

Total No. of Questions : 5]

SEAT No. :

**P3819**

**[4870]-4001**

[Total No. of Pages : 1

**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)** Explain the significance of CSR activities in the present business scenario.

OR

Explain the issues and opportunities for business in socially and Environmentally sensitive world.

**Q2)** 'Is the concept of sustainability a myth or reality' -Discuss.

OR

Explain Gandhian thought on sustainable development.

**Q3)** Describe the three dimensions of sustainable development.

OR

Write short notes on any two:

- a) Life cycle Analysis of sustainable development.
- b) Elements of ISO - 26000.
- c) ECO Tracking.

**Q4)** Define the concepts of corporate Governance. Explain the consequences of Poor Corporate Governance.

OR

What are the best practices of Governance by NGO's and charitable trusts?

**Q5)** What is the concept of Business Ethics? Explain the nature and needs of Business Ethics.

OR

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



Total No. of Questions : 5]

SEAT No. :

**P3836**

**[4870]-4018**

[Total No. of Pages : 2

**M.B.A.**

**FAMILY BUSINESS MGT. SPL.**

**403FBM: Essentials of Family Business management - 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.*
- 3) Figures to the right indicate full marks.*

**Q1) a)** Discuss the role of balanced board of Directors with its importance in family business.

OR

b) Write a short notes on

- a) The rubber stamp board.
- b) Two tier boards.

**Q2) a)** Explain in detail the evolution of family business ownership.

OR

b) Explain different polices used to respond growing complexities in family business.

**Q3) a)** Discuss the different factors which may act as resistance to succession planning in family business.

OR

b) Explain succession in older family business with reference to different generations with suitable examples. Add suitable examples to support your answer.

**P.T.O.**

**Q4) a)** Elaborate the statement “The CEO as architect of governance and succession”.

OR

b) Explain the measures for building the financial security in family business.

**Q5) a)** Discuss the three states of evolution in family business.

OR

b) Explain the intergenerational growth in entrepreneurial families and global opportunities.



Total No. of Questions : 05]

SEAT No. :

**P3822**

**[4870] -4004**

[Total No. of Pages : 2

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

**403(FIN): INTERNATIONAL FINANCE (Finance Special)**

**( 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) *Use of calculators is permitted (as applicable)*

**Q1) a)** How has the growth in international trade and multinational corporations been responsible for growing importance of the study of international finance? Discuss the nature and scope of international financing Decision.

OR

b) Explain in detail what are the benefits of foreign direct investment to the host and the home countries.

**Q2) a)** Define exchange rate. What are the fundamental factors affecting exchange rates?

OR

b) Explain the following terms (any two).

- i) Exchange Risk.
- ii) Parity relations
- iii) Types of exchange rate regimes.

**Q3) a)** Who are the various participants in Global capital market. Write in detail the roles and functions of various participants in Global capital market.

OR

b) There has been tremendous growth in Global capital market. Discuss the factors responsible for the growth and development of Global capital market.

**P.T.O.**

**Q4) a)** Explain any two types of bonds available in International bond market.

OR

b) Define the term syndicated loans. Discuss in detail the method and implication of syndication of Lending.

**Q5) a)** Write any five points of differentiation between International Financial Reporting Standards (I.F.R.S) and Indian Accounting Standards for Foreign transactions.

OR

b) Explain the following terms:

- i) International Receivable management
- ii) International cash management.



Total No. of Questions : 5]

**P3828**

SEAT No. :

[Total No. of Pages : 2

**[4870]-4010**

**M.B.A**

**HUMAN RESOURCE MANAGEMENT**

**IR - 403 : Industrial Relations (Special)**

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

*Time : 2:30 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

**Q1) a) Define Industrial Relations. Explain the parties in Industrial relations. [10]**

OR

b) Explain the Approaches to the Industrial Relations.

**Q2) a) What are the Authorities under the Industrial Dispute Act 1947? [10]**

OR

b) What is unfair Labour practices under Industrial Disputes Act?

**Q3) a) What are the rights & Liabilities of Registered Trade unions? [10]**

OR

b) Explain the provisions for Illegal strikes & Lock - outs under Trade Unions Act.

**Q4) a) Explain the procedure for certification and submission of draft standing order. [10]**

OR

b) What are the provisions for Registration of Establishments Employing contract Labour under the contract Labour (Regulations & Abolition) Act,1970?

