

Total No. of Questions : 5]

SEAT No. :

**P3833**

[Total No. of Pages : 2

[5265] - 401

**M.B.A.**

**401 : MANAGING FOR SUSTAINABILITY**

**(2013 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** Give a detail description of Stake holders and analyse their relationship to business with reference to 'CSR'.

OR

Explain the Bottom of the Pyramid Model for Market Development.

**Q2)** Define sustainable Development. Discuss the History of Sustainable Development.

OR

Explain Gandhian thought on Sustainable Development.

**Q3)** Describe the dimension of Sustainable Development.

OR

What is 'Tripple bottom line' reports? Explain the importance of 'TBL'.

**Q4)** Explain the 'stake holder value approach' to corporate Governance risk and financial stability.

OR

What is the organisation for economic co-operation and development (OECD)? Explain the OECD principles of Corporate Governance.

**P.T.O.**

**Q5)** What is professional code of ethics? Explain the characteristics of professional ethics.

OR

Define the term 'Value'. Explain the types and importance of 'Value'.



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Total No. of Questions :5]

SEAT No. :

**P3850**

[Total No. of Pages :2

[5265] - 418

**M.B.A.**

**403(FBM) : ESSENTIALS OF FAMILY BUSINESS**

**MANAGEMENT - II**

**(2013 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** a) Discuss the shareholders priorities and responsibilities towards the company.

OR

b) Discuss the difference between Advisory Boards and Board of Directors.

**Q2)** a) Discuss the terms in detail

- i) Family complexity.
- ii) Ownership complexity.

OR

b) What type of policies can be made to face growing complexities in cousin companies.

**Q3)** a) Discuss the challenges ahead of the succession planning in family Business.

OR

b) Discuss the succession planning with next generation.

**P.T.O.**

**Q4) a)** Discuss the concept of 'Transfer of Power' in Family Business.

OR

b) Discuss the unique roles of the CEO spouse.

**Q5) a)** Write short note on

i) Organic competencies.

ii) Intrapreneurship.

OR

b) Discuss in detail three states of evolution.



Total No. of Questions : 5]

SEAT No. :

**P3836**

[Total No. of Pages : 1

**[5265] - 404**

**M.B.A.**

**403 - FIN : INTERNATIONAL FINANCE**

**(2013 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

- 1) *There are Five questions each of 10 marks.*
- 2) *All questions are compulsory with internal choice.*

**Q1)** Explain the role of World Bank in International Finance.

OR

Explain various credit rating agencies in the International level.

**Q2)** Discuss various active participants or major player in Foreign Exchange market.

OR

Explain various techniques of Hedging in International business.

**Q3)** Explain various benefits of LPG and its impact in India.

OR

What are the advantages and disadvantages of Debt instruments?

**Q4)** Explain various types of Bond used in International Bond Market.

OR

Define Zero Coupon Bond and its types.

**Q5)** Explain Cash Management. Give the advantages and disadvantages of Cash Management.

OR

Explain various factors to be consider for International Receivable Management.



Total No. of Questions : 5]

SEAT No. :

**P3842**

[Total No. of Pages : 2

[5265] 410

**M.B.A.**

**HRM**

**403 - HR : Industrial Relations  
(2013 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1) Discuss the objectives and importance of Industrial Relations. [10]**

OR

Discuss the various approaches to Industrial Relations. [10]

**Q2) What is Industrial Dispute? Describe the machinery for settlement of Industrial Dispute. [10]**

OR

Explain the various provisions for Lay-off and Retrenchment under I.D. Act, 1947. [10]

**Q3) Explain the various provisions of Registration of Trade Union. [10]**

OR

Explain the various provisions relating to illegal strikes and illegal Lockouts under M.R.T.U. and P.U.L.P. Act, 1971. [10]

**Q4) Explain various provisions relating to procedure for submission of Draft Standing Orders. [10]**

OR

Describe provisions for Licensing of contractors under Contract Labour (R & A) Act, 1970. [10]

**P.T.O.**

**Q5) What is Workers Participation in Management? Describe levels of WPM.[10]**

**OR**

**Write short notes :**

**[10]**

- a) Challenges of WPM.
- b) Collective Bargaining.



