprise performance of banks on the basis of following parameters [10]

- i) Spread
- ii) Customer Base
- iii) NPA
- iv) Credit appraisal

OR

- b) Explain following evaluation parameters which could be effectively use to measure the enterprise performance of multi-brand retail stores. [10]
 - i) ABC Analysis
 - ii) GMROI
 - iii) Multi Attribute Method
 - iv) Sell Through Analysis

Q4) a) Explain the 'Project Control process' in detail? Discuss 'Time Overruns' & 'Cost Overruns' in detail. **[10]**

OR

b) Explain the features of 'Non-Profit Organization'. Also explain 'Social Audit' in detail. **[10]**

Q5) a) What is 'Management Audit'? Discuss principles & objectives of 'Management Audit'. **[10]**

OR

b) Explain role of 'Audit' as a control tool. Distinguish in detail between 'Financial Audit' & 'Internal Audit'. **[10]**



Total No. of Questions : 5]

SEAT No. :

P3813

[5265]-303

[Total No. of Pages : 2

M.B.A.

**303: START UP AND NEW VENTURE MANAGEMENT
(2013 Pattern) (Semester-III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks.*

Q1) a) Explain entrepreneurship as a process and the importance of innovation to that process.

OR

b) If any person started venture, what are different factors which affects entrepreneurial growth? Bring out the role of economic growth with special reference to India.

Q2) a) In your opinion, do opportunities exist “out there” in the external world, or are they purely a construction of human thought? Why?

OR

b) Innovators will develop ideas from experience of their proximity to problems or events. Consider a pressing problem that you face and how you right resolve it with new products or process.

Q3) a) After completing your studies, if you want to become an entrepreneur, how would you plan and schedule your project/venture using networking techniques of PERT & CPM.

OR

P.T.O.

- b) Vanni intends to start with a footwear industry requiring a wide variety of resources both material and human. To execute her project in an organised and systematic manner, help her in drafting a feasibility plan, commenting upon the following areas.
- i) Executive summary.
 - ii) Objective of the business.
 - iii) Marketing strategies.
 - iv) Operational plan.

Q4) a) How does a skill Development program enables an entrepreneur to set up his/her own enterprise.

OR

- b) Potray the role of state financial corporations for the development of SSE.

Q5) a) Characterize the SICK SSE. What measures can be taken to alleviate the sickness in SSEs.

OR

- b) Write short notes on:
- i) Technology transfer.
 - ii) Industrial reconstruction.



Total No. of Questions : 5]

SEAT No. :

P4345

[Total No. of Pages : 1

[5265]-320

M.B.A. (Semester - III)

**305: ESSENTIALS OF FAMILY BUSINESS MANAGEMENT-I
(2013 Pattern)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidate :

- 1) *All questions carries equal marks.*
- 2) *All questions are compulsory.*

- Q1)** a) Describe the term family business and its nature.
b) Explain the competitive challenges faced by family business.
- Q2)** a) Explain the terms family culture Organizational culture and cultural blur
b) Describe the various people involved in family business.
- Q3)** a) Explain the different types of family communications in family business.
b) How families involved in family business articulate values?
- Q4)** a) “For any family member, the outside experience is very important before joining family business”, explain.
b) Explain the different human resource management issues to be handled in family business?
- Q5)** a) How family culture can be extended to non family managers?
b) Explain the various career opportunities present in family business for non family members.



Total No. of Questions : 5]

SEAT No. :

P3816

[5265]-306

[Total No. of Pages : 1

M.B.A.

**305-F: FINANCIAL REGULATORY FRAMEWORK(Fin.Spl.)
(2013 Pattern) (Semester-III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks.*

Q1) Discuss the role of 'NABARD' and 'SIDBI'. **[10]**

OR

Explain the need and importance of Regulatory framework in the field of finance.

Q2) Enumerate role and functions of the Competition Commission of India. **[10]**

OR

Explain promotional functions of 'RBI'.

Q3) Explain key provision in the Indian Companies Act 2013 in relation issue of share capitals and Borrowing Powers. **[10]**

OR

What are the various types of Directors? Explain in details the duties and power of Directors.

Q4) Explain in details provisions of FEMA regarding acquiring property outside India. **[10]**

OR

Discuss in details for Raising Funds through GDR's & ADR's in regulatory framework.