**P.T.O.**

**Q5) a)** Explain the process of collective Bargaining.

**[10]**

OR

b) Write short note ( any Two)

- i) Workers participations in Management.
- ii) Trade Union in IR.
- iii) Lay - off & retrenchment under Industrial Disputes Act.
- iv) Power of Labour court & Industrial court.



Total No. of Questions : 5]

**P3830**

SEAT No. :

[Total No. of Pages : 2

**[4870]-4012**

**M.B.A**

**INTERNATIONAL BUSINESS MANAGEMENT**

**403(IB): International Business Environment (Special)  
(2013 Pattern) (Theory) (Semester - IV)**

*Time : 2.30 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)** a) What do you understand by world trade protectionism?.

OR

b) Elaborate various tariff&non-tariff barriers.

**Q2)** a) Describe the factors influencing foreign exchange movements & impact of movements in foreign exchange on trade & investment.

OR

b) Elaborate the positive & negative effects of foreign investment.

**Q3)** a) Explain in detail objectives & functions of IMF.

OR

b) Explain in detail UNCTAD with objectives & functions.

**Q4)** a) Examine the concept of international collaborative arrangement & strategic alliance.

OR

b) Write short notes on-

- i) Code of conduct for MNCs
- ii) Advantages of MNCs for home & host countries.

***P.T.O.***



**Q5) a)** Explain - Structure & functioning of European Commission (EC).

OR

b) What do you understand by regional economic grouping ? Explain it with types of regional economic groups.

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Total No. of Questions : 05]

SEAT No. :

**P3824**

**[4870] -4006**

[Total No. of Pages : 2

**M.B.A - (Computer Management)**  
**403(IT): SOFTWARE PROJECT MANAGEMENT**  
**( 2013 Pattern) (Full Credit Course) (Semester-IV) (Theory) (SPL)**

*Time : 2.30 Hours]*

*[Max. Marks : 50*

*Instructions to the students:*

- 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)** Explain Software project management in detail. **[10]**

OR

Explain in detail different types of contracts in software project management.

**Q2)** Explain the process of cost-benefit analysis. **[10]**

OR

Define dynamic system development. Explain in detail the process of dynamic systems development?

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

OR

Explain COCOMO model with an example.

**Q4)** Explain in detail risk management in software projects. **[10]**

OR

Describe risk management. Explain PERT a tool of risk management.

**P.T.O.**

**Q5)** Explain in brief the primavera software for project management.

**[10]**

OR

Explain the importance of using a project management software.



Total No. of Questions : 05]

SEAT No. :

**P3820**

**[4870] -4002**

[Total No. of Pages : 2

**M.B.A**

**MARKETING MANAGEMENT SPECIALIZATION**

**403 (MKT): Services Marketing**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Define and explain the term 'services'. Describe the importance of services marketing.

OR

b) Explain the financial and economic impact of service.

**Q2)** Write short notes on any two:

- a) Service Quality
- b) SERVQUAL
- c) GAP model.

OR

Elaborate the nature of complaining behaviour and handling customer complaints.

**Q3) a)** What is the concept of service delivery? Identify the aspects of service delivery.

OR

b) What is service design? Describe the process of service Design.

**Q4) a)** Explain the service's role in service Delivery. Describe the strategies to manage it.

OR

b) What is the concept of physical evidence? Explain the elements of physical evidence.

**P.T.O.**

**Q5) a)** What are the problems in service marketing due to intangibility characteristics.

OR

b) What are the importance of BPO industry in maintaining client relationship.



Total No. of Questions : 5]

**P3826**

**[4870]-4008**

**M.B.A - II**

**OPERATION MANAGEMENT (Specialization)**

**403(OPE): Operations Strategy**

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

SEAT No. :

[Total No. of Pages : 2

*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 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)** Explain the preface of operation's strategy in today's global economy? **[10]**

OR

b) Define Operations strategy ? Explain its impact & linkage with corporate strategy? **[10]**

**Q2) a) i)** Explain Operations strategy implementation. **[5]**

ii) Explain the value Chain concept focus. **[5]**

OR

b) Briefly describes various strategic issues associated with manufacturing? **[10]**

**Q3) a)** Explain the concept of Change Management in association with operations strategy implementation? **[10]**

**P.T.O.**

**OR**

b) Explain the various issues related with implementation of Operations Strategy in any organization? [10]

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

**OR**

b) i) Explain Key performance Indicator. [5]

ii) Describe the concept of strategic resource management & its importance [5]

**Q5) a)** What is the role of Technology in operations strategy? Discuss in brief [10]

**OR**

b) Briefly describe the concept of SAP & its importance in decision making? [10]



Total No. of Questions : 5]

SEAT No. :

**P3834**

**[4870]-4016**

[Total No. of Pages : 2

**M.B.A.**

**RURAL & AGRIBUSINESS MANAGEMENT SPECIALISATION**

**RURAL CREDIT AND FINANCE (403 RABM)**

**(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 role of agriculture in the Economic Development of a country.

OR

“The characteristics of Indian Agriculture are distinctive as compared to other countries”. Comment.