Total No. of Questions : 5]

SEAT No. :

**P3844**

[Total No. of Pages : 1

**[5265] - 412**

**M.B.A.**

**403 - IB : INTERNATIONAL BUSINESS ENVIRONMENT**

**(2013 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

- 1) *All questions are compulsory with internal choice within the questions.*
- 2) *Each question carries 10 marks.*

**Q1)** Elaborate the framework for analyzing the international business environment.

OR

Explain the impact of domestic, foreign & global environment on international business decisions.

**Q2)** Discuss the pattern & structure of Foreign Investment.

OR

Elaborate the Positive & Negative effect of foreign investment.

**Q3)** Explain in detail objectives & functions of World Bank.

OR

Explain in detail WTO.

**Q4)** What is MNC? Discuss the involvement of MNC's in International Business.

OR

Explain the issues related to foreign investment involving technology transfer, pricing & regulations.

**Q5)** Explain the concept of Regionalism & Multilateralism.

OR

Explain the emerging developments & other issues in International Business.





Total No. of Questions : 5]

SEAT No. :

**P3838**

[Total No. of Pages : 2

**[5265] - 406**

**M.B.A.**

**403 - IT : SOFTWARE PROJECT MANAGEMENT**

**(2013 Pattern) (Semester - IV)**

*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) a)** Explain Software Project Management in detail. **[10]**

OR

b) Define Software Project Management. How Software Project Management is different from Software Engineering. **[10]**

**Q2) a)** Define Dynamic System Development. Explain in detail the process of Dynamic Systems Development. **[10]**

OR

b) Explain the steps done in project evaluation done in Software Project Management. **[10]**

**Q3) a)** Describe the significance of PERT/CPM with an example. **[10]**

OR

b) Explain COCOMO model with an example. **[10]**

**P.T.O.**

**Q4) a)** Describe risk management. Explain PERT a tool of risk management. **[10]**

OR

b) Explain in detail risk management in software projects. **[10]**

**Q5) a)** Explain the importance of using project management software. **[10]**

OR

b) Explain Ms-Project in detail and give the difference between CPM/PERT. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P3834**

[Total No. of Pages : 2

[5265] - 402

**M.B.A.**

**403 - MKT : SERVICES MARKETING**

**(2013 Pattern) (Semester - IV)**

*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 concept of 'Services Marketing'? Explain its characteristics and significance.

OR

Explain factors influencing customer expectations of service, with example.

**Q2)** Discuss on 'Integrated Service marketing communication' and 'Visual Merchandising'.

OR

Explain 'Servqual Model' and 'Critical Incident Model' in Services Marketing.

**Q3)** Discuss on 'Blue Print Demand' and 'Capacity Management' in Service Process of Services Marketing.

OR

Explain the 'Quality function Deployment' in Services Marketing.

**Q4)** What is 'Service Culture'? Explain employee's role in Service Delivery.

OR

What is 'Internal Marketing' in Service? Explain 'Service Profit Chain' in Services Marketing?

**P.T.O.**

**Q5)** Write short notes on (any two) :

- a) Health Care Sectors.
- b) IT and ITES.
- c) Hospitality.
- d) Logistics in Services Marketing.

OR

Explain the applications of Services Marketing in 'Tourism' and 'Telecom'.



Total No. of Questions : 5]

SEAT No. :

**P3840**

[Total No. of Pages : 2

**[5265] - 408**

**M.B.A.**

**403 - OPE : OPERATIONS STRATEGY**

**Operations Management Specialization**

**(2013 Pattern) (Semester - IV)**

*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 illustration supportive to your answer.*
- 6) *Your answers should be specific and to the point.*

**Q1)** What is Operations Strategy? Explain Current perspective strategic fit. [10]

OR

Explain in the detail about Operations Strategy in global economy. Discuss.[10]

**Q2)** Explain with suitable example the methodology for developing operations strategy. Discuss. [10]

OR

a) Write note on Value chain concept focus. [5]

b) Write note on stake holders and strategy. [5]

**Q3)** Explain with suitable example Technology strategy issues in new product development time to market. [10]

OR

Explain Operation Strategy Implementation. Discuss strategy nature of process. [10]

**P.T.O.**

**Q4)** Explain the concept of Strategic Resource Management. State the importance and issues. **[10]**

OR

a) Write note on Improving Delivery system for (SRM). **[5]**

b) Explain Key performance indicator. **[5]**

**Q5)** Explain the role of Technology in Operations Strategy. Discuss concept of ERP. **[10]**

OR

State ITES enabling the effective strategy and resource implementation. Discuss. **[10]**



Total No. of Questions :5]

SEAT No. :

**P3848**

[Total No. of Pages :2

[5265] - 416

**M.B.A.**

**403(RABM) : RURAL CREDIT & FINANCE**

**(2013 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1) a)** Discuss the role played by agriculture in the economic development of India.