Q5) What do you mean by Foreign Direct Investment? Explain the need and regulation of FDI. **[10]**

OR

What is Indian Trust Act 1882? Explain formation procedure of Trust.



Total No. of Questions : 5]

SEAT No. :

P3822

[5265]-312

[Total No. of Pages : 2

M.B.A.

**305-HR: LABOUR LAWS
(2013 Pattern) (Semester-III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All Questions are compulsory.*
- 2) *Each Question carries equal marks.*

Q1) a) Define wages and explain the objectives and scope of Payment of Wages Act.

OR

b) Explain the provision for set-on & set-off of Bonus in accordance with payment of Bonus act.

Q2) a) Explain the Health provisions under Factory Act.

OR

b) Explain Welfare provisions under Factory Act.

Q3) a) Explain the Employee provident Fund scheme under EPF Act,. 1952.

OR

b) Explain provision for Nomination and it's importance according the payment of Gratuity Act.

P.T.O.

Q4) a) Explain all the benefits under Employee's State Insurance Act, 1948.

OR

b) Explain provisions for Employer's Liability for compensation and amount of compensation in accordance with workman compensation act.

Q5) Write short notes on (Any Two):

- a) Role of ILO.
- b) Welfare offices under Factory Act.
- c) Available and Allocable surplus.
- d) Workman under Workman Compensation Act.



Total No. of Questions : 5]

SEAT No. :

P3824

[5265] - 314

[Total No. of Pages :2

M.B.A

305 (I B): INTERNATIONAL BUSINESS ECONOMICS

(2013 Pattern) (Semester-III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Answer Five questions.*
- 2) *All questions Carry equal marks (10).*

Q2) Define 'Globalisation'. Explain the nature and scope of 'International Trade'.

OR

What is the concept of 'Global institution'? Explain the emergence of global institutions.

Q2) Define 'Trade Theory'. Discuss the implication of Trade Theories.

OR

Discuss 'Economies of Scale' and 'Imperfect Competition' in International Trade.

Q3) Define Tariff. Explain the 'Non-Tariff' trade Business.

OR

Discuss 'Economic integration' and 'Free Trade Areas' in international Trade.

Q4) Define 'Foreign financial environment'. Discuss the 'Exchange rate determination'.

OR

Explain the function and role of FDI in global economic development.

P.T.O.

Q5) Write short notes on (any two):

- a) 'Gold Exchange standard'
- b) International Reserves.
- c) International Lending Risk.

OR

Explain the concept of 'International Debt' and 'International Risk'.



Total No. of Questions : 5]

SEAT No. :

P3818

[5265]-308

[Total No. of Pages : 2

M.B.A.

(IT Specialization)

305 : INFORMATION TECHNOLOGY MANAGEMENT

(2013 Pattern) (Semester-III)

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) *Draw neat diagrams and illustrations supportive to your answer.*

Q1) a) Explain various input and Output device of CPU.

OR

b) Explain memory type and storage structure.

Q2) a) Difference between application software and system software

OR

b) Explain managerial consideration in selection, maintenance, controlling and replacement of software.

Q3) a) Explain network topology.

OR

b) Explain internet, intranet and Extranet.

P.T.O.

Q4) a) Explain Database User

OR

b) Explain Database recovery Technique

Q5) a) Explain people management in IT organization

OR

b) Explain Need and Tool of Security Management?



Total No. of Questions : 5]

SEAT No. :

P3814

[5265]-304

[Total No. of Pages : 2

M.B.A.

**305: CONTEMPORARY MARKETING RESEARCH
(2013 Pattern) (Semester-III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Answer five questions.*
- 2) *All questions carry equal marks (10).*

Q1) What is 'Marketing Research'? Explain the role of information in marketing decisions.

OR

Discuss the meaning of 'qualitative research' and applications of 'depth interview'.

Q2) Define 'questionnaire'. Explain 'observation' forms for different marketing situations.

OR

Discuss the applications of 'Likert' and 'Semantic' differential scales for positioning research.

Q3) Write short notes on (any two):-

- i) Sampling frame
- ii) Sample and sample unit
- iii) Application related to 'Test marketing'.

OR

Explain the study of effectiveness of advertising and sales promotional campaigns.

P.T.O.