**Q2)** State and discuss the issues of present system of Agriculture Finance in India.

OR

Write a detailed note on: Role of Credit in Agriculture.

**Q3)** Discuss the structure of Co-operative Credit System in India.

OR

Explain the following in the context of Co-operative Banks and Agriculture Finance;

- i) Special features of Co-operative banking.
- ii) Primary level credit institutions.

**P.T.O.**



**Q4)** Write notes on (Any 2) in the context of Rural Credit & Finance:

- i) Risk and uncertainty theory.
- ii) Business Vs Social and Moral Theory.
- iii) Principle of Better Credit.

OR

Write notes on (any 2 ) in the context of Rural Credit and Finance:

- i) Demand and Supply Theory.
- ii) Kind Loans Vs Cash loans.
- iii) Principle of Supervised Credit.

**Q5)** State and discuss the players of Rural Finance and Micro Finance.

OR

Write a detailed note on “Role of BDS in rural finance”.

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Total No. of Questions : 05]

SEAT No. :

**P3832**

**[4870] -4014**

[Total No. of Pages : 2

**M.B.A.**

**SUPPLY CHAIN MANAGEMENT SPECIALIZATION**

**403: Strategic Supply Chain Management**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

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

OR

Discuss the supply chain strategy and its objectives.

**Q2)** What is the concept of strategic fit? Explain the steps in achieving strategic fit.

OR

Write short notes on (any two)

- a) Impact of customer needs in SC strategy.
- b) Impact of uncertainty in SC strategy.
- c) Multiple products in SC strategy.

**Q3)** Explain minimise local cost perspective and minimise functional cost perspective for expanding strategic scope for SC.

OR

Explain maximise company profit perspective and SC surplus perspective.

**Q4)** Discuss collaborative advantages and framework for strategic alliances for SC strategies.

OR

Write short notes on (any two):

- a) 3 PL and 4 PL
- b) Merits and demerits of outsourcing.
- c) Prerequisites and Implementation issues.

**P.T.O.**

**Q5)** Explain supply chain challenges and strategies for the future.

OR

“Mass customisation, Globalisation and Ethical supply chain are the strategies for supply chain management” Justify the statement.



Total No. of Questions :5]

SEAT No. :

**P3838**

**[4870]-4020**

[Total No. of Pages : 2

**M.B.A.**

**SPECIALIZATION:TECHNOLOGY MANAGEMENT**

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

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

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to candidates:*

- 1) *All question 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)** Which are the major trends in the technology environment shaping the competitive domain? And how? **[10]**

OR

b) Explain the technological characteristics of competitive domains which influence the competition among the firms. **[10]**

**Q2) a)** What is Technology intelligence? What are the different levels of technology intelligence? What function do they serve? **[10]**

OR

b) Explain the steps involved in mapping the technology environment. How does technology intelligence vary with industry types like Capacity Driven, Consumer Driven and knowledge Driven? **[10]**

**Q3) a)** Explain the SWOT Matrix and explain the four types of strategies which can be formulated after SWOT Analysis. **[10]**

OR

b) 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]**

**P.T.O.**

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

OR

b) What are the different types of Technology Strategy? Explain the types with appropriate Examples. [10]

**Q5) a)** Why do firms collaborate? What are the different types of collaborative arrangements? [10]

OR

b) What is a collaborative arrangement? What are the different advantages of InterFirm collaboration for small and large firms? [10]

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Total No. of Questions : 5]

SEAT No. :

**P3825**

**[4870]-4007**

[Total No. of Pages : 2

**M.B.A**

**404 - IT : ENTERPRISE RESOURCE PLANNING  
(2013 Pattern) (Semester - IV) (Specialisation)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** What return can be expected from an ERP investment? How long does it take for most companies to see a return on an ERP investment? **[10]**

OR

What is ERP? Discuss various features of ERP.

**Q2)** What is Business Process Re-engineering? What are the three important concepts of BPR? Why is BPR needed. **[10]**

OR

Explain different types of ERP security issues. How Data Marking is useful for managing data security?