OR

b) Discuss the importance and characteristics of Indian agriculture.

**Q2) a)** Give the structure, functions of financial intermediaries in agriculture with respect to India.

OR

b) Discuss the role of credit in agriculture and also the various sources of agriculture finance in India.

**Q3) a)** Explain the structure and functions of District central cooperative Banks.

OR

b) Discuss the impact of liberalization on co-operative Banks with special reference to de-regulation of interest rates and prudential norms.

**P.T.O.**

**Q4) a)** Discuss : Kind Loans Vs Cash Loans.

OR

b) Explain the principle of Micro and Macro - finance.

**Q5) a)** Explain the concept of approach, delivery channels and actors involved, and linkages with respect to Rural Finance.

OR

b) Explain various players and approaches in the area of rural finance and micro finance.





Total No. of Questions : 5]

SEAT No. :

**P3846**

[Total No. of Pages : 2

[5265] - 414

**M.B.A.**

**403 - SCM : STRATEGIC SUPPLY CHAIN MANAGEMENT  
(2013 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** Explain sustainable competitive advantage through supply chain.

OR

What is SCM? Explain the strategic objectives of SCM.

**Q2)** Explain impact of 'Customer needs' and impact of 'uncertainty'.

OR

What is 'Strategic Fit'? Explain the steps in achieving strategic fit.

**Q3)** What is Strategic Scope? Explain 'Maximize Company Profit Perspective' with respect to SC.

OR

Elaborate the 'Agile intercompany interfunctional scope'.

**Q4)** Write short notes on (any two) :

- a) Core competence.
- b) 3PL and 4PL outsourcing.
- c) Collaborative Advantage.
- d) Strategic Alliance.

OR

Explain strategic prerequisites and strategic implementation issues.

**P.T.O.**

**Q5) Explain Greening and Ethical Supply Chain.**

OR

Explain Supply Chain challenges and Intelligent System involve with Supply Chain.



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Total No. of Questions :5]

SEAT No. :

**P3852**

[Total No. of Pages :2

[5265] - 420

**M.B.A.**

**SPECIALIZATION : TECHNOLOGY MANAGEMENT**

**403 (TM) : Technology Competition and Strategy**

**(2013 Pattern) (Semester - IV)**

*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) a)** What do you mean by the term 'Competitive Domains'? How do competitive domains evolve due to technological change? **[10]**

OR

b) Which are the major trends in the technological environment that are shaping the competitive domains? And How? **[10]**

**Q2) a)** How do we gather and analyze technology intelligence? How do we incorporate the intelligence into decision making? **[10]**

OR

b) Distinguish between external and internal technology intelligence? Explain role of organizational arrangements for gathering data. **[10]**

**Q3) a)** What is meant by Strategy? Explain the business strategy and technology strategy. How do organizations become more competitive by linking technology strategies with business strategies? **[10]**

OR

**P.T.O.**

- b) Explain the SWOT Matrix and explain the four types of strategies which can be formulated after SWOT Analysis. [10]

**Q4)** a) What are different stages for formulating Technology Strategy for a firm? [10]

OR

- b) What are the key principles underlying the formulation of Technology Strategy? [10]

**Q5)** a) What are the different risks of collaborative activity for the firms involved in technology collaborative mode? [10]

OR

- b) What is a collaborative arrangement? What are the different reasons for collaborative arrangements as Technology Strategy? [10]



Total No. of Questions :5]

SEAT No. :

**P3851**

[Total No. of Pages :2

[5265] - 419

**M.B.A. - II**

**404 (FBM) : MANAGING INNOVATION - II**

**(2013 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

- 1) *There are five questions each of 10 marks.*
- 2) *All questions are compulsory with internal choice.*