Q4) Explain the testing hypothesis for ‘one mean’ and ‘two mean’ with example.

OR

What is the concept of ‘conjoint analysis’. Discuss the application of ‘Factor Analysis’.

Q5) What is ‘Cluster Analysis’? Explain its application in marketing research.

OR

Explain the ‘Multi dimensional scaling and ‘Peruptual Mapping’.



Total No. of Questions : 5]

SEAT No. :

P3820

[5265]-310

[Total No. of Pages : 2

M.B.A.

OPERATIONS MANAGEMENT (OPE) SPECIALIZATION

305-OPE: Planning and Control of Operations

(2013 Pattern) (Semester-III)

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.*

Q1) a) “Effective planning & control of operations guarantees better utilization of machines & labour”. Discuss.

OR

b) What is planning & control of operations? Explain the role played by other departments towards improving effectiveness of planning & control department.

Q2) a) Explain in detail the steps involved in designing a forecasting system.

OR

b) What is the role of forecasting in an organization? How does it help the planning process in an organization?

Q3) a) Explain Aggregate production planning. What is the importance of Aggregate production planning in a manufacturing company?

OR

b) What are the alternatives available to an organization to modify demand and supply?

P.T.O.

Q4) a) Suppose that an organization prepared a MRP on the basis of incorrect data on lead time of the components. What will the impact of this be on the actual operation?

OR

b) What are the steps involved in the MRP methodology?

Q5) a) What is the importance of scheduling in operations management?

OR

b) What are the operational control issues in mass production systems?



Total No. of Questions : 5]

SEAT No. :

P3828

[Total No. of Pages : 2

[5265] 318

M.B.A.

305 - RABM : AGRICULTURE AND INDIAN ECONOMY

(2013 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *Answer any Five questions.*
- 2) *All questions carry equal marks (10).*

Q1) What is the 'Green Revolution'? Explain the place of agriculture in the Indian Economy.

OR

Explain the progress of agriculture under the Five Year Plans.

Q2) What is the concept of 'Food Security'? Explain the 'Second Green Revolution'.

OR

Explain the salient features and implementation of Food Security Act.

Q3) What is the concept of 'Irrigation'? Discuss the multipurpose 'river valley project'.

OR

Explain the 'Private Sector' participation in irrigation in India.

Q4) Discuss 'Land Reforms'. Explain its need and scope.

OR

What is the meaning of 'economic holding' and 'changing pattern of ownership' in India?

P.T.O.

Q5) Define Agriculture Labour. Explain the present position of agricultural labour in India.

OR

Write short notes on (Any Two) :

- a) Abolition of Bonded Labour.
- b) Unorganised Sector Employment.
- c) National Commissions of Rural Labour (NCRL).
- d) India's Informal Economy.



Total No. of Questions : 5]

SEAT No. :

P3826

[5265] - 316

[Total No. of Pages :2

M.B.A.

SUPPLY CHAIN MANAGEMENT SPECIALIZATION

305 : Essentials of Supply Chain Management

(2013 Pattern) (Semester-III)

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) *Draw neat diagrams and illustrations supportive to your answer.*
- 6) *Your answer should be specific and to the point.*

Q1) a) What is Supply Chain? Why can the current movement towards the establishment of supply chains be characterized as a revolution. **[10]**

OR

b) Explain the elements of customer service. Discuss Globalization and information technology in and supply chain management. **[10]**

Q2) a) Discuss with suitable examples the importance and benefits of collaboration in the development of supply chain inventory strategies. **[10]**

OR

b) What is meant by integration management? Describe the 21st Century supply chain operations using digital business transformation. **[10]**

Q3) a) Explain Physical distribution to Logistics to SCM, Physical Goods and Service Perspectives. **[10]**

OR

b) i) Tradeoff between Push and Pull **[5]**

ii) Commodity cost and centric Supply Chain. **[5]**

P.T.O.

- Q4)** a) i) Explain Value added Service. [5]
ii) Explain Customer value requirement mapping. [5]

OR

- b) Explain the concept of supply chain management. Discuss in details Role of supply chain as a value driver. [10]

- Q5)** a) Explain the customer focused marketing and supply chain service outputs. [10]

OR

- b) i) Customer Relationship Management. [5]
ii) Distribution management in supply chain. [5]



Total No. of Questions : 5]

SEAT No. :

P3831

[Total No. of Pages : 2

[5265] - 322

M.B.A.

