

Total No. of Questions : 5]

SEAT No. :

**P1949**

[4770] - 2001

[Total No. of Pages : 2

**M.B.A. (Semester - II)**

**201 : MARKETING MANAGEMENT**

**(2013 Pattern)**

*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 answer should be specific and to the point.*
- 6) *Support your answer with suitable live examples.*
- 7) *Draw neat diagram and illustrations supportive to your answer.*

**Q1) a)** Explain the need for new product development. **[4]**

b) Discuss the Booz Allen and Hamilton classification scheme for new product. **[6]**

OR

a) What do you mean by new product?

b) Explain the method and source of new product idea for a fast moving consumer's goods like an antiseptic bathing soap.

**Q2) What do you mean by price?** **[2]**

As the president of an electronic company decide the pricing of smart watch between penetration or skimming price policy in Indian market. **[8]**

OR

Explain various objectives of pricing policy. Discuss any four methods of pricing with merits and demerits.

**Q3) Explain the major consideration in the selection of distribution channel for consumer products give examples.** **[10]**

OR

Define marketing channels. What are the important functions of channels?

*P.T.O.*

**Q4)** Explain the role of marketing communication, discuss the various objectives of advertising. **[10]**

OR

Define marketing communication & elaborate the factors affecting on marketing communication.

**Q5)** What do you mean by marketing audit? Discuss the benefits of marketing audit? **[10]**

OR

What is marketing plan? Explain the contain of marketing plan.



Total No. of Questions : 5]

SEAT No. :

**P1950**

[4770] - 2002

[Total No. of Pages : 5

**M.B.A. (Semester - II)**

**202 : FINANCIAL MANAGEMENT**

**(2013 Pattern)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** “Financial Management is closely related to Economics”. Explain. [10]

OR

- b) “The Finance Manager’s primary task is to plan for acquisition and use of funds so as to maximize the value of the firm”. Do you agree with the statement? Comment.

**Q2) a)** The ratios of two leading firms in the heavy Commercial vehicles (HCV) sector namely; Tetra Motors and Rapid Auto are provided for the year ended on 31<sup>st</sup> March 2013. Interpret these ratios and comment on the relative financial. [10]

Performance of these companies

<b>Ratios</b>	<b>Tetra Motors</b>	<b>Rapid Auto</b>
Current Ratio	0.62	0.89
Quick Ratio	0.43	0.47
Gross profit margin%	4.73	6.78
Net profit margin%	2.26	4.24
Total debt to equity	0.56	0.82
Fixed assets turnover Ratio	1.66	2.01
Inventory Turnover Ratio	11.54	6.63
EPS (Rs)	3.91	2.13

**P.T.O.**

OR

- b) From the following balance sheets as on 31<sup>st</sup> March 2012 and 31<sup>st</sup> March 2013 of Dayanand Ltd. You are required to prepare funds flow statement.

Balance Sheet

Liabilities	Amount (Rs.)		Assets	Amount (Rs.)	
	31/03/2012	31/03/2013		31/03/2012	31/03/2013
Equity Capital	3,00,000	4,00,000	Goodwill	1,15,000	90,000
8% Redeemable Pref. Shares	1,50,000	1,00,000	Land & Building	2,00,000	1,70,000
General Reserve	40,000	70,000	Plant	80,000	2,00,000
Profit & Loss A/c	30,000	48,000	Debtors	1,60,000	2,00,000
Proposed Dividend	42,000	50,000	Stock	77,000	1,09,000
Creditors	55,000	83,000	Bills Receivable	20,000	30,000
Bills payable	20,000	16,000	Cash in Hand	15,000	10,000
Taxation Provision	40,000	50,000	Cash at Bank	10,000	8,000
<b>Total</b>	<b>6,77,000</b>	<b>8,17,000</b>	<b>Total</b>	<b>6,77,000</b>	<b>8,17,000</b>

Following additional information is provided :-

- i) Interim Dividend of Rs. 20,000 has been paid in 2012-13.
- ii) Income Tax paid during the year 2012-13 is Rs. 35,000

- Q3) a) i) What are the different types of capital budgeting decisions? [5]**
- ii) A leading apparel Mfg. Co. is considering a replacement of its existing cutting machine with a new automatic machine to improve the productivity. The cost of new machine is (Rs.) 25 lakhs. The cost of the company's capital is 10%. The incremental cash flows projected during five year period are estimated as follows.

	Year 1	Year 2	Year 3	Year 4	Year 5
Cash Flows (Rs. in Lakhs)	2.5	5.00	8.00	10.00	12.5
PVF@10%	0.909	0.826	0.751	0.683	0.621

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

OR

- b) i) Why capital expenditure budget is required for corporate organizations? [5]
- ii) A leading company in the infrastructure contracts is considering a proposal for the purchase of earth moving equipment. The data on the proposal is given below : [5]

Cost of the Machine (Rs.)	30,00,000
Life of the Machines	6 years
Depreciation	Straight line method
Salvage value (Rs.)	Nil

The estimated cash flows before depreciation and income tax in different years as follows.