**Q3)** What are the functionalities capabilities offered by compensation management of HRM - ERP solution. **[10]**

OR

Explain a typical sales order management cycle? How does an ERP system support such cycle?

**Q4)** What are the emerging trends in ERP applications? Explain any one in brief. **[10]**

OR

Write short note on

- a) Data Warehousing
- b) Data mining

**P.T.O.**

**Q5)** Mining is considered one of the basic industries there can be several segments in this industry depending on type of mine (like underground mine, surface mine, deep sea mine etc.) or types of products produced (like coal mine, iron ore mine, copper mine etc.)

Discuss above case with respect to 'Industry Requirement' and 'Expectation for ERP solutions' in this industry. **[10]**

OR

Arvind Mills retail venture megamart has decided to undergo ERP solution for growing their retail business ERP solution provider would support Arvind Mill by giving a platform to manage its retail processes from supply chain to stores. Arvind is expecting to increase its inventory turns and improve its forecast accuracy with the ERP solution implementation.

Discuss the case of ERP implementation with reference to following main components of retail ERP solution:

- a) Master data.
- b) Merchandise planning, procurement & replenishment.
- c) Supply Chain Management.
- d) Managing pricing & promotions.
- e) Point - of - sale integration.
- f) Reports/KPIS/Exception alerts.
- g) Store operations.
- h) Retail Planning.
- i) Specialized segments requirements.



Total No. of Questions : 5]

SEAT No. :

**P3823**

**[4870] -4005**

[Total No. of Pages : 4

**M.B.A**

**404 (FIN): CORPORATE FINANCE (Special)  
( 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) *Use of calculators is permitted (as applicable).*

**Q1) a)** What are the assumptions underlying shareholders wealth maximisation objective and corporate wealth maximisation objective.

OR

b) Investment and Financing decisions are important aspects of corporate finance, Comment.

**Q2) a)** Following is the balance sheet of hypothetical company limited as on March 31 current year. [Amt in Lakh]

Liabilities	Amt	Assets	Amount
Sharecapital:		Fixed Assests	150
Preference Shares		(Less) Depreciation	<u>30</u> 120
@ 11% of Rs. 100			
each, fully paid			
up [40,000 units of			
Preference shares]	40		
Equity shares of Rs.100			
each, fully paid up			

**P.T.O.**



[120000. Units of equity  
shares]

120

Current Assets:

Profit and loss A/C	23	Stocks.	100	
10% Debentures	20	Debtors.	50	
Trade creditors	71	Cash at bank	<u>10</u>	160
Provision for I - Tax	08	Preliminary		
		expenses		<u>02</u>
Total	<u>282</u>	Total		<u>282</u>

Additional Information.

- i) A firm of professional valuers has provided the following market estimates of its various assets:  
Fixed assets Rs. 130 lakh, Stock Rs. 102 lakh, Debtors Rs 45 lakh.  
All other assets are to be taken at their balance sheet value.
- ii) The company is yet to declare and pay dividend on preference shares.
- iii) The valuers also estimate the current sale proceeds of the firms assets, in the event of its liquidation: Fixed assets Rs. 105 Lakh, Stock Rs 90 lakh, debtors Rs 40 lakh. Besides the firm is to incur Rs 15 lakh liquidation costs.

You are required to compute the Net Asset Value per share as per Book Value, Market Value and liquidation value bases.

OR

- b) In current year a firm has reported a profit of Rs. 65 lakh after paying taxes at 35%. On close examination, the analyst ascertains that the current year's income includes (i) extra ordinary income of Rs 10 lakh and (ii) extra ordinary loss of 3 lakh. Apart from the existing operations which are normal in nature and are likely to continue in the future, the company expects to launch a new product in the coming year. Revenue and cost estimates in the respect of the new product are as follows:

Particulars	(Rs in lakhs)
Particulars	Amt
Sales	60
Material cost	15
Labour cost (additional)	10
Allocated fixed cost	05
Additional fixed costs	08

From the given information, compute

- i) Value of the business, given that the capitalization rate applicable to such business in the market is 15%.
- ii) Market price per equity share (based on future earnings) assuming.
  - 1) The company has 1,00,000 , 11% preference shares of Rs. 100 each fully paid up.
  - 2) The company has 4,00,000 , equity shares of Rs. 100 each, fully paid up.
  - 3) P/E ratio is 8 times.

- Q3)** a) i) What is corporate governance, how is it different from corporate management?
- ii) State various models of corporate governance.