TECHNOLOGY MANAGEMENT SPECIALIZATION

305 - TM : FUNDAMENTALS OF TECHNOLOGY MANAGEMENT

(2013 Pattern) (Semester - III)

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.*

Q1) Define Technology. Explain characteristics of technology with example.

OR

Discuss levels of development of technology and society.

Q2) Discuss product technology, technology and national economy.

OR

Explain role of technology in wealth creation.

Q3) Explain link between science and technology in technology management.

OR

What are the types of innovation? Discuss creativity and innovation.

Q4) Explain MOT guiding principle for managing enterprises.

OR

What is structure and management of organisation? Explain project planning and management, management of human resources.

P.T.O.

Q5) Define indicators of competitiveness? Explain the micro level competitiveness of India and China - A comparative analysis.

OR

Write short notes on (Any Two) :

- a) Competitives - Game of Nations.
- b) Patents.
- c) Productivity and trade.
- d) Global competitiveness.



Total No. of Questions : 5]

SEAT No. :

P3830

[Total No. of Pages : 2

[5265] - 321

M.B.A. - II

306 - FBM : MANAGING INNOVATION - I

(2013 Pattern) (Semester - III)

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) *Support your answers with suitable live examples.*
- 7) *Draw neat diagrams and illustrations supportive to your answer.*

Q1) What is innovation? Why is innovation needed in the changing business scenario? Discuss with suitable example. **[10]**

OR

Define the concept circumstantial sources of innovation. Which are the circumstantial sources of innovation? Describe any one of them in details. **[10]**

Q2) List the static models of innovation. Discuss Strategic leadership view in details with example. **[10]**

OR

Distinguish between Incremental and radical innovation in details with the help of appropriate examples. **[10]**

Q3) Bring out relationship between the assets and competencies. Which are various sources of assets? Discuss any one of them in details. **[10]**

OR

How value configuration contributes to innovation? Discuss in light of the concepts value chain value network and value shop. **[10]**

P.T.O.

Q4) Quoting any recent example discuss how the emotional appeal is created for need identification in innovation. **[10]**

OR

Discuss the importance of innovation portfolios for established organizations. **[10]**

Q5) What are value networks? Describe its use for innovation and how it affects innovation? **[10]**

OR

Give examples of disruptive technological change. How the managerial decision is affected in this type of change? **[10]**



Total No. of Questions : 5]

SEAT No. :

P3817

[5265]-307

[Total No. of Pages : 2

M.B.A.

306 : FIN - MERCHANT BANKING AND FINANCIAL SERVICES

Finance Specialization

(2013 Pattern) (Semester-III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks.*

Q1) a) Define Merchant Banking. Explain the process of registration for Merchant Banker.

OR

b) What is stock exchange? Explain the role of a stock exchange in the secondary market..

Q2) a) State the functions of public issue management.

OR

b) Define underwriting. Explain the types and benefits of underwriting.

Q3) a) Write down the SEBI guidelines for buy-back of shares.

OR

b) Define Merger, amalgamation, acquisition. State the types of mergers.

P.T.O.

Q4) a) What do you mean by Factoring? Explain the advantages and disadvantages of Factoring.

OR

b) Define Financial Services. Explain the importance, scope and evolution of financial services.

Q5) a) What do you mean by 'Mutual fund'? Explain in detail products and SEBI requirement for Association of Mutual Funds.

OR

b) Explain the following terms in detail:

i) Exit Mechanism

ii) Credit rating agencies



Total No. of Questions : 5]

SEAT No. :

P3823

[5265]-313

[Total No. of Pages : 2

M.B.A.

**306-HR : PERFORMANCE MANAGEMENT
(2013 Pattern) (Semester-III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions carry 10 marks.*
- 2) *All questions are compulsory.*

Q1) a) What do you mean by performance management? Differentiate performance management Vs HRM.

OR

b) Explain the process for managing performance.

Q2) a) Explain componnets of manager's performance and development plan.

OR

b) How to achieve effective performance appraisal and focus on different types of performance appraisal?

Q3) a) Explain the factors affecting effective use of performance management.