**Q1)** What are the generic strategies that are made by organizations for World Wide Innovation? **[10]**

OR

How mergers and acquisition leads to innovation in business in this globalization era. **[10]**

**Q2)** Explain the future of innovation in emerging markets. **[10]**

OR

How implementing technology transfer and commercialization help in innovation for emerging economies? **[10]**

**Q3)** “National Government is a provider of Public Complimentary Assets”. Explain **[10]**

OR

What is the role of National Government in Innovations? **[10]**

**Q4)** Define the concept of innovation in services. Explain the types of innovation in services. **[10]**

OR

**P.T.O.**

Explain the following:

- a) Customer Blending.
- b) Customer Mind Mapping.
- c) Customer Ecosystem Mapping.

**Q5)** Explain the 'business and process innovation' of India.

**[10]**

OR

Give an overview of national innovation system of Brazil.



Total No. of Questions : 5]

SEAT No. :

**P3837**

[Total No. of Pages : 2

**[5265] - 405**

**M.B.A.**

**404 - FIN : CORPORATE FINANCE**

**Finance Specialisation**

**(2013 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

- 1) *There are Five questions of 10 marks.*
- 2) *All questions are compulsory with internal choice.*
- 3) *Figures to the right indicate marks for that question/sub-question.*
- 4) *Use of simple calculator is allowed.*

**Q1) a) State the financial goals of Corporation. [10]**

OR

**b) What is Corporate Investment decisions? State importance of investment decisions. [10]**

**Q2) a) The following information of a company is given -**

EBIT = Rs. 5000 lacs

Tax rate = 35%

65% of the company's assets are financed by debt which has an after tax cost of 4% while 35% is financed by equity with a cost of 9.9%:

Average total capital employed over the period amounted to Rs. 50,000 lacs. Find EVA. [10]

OR

**b) A company has WACC 13% & cost of Equity 15%.**

FCFF is Rs. 340 crores & FCFE is Rs. 260 crores.

FCFF is expected to grow forever at 7.5% & FCFE is expected to grow forever at 8%. The company has debt outstanding at Rs. 1400 crores.

Find the value of the company using FCFF & FCFE Approach. [10]

**P.T.O.**

**Q3) a)** Define value based management? State the benefits of VBM. [10]

OR

b) Define Corporate governance & state any 3 models. [10]

**Q4) a)** A company has EPS of Rs. 16. The market rate of discount applicable to the company is 12%. The dividends are expected to grow at 11% annually. The company retains 70% of its earnings. Calculate the market value of the share using Gordon's Model. [10]

OR

b) The Company's EPS is Rs. 15. The market rate of discount applicable to the company is 13%. Retained earnings reinvested at IRR of 10%. The company is paying out Rs. 5 as dividend. Calculate market price of share using Walter's Model. [10]

**Q5) a)** Explain the concept of Corporate restructuring? State the need for corporate restructuring. [10]

OR

b) Describe the expansion techniques of Corporate restructuring. [10]





Total No. of Questions : 5]

SEAT No. :

**P3843**

[Total No. of Pages : 2

[5265] - 411

**M.B.A.**

**HRM SPECIALISATION**

**404 - HR : Strategic Human Resource Management**

**(2013 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1) Define Strategy. Elaborate the terms HRM & SHRM. [10]**

OR

Define HRM & SHRM. Discuss aims & approaches of SHRM. [10]

**Q2) What is the impact of implementing HR strategies on Organisational Performance? [10]**

OR

Explain the importance of conducting a strategic review. [10]

**Q3) Define career planning. Discuss individual centered career planning. [10]**

OR

What do you mean by competencies? How do competencies differ from Knowledge & Skills. [10]

**Q4) Discuss strategies for culture management. Discuss the importance of culture. [10]**

OR

Discuss impact of Mergers & Aquaisition on organisation with suitable example. [10]

**P.T.O.**

**Q5) Define cross cultural sensitivity along with its importance.**

**[10]**

**OR**

**"Training & Development of International Staff is important". Discuss. [10]**



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Total No. of Questions : 5]

SEAT No. :

**P3845**

[Total No. of Pages : 2

**[5265] - 413**

**M.B.A.**

**404 - IB : INDIAN ECONOMY AND TRADE DEPENDENCIES**

**(2013 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** Explain the trends in National Income, Growth and structure of Indian Economy since 1991.