Year	Amount (Rs.)
1	7,50,000
2	8,00,000
3	8,50,000
4	10,00,000
5	12,00,000
6	14,00,000
Total	60,00,000

The corporate tax rate is 30%. You are required to calculate the cash flows after tax but before depreciation and comment on the suitability of the machine bases on pay-back period.

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

Element of Cost	Cost per unit (Rs.)
Raw Material	80
Direct labour	30
Overheads	60
Total cost of production	170
Profit	30
Selling price	200

Following further particulars are available :

- i) Raw Materials are in stock on an average one month.
- ii) Materials are in process on an average half a month.
- iii) Finished goods are in stock on an average one month.
- iv) Credit allowed by suppliers is one month.
- v) Credit allowed to debtors is two months.
- vi) Lag in payment of wages and overheads are 1 month.
- vii) One fourth of the output is sold against cash.
- viii) Cash on hand and at bank is expected to be Rs.25,000.

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

OR

b) The cost structure of a company's product is as follows :-

Cost Per Unit	Amount (Rs.)
Raw Material	20
Direct Labour	5
Overheads	15
Total cost of production	40
Profit	10
Selling price	50

- i) The annual production is 2,40,000 units.
- ii) It is the policy of the company is to maintain the stock of raw materials equivalent to one month's production.
- iii) Half a month's production will remain in process throughout the year (Stage of completion 50%).
- iv) The finished goods remain in warehouse on an average for a month.

- v) The company sells its goods on credit and allows two months credit to its customers.
- vi) The suppliers of raw materials provide 3 months credit to the company.
- vii) The period of lag for wages and overheads is one month.
- viii) A minimum cash balance of Rs. 25,000 is expected to be maintained.

*You are required to prepare a statement showing **working capital requirement as per cash cost approach method of working capital estimation.***

- Q5) a) i)** A leading company manufacturing cosmetics is in need of a capital for its expansion plans. Which factors do you think are required to be considered for raising the long-term funds to finance the plan? **[5]**
- ii)** The entire capital structure of a company is provided along with the tax adjusted cost of each component. Determine the weighted average cost of capital (WACC). **[5]**

Components of Capital	Amount (Rs)	Tax adjusted cost of Capital
12% Debentures	30,00,000	8%
9% Preference shares	20,00,000	9%
Equity Shares	50,00,000	14%

OR

- b) i)** State the various assumptions made in capital structure theories. **[5]**
- ii)** Rajaram Ltd. Has the following capital structure. **[5]**

Particulars	Market values	Book values	Component cost % (Post - Tax)
Equity Capital	80	120	18
Pref. Share Capital	30	20	15
Secured Debentures	40	40	14

Calculate weighted average cost of capital (WACC) of the company based on both book and marked values.



Total No. of Questions : 5]

SEAT No. :

**P1951**

[Total No. of Pages : 2

**[4770] - 2003**  
**M.B.A. (Semester - II)**  
**(203) : HUMAN RESOURCE MANAGEMENT**  
**(2013 Pattern)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Define HRM & explain various functions of HRM. **[10]**

OR

- b) What are the strategic functions of HRM understood and implemented in the company. Discuss.

**Q2) a)** What is need of man power planning in an organization? Discuss its benefits & process in detail. **[10]**

OR

- b) Explain in your own language internal & external sources of recruitment.

**Q3) a)** Define training and explain the significance & steps of training needs assessment. **[10]**

OR

- b) Design a training programme. For newly inducted employees in the sales department of a pharmaceutical company.

**Q4) a)** Explain the concept of performance appraisal & discuss how it is different from performance management system. **[10]**

OR

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

**P.T.O.**



**Q5) a)** Explain the concept of employee relation & discuss its importance in organisation context. **[10]**

OR

b) Discuss in detail the advantages & disadvantages of flexible work arrangement in an organization.



Total No. of Questions : 10]

SEAT No. :

**P1952**

[4770] - 2004

[Total No. of Pages : 3

**M.B.A. (Semester - II)**  
**204 : DECISION SCIENCE**  
**(2013 Pattern)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Attempt 5 (five) questions.*
- 2) *Each question has an internal option.*
- 3) *Each question carry equal marks. (10)*
- 4) *Figures to the right indicate marks for questions.*
- 5) *Graph will not be provided, draw diagram on answer sheet.*
- 6) *Non scientific calculator is allowed.*

**Q1)** Solve the following LPP graphically (graphical method). **[10]**

Maximise  $z = 120x + 100y$

Subject to the constraints :

$$10x + 5y \leq 80$$

$$6x + 6y \leq 66$$

$$4x + 8y \geq 24$$

$$5x + 6y \leq 90$$

$$x \geq 0, y \geq 0$$

OR

**Q2)** A company has to assign four workers A,B,C and D to four jobs w, x, y, z. The cost matrix is given below. **[10]**

Workers	job w	Job x	Job y	Job z
A	1000	1200	400	900
B	600	500	300	800
C	200	300	400	500
D	600	700	300	1000

Find an optimal assignment schedule and total corresponding cost.