OR

b) You are a HR manager for Dobiwala Laundry in city. Around 150 workers plus 200 small other laundries are linked with you. For ther betterment of their performance suggest the strategies for effective implementation of performance management.

P.T.O.

Q4) a) What do you mean by reward system? What is linkage of performance management and reward system?

OR

b) Explain in detail efficiencies of performance appraisal.

Q5) a) Explain ethical issues and dilemmas in performance management.

OR

b) Explain ethical strategies in performance management.



Total No. of Questions : 5]

SEAT No. :

P3825

[5265] - 315

[Total No. of Pages :1

M.B.A.

**306 (IB) : EXPORT DOCUMENTATION & PROCEDURE
(2013 Pattern) (Semester-III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the Candidates:

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

Q1) Explain aligned documentation system (ADS).How many Commercial documents are standardised in the export documentation framework, write in detail.

OR

What do you understand by export / trading houses? How are these categorized?

Q2) What is letter of Credit and what are the various parties of letter of Credit.

OR

Explain the role of forwarding agent in International movement of goods.

Q3) Write a note on provisions of RBI's Exchange Control Manual.

OR

Write notes on Role of Exim Bank in the promotion of International Trade.

Q4) Explain the importance of commodity boards and ITPO in Export promotion.

OR

Explain in detail EPCG Scheme.

Q5) Explain the provisions of Foreign Exchange Management Act,2000.

OR

Explain the provisions of Quality Control Act,1963.



Total No. of Questions : 5]

SEAT No. :

P3819

[5265]-309

[Total No. of Pages : 2

M.B.A.

306-IT: E - BUSINESS

(2013 Pattern) (Semester-III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question carries 10 marks.*

Q1) a) Briefly explain evaluation of e-business.

OR

b) Discuss on concept, features and function of e-business.

Q2) a) Explain uses of information system and managing technology in commercial and corporate level.

OR

b) What is concept of information distribution? How does it important to the business.

Q3) a) Explain scope and basic model of mobile commerce.

OR

b) Elaborate the terms capacity planning and performance modelling.

Q4) a) Explain e-business security and online community building systems.

OR

P.T.O.

- b) Write notes on:
- i) e-Scm
 - ii) e-procurement

Q5) a) What do you mean by e-business strategy? What are its challenges and legal issues?

OR

b) Explain 'Launching e-business plan' rights from idea to trill realization.



Total No. of Questions : 5]

SEAT No. :

P3815

[5265]-305

[Total No. of Pages : 2

M.B.A. - II

**MKT-306: CONSUMER BEHAVIOUR
(2013 Pattern) (Semester-III)**

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.*

Q1) a) Differentiate between Customers and Consumers. Discuss the concept of consumerism.

OR

b) Explain the effect of marketing mix variables on the behaviour of consumers.

Q2) a) Discuss the characteristics of the following.

- i) Memory systems
- ii) Attitudes

Also comment on the strategies that could be adopted for changing attitude of the consumers.

OR

b) Describe the types of Buying motives, motive Hierarchy and Dimensions of Involvement.

Q3) a) Explain the process of store and non-store purchase and patterns of purchase.

OR

b) Describe the following terms:

- i) Consumer satisfaction & dissatisfaction.
- ii) Customer Delight & Complaint behaviour.

P.T.O.

Q4) a) Explain the Howard Sheth Model of consumer behaviour.

OR

b) Discuss the Engel-Blackwell-Miniard Model of consumer behaviour.

Q5) a) Discuss the demographic and socio-economic profile of the Indian Consumer.

OR

b) Explain:

i) Living Standards Measures (LSM).

ii) Characteristics of BOP Consumers.



Total No. of Questions : 5]

SEAT No. :

P3821

[5265]-311

[Total No. of Pages : 2

M.B.A.

OPERATIONS SPECIALIZATION

306-OPE: Inventory Management

(2013 Pattern) (Semester-III)

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.*

Q1) a) Explain the impact of different types of inventory costs on inventory management decision.

OR

b) Discuss the role of inventory in operations management. Explain pressure with high and low inventories.

Q2) a) Discuss the concept of ABC classification with suitable example.

OR

b) What is inventory management control. Give suitable example.

Q3) a) What is the basic E.O.Q. model. Discuss the utility of MS-Excel in different models.

OR

b) Explain recorder point and safety stock with well labelled diagram.