OR

What is Human Development and explain its progress in India?

**Q2)** What is the concept of Human Capital? Explain the role of it for developing the Economy.

OR

Explain Economic reforms and Reduction of Poverty in India.

**Q3)** State the review of Industrial Growth under 11<sup>th</sup> Five Year Plan.

OR

Explain Growth and present state of IT Industry in India.

**Q4)** What is the concept of the Foreign Trade? Explain the composition of India's Foreign Trade.

OR

Explain the concept of Foreign investments flows and role of SEZ.

**P.T.O.**

**Q5) Discuss Liberalisation and Globalisation of India with the Global Economy.**

**OR**

Write short notes on (any two) :

- a) Role of WTO.
- b) Foreign Exchange Reserves.
- c) India in Global Trade.



Total No. of Questions : 5]

SEAT No. :

**P3839**

[Total No. of Pages : 2

**[5265] - 407**

**M.B.A.**

**404 - IT : ENTERPRISE RESOURCE PLANNING**

**(2013 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Each question carries 10 marks.*
- 3) *Draw neat diagrams if required.*

**Q1)** What is ERP Implementation? What explain Direct and Indirect costs of ERP Implementation? Discuss TANGIBLE and NON-TANGIBLE benefits of ERP. **[10]**

OR

Explain ERP implementation strategies. Which one is more suitable for companies with operations in different states in India? **[10]**

**Q2)** Explain ERP Life-cycle in details and discuss different ERP projects. **[10]**

OR

Explain ERP architecture in detail. List out various features of ERP. **[10]**

**Q3)** Explain the modules in production planning and operations of ERP system. **[10]**

OR

Explain the Inventory Process from ERP view? How do ERP solution with this? **[10]**

**P.T.O.**

**Q4)** What are typical terms of contract with ERP Package Vendors? When is ERP developed 'in-house' and under what conditions should it be 'outsourced'. [10]

OR

What is data-mining? How is it different from business intelligence? Explain various applications of these. [10]

**Q5)** Write short notes (Any Two) : [10]

- a) ERP for in Large Manufacturing Industry.
- b) Financial Viability of Installed Base for ERP Package Selection.
- c) Analytics for Service Industry.



Total No. of Questions : 5]

SEAT No. :

**P3835**

[Total No. of Pages : 2

**[5265] - 403**

**M.B.A.**

**404 - MARKETING : SALES & DISTRIBUTION MANAGEMENT**

**(2013 Pattern) (Semester - IV)**

*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 example.*
- 5) *Your answer should be specific & to the point.*

**Q1)** Define Sales Management. Explain the importance of Sales environment and Sales planning in the sales management. **[10]**

OR

Explain the Scope & functions of Marketing Channels. **[10]**

**Q2)** What is Sales organization? Explain in detail different methods of determining Sales Force Size. **[10]**

OR

Dr. Reddy's Laboratories Ltd. is a famous pharmaceutical company in India, with a large trained sales force. To become number one pharmaceutical company in India, they have decided to focus on their sales force. Set the criterion to evaluate the performance of sales people. **[10]**

**Q3)** What is Sales Quota? Discuss the factors considered in setting Sales Quota & various types of Sales Quotas. **[10]**

OR

Write short notes on : **[10]**

- a) Sales to Marketing Expenses Ratio.
- b) E Commerce.

**P.T.O.**

**Q4)** Explain the role and significance of C & F Agents. **[10]**

OR

Explain the significance & importance of Franchisee in channel decision. Also state the advantages of Franchisee. **[10]**

**Q5)** What is Retailing? Explain various formats of organized retailing. **[10]**

OR

Discuss in detail the New Trends in Retailing. **[10]**





Total No. of Questions : 5]

SEAT No. :

**P3841**

[Total No. of Pages : 2

[5265] - 409

**M.B.A.**

**404 - OPE : TOTAL QUALITY MANAGEMENT**

**(2013 Pattern) (Semester - IV)**

*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 concept of Quality? Explain cost of Quality.

OR

Explain the Economic models of quality of conformance zone of improvement.

**Q2)** Explain Demings' 14 point philosophy of quality.

OR

Compare the quality philosophy of Juran and Crosby.