*P.T.O.*

**Q3)** Patients arrive at a clinic according to poisson distribution at the rate of 20 patients per hour. Examination time per patient is exponential with mean rate of 30 per hour. **[10]**

Find :

- a) Find the traffic intensity
- b) What is the probability that new arrival does not have to wait.
- c) What is the average waiting time of patient before he leaves the clinic.

OR

**Q4)** The rainfall distribution in monsoon seasons is as fallows : **[10]**

Rain in cm.	0	1	2	3	4	5
Frequency	50	25	15	5	3	2

Simulate the rainfall for 10 days using the following random variables; 67, 63, 39, 55, 29, 78, 70, 06, 78, 76 and then find average rainfall.

**Q5)** Find the optimal strategies for A and B in the following game. Also obtain the value of the game. **[10]**

	B's Strategy		
	B <sub>1</sub>	B <sub>2</sub>	B <sub>3</sub>
A <sub>1</sub>	9	8	-7
A <sub>2</sub>	3	-6	4
A <sub>3</sub>	6	7	7

OR

**Q6)** The conditional pay - offs in erors of rupees for the three models of a car for the various likely sales figures are as follows : **[10]**

Model	Sales in units		
	1 lakh	2 lakh	3 lakh
X	30	10	10
Y	55	20	3
Z	16	35	65

- Q7)** a) Explain the 'PERT' and 'CPM' are the most widely applied techniques. **[5]**  
b) Role of network techniques in project management explain it. **[5]**

OR

**Q8)** Explain with example : EST; LST; EFT; LFT, Slack & Float; Network activity. **[10]**

- Q9)** a) What is the probability of getting a primary number in a single throw of a dice? **[5]**  
b) What is the probability of getting head in tossing of a coin. **[5]**

OR

- Q10)**a) Find the binomial distribution whose mean is 3 and variance is 2. **[5]**  
b) Explain interval estimation and standard errors of estimation. **[5]**



Total No. of Questions : 5]

SEAT No. :

P1953

[Total No. of Pages : 2

[4770] - 2005

M.B.A. (Semester - II)

205 : OPERATIONS AND SUPPLY CHAIN MANAGEMENT

(2013 Pattern)

Time: 2 $\frac{1}{2}$  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 Management? Explain scope, objective and significance of supply chain management. [10]

OR

b) Discuss the types of processes and operation. Explain the process product mix with help of diagram. Also discuss its advantages. [10]

**Q2)** a) i) Define production planning and control. [5]

ii) Explain the objectives and functions of MPS. [5]

OR

b) Explain important three flows in Supply Chain Management. [10]

**Q3)** What is reorder point? Explain inventory control system with various control techniques. Discuss. [10]

OR

Explain the elements of customer service. Discuss globalization and information technology in operation and supply chain management. [10]

*P.T.O.*

**Q4) a)** Explain EOQ with quantity discounts also discuss single & multiple price breaks. Explain various inventory control technique. **[10]**

OR

b) i) Batch Production & Job Production. **[5]**

ii) Note on SDE Analysis. **[5]**

**Q5) a) i)** Explain T.Q.M. **[5]**

ii) Explain PERT & CPM. **[5]**

OR

b) Explain - “Forecasting is a planning tool”. **[10]**



Total No. of Questions : 10]

SEAT No. :

P1954

[Total No. of Pages : 2

[4770] - 2006

M.B.A. (Semester - II)

206 : MANAGEMENT INFORMATION SYSTEM

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

*Instructions to the candidates:*

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

**Q1)** “Effective use of information and knowledge supports a company’s decision making to achieve competitive advantages”. Justify. **[10]**

OR

**Q2)** For the cyber city, IT manager plans to develop a network of 300 plus computers. Suggest the right topology considering the parameters like complexity, performance, reliability and expandability.

**Q3)** A website development company ‘Arrival Soft Tech’ wants to develop a website for a client company. Illustrate the steps of system development life cycle for the same with the help of appropriate diagram. **[10]**

OR

**Q4)** “Prototyping has become a popular way to develop business applications”. Comment on the statement.

**Q5)** “Data mining extracts business knowledge from a data ware house”. Elaborate the statement. **[10]**

OR

**Q6)** “Expert system arts as a consultant to the manager”. Justify your comment.

**P.T.O.**

**Q7)** “BPOs and call centers have gained important in India as e-business models towards the end of 20<sup>th</sup> century”. Discuss. **[10]**

OR

**Q8)** What would be examples of positive and negative efforts of use of MIS in the ethical and societal dimensions?

**Q9)** M/S Chapekar is wholesale trading firm engaged in business for over 30 years. It has over 75 vendors, about 2000 retailer’s deals in 150 items. The firm has now decided to move into the IT era computerize its organisation. Being MIS executive, describe the requirements from information system to enhance their functioning of the business. Justify your answer from point of view of business. **[10]**

OR

**Q10)** As marketing, one of the core function of business organisation. It involves analysis of data and decision making with report to pricing of product or services. Sales person productivity, profitability, analysis, sales analysis and trends, new products/services, market planning market research etc. Discuss all these above functions.