P.T.O.

Q4) a) What is JIT? Explain its principles with examples.

OR

b) Write a note on Merits and Demerits of JIT.

Q5) a) Discuss in detail about various factors in make or buy.

OR

b) How is the performance of material function executed in an organization.



Total No. of Questions : 5]

SEAT No. :

P3829

[Total No. of Pages : 2

[5265] - 319

M.B.A.

306 - RABM : RURAL MARKETING - I

(2013 Pattern) (Semester - III)

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) *Your answers should be specific and to the point.*
- 5) *Support your answers with suitable live examples.*

Q1) a) Discuss in detail Rural Marketing environment. Also explain their implications on rural Marketers. **[10]**

OR

b) What is Rural Marketing? Explain in detail rural inhibiting factors. **[10]**

Q2) a) Explain the significance of "Uttam Bandhan" in the marketing strategy of Chambal Fertilizers. **[10]**

OR

b) Enumerate precisely the experiences and learnings from 'Case of HLL - Social Marketing'. **[10]**

Q3) a) Explain in detail models of consumer behavior with examples. **[10]**

OR

b) "Rural consumers are brand loyal". Evaluate the statement and examine the innovation adoptability of rural consumers. **[10]**

P.T.O.

Q4) a) Discuss the innovative tools and approaches adopted by rural researchers. **[10]**

OR

b) Explain the significance and sources of information for decision making with reference to rural markets. **[10]**

Q5) a) Explain the concept Targeting and Positioning with examples. **[10]**

OR

b) "Marketing approaches vary with degree of segmentation". Discuss giving Indian examples. **[10]**



Total No. of Questions : 5]

SEAT No. :

P3827

[Total No. of Pages : 2

[5265]-317

M.B.A.

SUPPLY CHAIN MANAGEMENT SPECIALIZATION

306 - SCM : Logistics Management

(2013 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Explain the concept of Logistics Management. Discuss activities of Logistics and value added role of logistics.

OR

Define logistics. Explain the role and importance of logistics in modern day economy.

Q2) Explain micro dimensions of logistics and its interface with operations and Supply Chain.

OR

Explain problems which are associated with organisation in integrating logistics?

Q3) Explain cost centres and Nodes Vs. Links in logistics systems.

OR

What is cost perspective and level of optimality in analyzing logistics systems?

Q4) Explain 4PL and 3PL with examples.

OR

What is product relationship, spatial relationship and intensity of involvement in logistics?

P.T.O.

Q5) Write in brief about overview of service operations - productivity and global service issues.

OR

Write short notes on (Any Two) :

- a) Distribution channel.
- b) Service delivery system.
- c) Waiting time.
- d) Service Productivity.



Total No. of Questions : 5]

SEAT No. :

P3832

[Total No. of Pages : 2

[5265] - 323

M.B.A.

306 - TM: MANAGING INNOVATION - I
(2013 Pattern) (Semester - III)

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) *Support your answers with suitable examples.*

Q1) "Innovation is not creativity" Prof. Vijay Govindrajan. Do you agree? Define Innovation and creativity with appropriate examples. **[10]**

OR

Explain the Functional sources of innovation. **[10]**

- Q2)** a) Explain the Abernathy-Clark Model of Innovation. **[5]**
b) Explain the relationship between imitability & complementary Assets. **[5]**

OR

Write short note on (Any two) : **[10]**

- a) Utterbeck-Abernathy model.
- b) Innovation value added chain.
- c) Strategic Leadership view for Innovation.

Q3) What are the sources of assets and competencies? What role do assets and competencies play in acquiring competitive advantage through Innovation? **[10]**

OR

P.T.O.

Draw the value chain diagram. For a Copier manufacturer. Explain the value creation logic for a Copier manufacturer. [5 + 5]

Q4) Explain the concept of 'Innovation Portfolio'. Discuss the process of managing Innovation Portfolio in brief. [10]

OR

Explain the following terms : [10]

- a) Pioneers.
- b) Migrators.
- c) Settlers.

Q5) Explain the innovator's dilemma for Selecting technologies to gain competitive advantage. [10]

OR

Write short notes on (Any Two) : [10]

- a) Value Networks.
- b) Upward Migration & Resource Allocation.
- c) Market need and technology Improvement.