**Q3)** Write short notes on (any two) with examples :

- a) Check list.
- b) Flow chart.
- c) Tally charts.
- d) Histograms.

OR

What is QFD? Explain the difficulties associated with QFD.

**Q4)** Explain the need and importance of Statistical Quality Control (SQC).

OR

**P.T.O.**

Write short notes on (any two) :

- a) Six Sigma quality.
- b) OC curves.
- c) 'P' charts.
- d) AOQL.

**Q5)** What is the concept of Quality Management Awards? Explain Deming prize for quality.

OR

What is ISO : 9000-2000? Explain the functions of CII.



Total No. of Questions :5]

SEAT No. :

**P3849**

[Total No. of Pages :1

[5265] - 417

**M.B.A.**

**404(RABM) : RURAL MARKETING - II**

**(2013 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** a) Discuss about packaging and brand building strategies.

OR

b) What is product Life cycle strategies and fighting fakes.

**Q2)** a) Explain Rural Vs Urban pricing strategy.

OR

b) How pricing strategy affects to the retailers. Give relevant example.

**Q3)** a) What are distribution practices and trends in distribution strategy.

OR

b) Explain Direct Vs Indirect marketing in distribution strategy.

**Q4)** a) Explain the rise of organized retailing with example.

OR

b) What are government initiated retail outlets? Explain with examples.

**Q5)** a) What are the objectives and frame work for IMC.

OR

b) What is promotional mix? How it affects the promotion strategy.



Total No. of Questions :5]

SEAT No. :

**P3847**

[Total No. of Pages :2

**[5265] - 415**

**M.B.A. - II**

**404(SCM) : KNOWLEDGE MANAGEMENT IN SUPPLY CHAINS**

**(Supply Chains Management Spl.)**

**(2013 Pattern) (Semester - IV)**

*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 answers should be specific and to the point.*

**Q1) a)** What is supplier relationship management? Explain the briefly describe the concept? **[10]**

OR

b) Explain in detail the framework of IT in supply chain? **[10]**

**Q2) a) i)** Explain the importance of information systems in supply chain? **[5]**

ii) Write note on Information for strategic SC decisions. **[5]**

OR

b) Explain the risks & challenges associated in implementing supply chain information system? **[10]**

**Q3) a)** What do you mean by digital markets & efficient supply chain? **[10]**

OR

b) Enumerate the various improvements in organizational process with relation to technology adoption? **[10]**

**P.T.O.**

**Q4) a)** Explain the various organizational issues involved while implementing the functioning of resource Management? [10]

OR

b) i) Explain collaborative Demand Planning. [5]

ii) Write note on B-2-B Perspective. [5]

**Q5) a)** Explain the infrastructure of Information technology with regards to supply chain in detail. [10]

OR

b) Write Short Note on (Any Two): [10]

i) EPOS.

ii) GPRS.

iii) RFID.



Total No. of Questions :5]

SEAT No. :

**P3853**

[Total No. of Pages :2

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**M.B.A.**

**MANAGING INNOVATIONS - II**

**404 (TM) : Specialization**

**(2013 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Neat diagrams must be drawn wherever necessary.*
- 3) *Figures to the right side indicate full marks.*
- 4) *Assume suitable data if necessary.*

**Q1) a)** Discuss about protecting Entrepreneurial Rents .Give examples of Team Up, Block and Run. **[10]**

OR

b) What is Balancing cost and Innovation . What is the role complimentary technologies for Innovations. **[10]**

**Q2) a)** Discuss about technology Transfer and Commercialization. What is value stock? **[10]**

OR

b) What are the entry strategies and later stages for PLC? **[10]**

**Q3) a)** What is the role of National Government in Innovations? Why it is essential? **[10]**

OR

b) How the Innovations (R and D) are Financed ?What is the effect of politics and government for financing R and D. **[10]**

**P.T.O.**

**Q4) a)** How are Innovations carried in service organization? Discuss the types of innovation in services. **[10]**

OR

b) What are a Customer Intelligence, Customer Intimacy and Customer Innovations.? State its benefits. **[10]**

**Q5) a)** Write note Business innovations and Process Innovations. **[10]**

OR

b) Give any examples of Brazil, Japan, USA and Denmark for organizational innovation. **[10]**