OR

- b) Define VBM. What are the benefits of implementation of VBM? What are its limitations?

- Q4)** a) The earning per share of the company is Rs. 10 and the rate of capitalization applicable is 12%. The company has before it an option of adopting (i) 50% (ii) 75% (iii) 100% dividend payout ratio. Calculate market price of the company's quoted shares as per Walters Model if it can earn a return of 20%.

OR

- b) XYZ is an established company having its shares quoted in the major stock exchange. Its share current market price after dividend distributed at the rate of 20% p.a having a paid up share capital of Rs. 40 lakhs is Rs. 10/- each. Annual growth rate in dividend is expected to be 4%. The expected rate of return on its equity capital is 15%.

Compute value of XY Ltd's share based on dividend growth model.

- Q5) a)** Define corporate restructuring? What are the features and the broad areas of restructuring.

OR

- b) Write short notes on:
- i) Reasons for corporate restructuring.
  - ii) Disinvestment technique of restructuring.

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Total No. of Questions : 5]

SEAT No. :

**P3837**

**[4870]-4019**

[Total No. of Pages : 1

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

**FAMILY BUSINESS MGT. SPL.**

**404 FBM- Managing Innovations - 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)** Explain how technological uncertainty and market uncertainty affect 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

‘Emerging economies lead the way for sustainable innovation’. Explain. [10]

**Q3)** What are the Government actions that assist the organizations in innovation?[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

Define the CI-3 framework. Explain the benefits of the CI-3 framework?[10]

**Q5)** Discuss the effect of social innovations and organizational innovations. [10]

OR

Give an overview of national innovation system of Brazil. [10]



Total No. of Questions : 5]

SEAT No. :

**P3831**

**[4870]-4013**

[Total No. of Pages : 1

**M.B.A**

**INTERNATIONAL BUSINESS MANAGEMENT (SPL.)**

**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.*

**Q1)** What is the concept of Industrial Policy? Explain the New Industrial Policy 1991 of India.

OR

Give the concept of Privatisation and Disinvestments. Explain Public Sector Reform in India.

**Q2)** What is Foreign Aid? Explain the problem of Foreign Aid.

OR

Describe the Regional Disparities. Explain the measures to remove regional Disparities.

**Q3)** Write short notes on (any two)

- a) Out Sourcing
- b) Nationalism and Globalisation
- c) IT industry in India

OR

Write the concept of Industrial Growth. Explain small sector Industrial Policy.

**Q4)** What is Balance of trade and Balance of Payments. Explain the difference of both.

OR

What is Balance of Payments? Explain the Role of special economic Zones (SEZ).

**Q5)** Explain the concept of Global Trade. Give idea about India in Global Trade.

OR

Explain the function of WTO. How its impact on Indian Economy.



Total No. of Questions : 5]

SEAT No. :

**P3821**

**[4870] -4003**

[Total No. of Pages : 2

**M.B.A.**

**MARKETING (Specialisation)**

**404: 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) a)** What is sales Management? Explain nature, scope & objectives of sales management. **[10]**

OR

b) Explain different types of channel conflict. How to resolve channel conflict?

**Q2) a)** What is sales organisation? Explain different types of sales organisational structure. **[10]**

OR

b) Matrix is FMCG company. Most of the sales persons have not achieved sales target last quarter. You have been appointed as a salesmanager, how will you train & motivate to improve the performance of sales force.

(Make necessary Assumptions)

**Q3) a)** Write short Notes (Any 2) **[10]**

- i) Sales forecasting.
- ii) Sales Quota.
- iii) E- commerce.

OR

**P.T.O.**

- b) What is do you mean by sales control? Explain various methods of sales control.

**Q4)** a) Explain the term wholsalers. What are the different types of wholsalers. [10]

OR

- b) Explain the concept of 'Franchisee' in detail. What is the process of appointing Franchisee.

**Q5)** a) Define 'Retailing'. Describe different formats of organised retailing in detail. [10]

OR

- b) Discuss the role of Advertising & Sales promotion in retailing giving suitable examples.

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Total No. of Questions : 10]

SEAT No. :

**P3835**

**[4870]-4017**

[Total No. of Pages : 1

**M.B.A**

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

**(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)** What is the meaning & significance of product strategy? Explain customer value strategies?

OR

**Q2)** What are product identify strategies? Explain their types.

**Q3)** What are the factors responsible for pricing strategy.

OR

**Q4)** Discuss the concept & significance of pricing strategy with relevant examples.

**Q5)** State the distribution practices and explain its *friends*.

OR

**Q6)** What is distribution strategy? Discuss distribution decision.

**Q7)** Discuss Rural retailing with examples.

OR

**Q8)** What is E-Tailing & PPP models?

**Q9)** Explain promotion strategy with examples?

OR

**Q10)** Discuss IMC strategy & Rural Advertising.





Total No. of Questions : 5]

SEAT No. :

**P3833**

**[4870]-4015**

[Total No. of Pages : 1

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

**SUPPLY CHAINS MANAGEMENT SPL.**

**404 (SCM)- Knowledge Management In Supply Chains  
(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 answer should be specific and to the point.*

**Q1) a)** Explain the role IT in supply chain? **[10]**

OR

b) Explain briefly describe the concept of supplier relationship management? **[10]**

**Q2) a) i)** Write note on Information for strategic SC decisions. **[5]**

ii) Explain SC information Systems Classification. **[5]**

OR

b) Explain the various benefits associated with implementation of supply chain information system? **[10]**

**Q3) a)** Explain briefly describe the impact of technology application in supply chain? **[10]**

OR

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

**Q4) a)** Describe in brief various opportunities related with E- Supply chain? **[10]**

OR

b) i) Explain B-2-B Perspective. **[5]**

ii) Write Note on extranets & VPN. **[5]**

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

OR

b) Explain the concept of ERP in detail? **[10]**



Total No. of Questions : 5]

SEAT No. :

**P3829**

**[4870]-4011**

[Total No. of Pages : 1

**M.B.A.**

**H.R.M. SPECIAL**

**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) a)** Define strategy. What do you mean HRM and SHRM. Elaborate the terms HRM and SHRM. **[10]**

OR

b) Discuss traditional HRM and SHRM. **[10]**

**Q2) a)** Explain strategic role of top management and strategic role of line management. **[10]**

OR

b) What do you understand by strategy mean and explain types of HR strategy. **[10]**

**Q3) a)** Explain the meaning and need of career planning. What are the steps involved in career planning? **[10]**

OR

b) Explain career planning perspectives. What do you mean by organisation centered career planning and individual centered career planning. **[10]**

**Q4) a)** Explain strategy for improving organisational effectiveness. **[10]**

OR

b) What is learning organisation? Explain strategies for learning organisation. **[10]**

**Q5) a)** What is cross cultural sensitivity? Explain the importance of developing cross cultural sensitivity. **[10]**

OR

b) Explain Training and Development of international staff. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P3839**

**[4870]-4021**

[Total No. of Pages : 1

**M.B.A.**

**TECHNOLOGY MANAGEMENT SPL.**

**404 TM- Managing Innovation - II**

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

*Time : 2 ½ 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) Does globalization lead to innovation? Explain. [10]**

OR

What are the various methods of Globalization for innovation?

**Q2) How technology transfer and commercialization helps an economy to innovation of the Business? [10]**

OR

‘Emerging economies lead the way for sustainable innovation’. Explain.

**Q3) What are the Government actions that help businesses for innovation? [10]**

OR

Explain the role of Government as Baby-Sitter and Godfather for business in innovation.

**Q4) What is the concept of innovation in services ? Explain the types of innovation in services. [10]**

OR

Explain the following:

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

**Q5) Differentiate between social innovations and organizational innovations. [10]**

OR

Give an overview of national innovation system of Japan.



Total No. of Questions : 5]

SEAT No. :

**P3827**

**[4870]-4009**

[Total No. of Pages : 1

**M.B.A.**

**OPERATION MGT. SPL.**

**404 (OPE) : Total Quality Management  
(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 organisational Vision, Mission, Quality Policy and Quality Culture.

OR

Explain quality cost and cost of poor quality.

**Q2)** Explain the quality concept given by Taguchi elaborately.

OR

Explain the quality concept given by Feignbaum elaborately.

**Q3)** What is the concept of Quality control Tools? Explain quality problem solving methodology.

OR

Explain the quality function development. Explain the difficulties associated with QFD.

**Q4)** What is the concept of 'Six Sigma'? Explain the necessity and importance of statistical quality control.

OR

Write short notes on (Any two)

- a) Quality Process Control and Process Capability.
- b) Average outgoing quality limit (AOQL).
- c) Oe curves

**Q5)** Explain the quality Management Awards and frameworks and its importanc.

OR

What is the Ramkrishna Bajaj Awards? Explain Tata Business Excellence Model (TBEM).

