

Total No. of Questions : 5]

SEAT No. :

**P2372**

**[4670] - 201**

[Total No. of Pages : 2

**M.B.A.**

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

*Time : 3 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 example.*
- 7) *Draw neat diagram and illustrations supportive to your answer.*

**Q1)** What do you mean by PLC Explain the characteristics of PLC stages with examples? **[10]**

OR

Describe the new product development process?

**Q2)** What do you mean by price? Discuss the internal and external factors influencing pricing decision? **[10]**

OR

Define price. Which pricing method will you adopt for following products?

- a) Smart phones
- b) hair oil with unique fragrance

**Q3)** Discuss the importance of distribution channels. Which distribution channel will you suggest for generator set for business buyer and why? **[10]**

OR

Explain how the process of designing the distribution channel is?

**P.T.O.**

**Q4)** What do you mean by marketing communication? Discuss the merits and Demerits of TV and RADIO as advertising media. **[10]**

OR

Define Advertising. Discuss the importance of advertising.

**Q5)** What do you mean by marketing plan? Prepare a marketing plan for any one of the following product. **[10]**

- a) Newly introduced fruit juice.
- b) A college planning to introduce new course.
- c) A bank planning to open its branch in rural area.

OR

Discuss marketing audit in detail. Explain the importance.



Total No. of Questions : 5]

SEAT No. :

**P2373**

**[4670]-202**

[Total No. of Pages : 4

**M.B.A. (CBCS)**

**202 : Financial Management**

**(2013 Pattern) (Semester - II)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** What do you mean by Financial Management? Explain the environment of finance in organization of finance function. **[10]**

OR

b) Define Wealth Maximization and elaborate in detail with suitable examples. **[10]**

**Q2) a)** Following are the summarized Balance Sheet of ABC Ltd., as on 31<sup>st</sup> December 2012 and 13. You are required to prepare a fund flow statement for the year ended 31<sup>st</sup> December 2013. **[10]**

Liabilities	2012(Rs.)	2013(Rs.)	Assets	2012(Rs.)	2013(Rs.)
Share Capital	1,00,000	1,25,000	Goodwill	-	2,500
General Reserve	25,000	30,000	Building	1,00,000	95,000
Profit and Loss Account	15,250	15,300	Plant	75,000	84,500
Bank Loan (Long Term)	35,000	27,600	Stock	50,000	37,000
Creditors	75,000	40,000	Debtors	40,000	32,100
Provision for Tax	15,000	17,500	Bank	-	4,000
			Cash	250	300
	2,65,250	2,55,400		2,65,250	2,55,400

Additional Information:

- Dividend of Rs. 11,500 was paid.
- Depreciation written-off on plant Rs. 7000 and on building Rs. 5000.

OR

**P.T.O.**

- b) Kirti Gold Ltd. is a leading manufacturing industry. Following activity ratios are calculated by the finance manager of the company. You are required to analyze the ratios and interpret the asset management efficiency position of the company. [10]

Particulars	2012(Rs.)	2013(Rs.)
Debtors Turnover Ratio	12 times	8 times
Creditors Turnover Ratio	7 times	7 times
Inventory Turnover Ratio	9 times	11 times
Working Capital Turnover Ratio	3 times	4 times
Fixed Assets Turnover Ratio	2.5 times	1.5 times

- Q3) a) A firm whose cost of capital is 10% is considering 2 mutually exclusive projects, the details are: [10]

Particulars	Project 'X'	Project 'Y'
Investment	70,000	70,000
Cash Inflow		
Year 1	10,000	50,000
Year 2	20,000	40,000
Year 3	30,000	20,000
Year 4	45,000	10,000
Year 5	60,000	10,000
	1,65,000	1,30,000

Calculate NPV at 10% and Profitability Index (PI) for the two projects.

Year	1	2	3	4	5
Discounting Factor @ 10%	0.909	0.827	0.751	0.683	0.621

OR

- b) ABC Ltd is planning investment in new project. The investment budget of the company is Rs. 30,00,000. The company has following two alternatives: [10]

	Project A	Project B
Investment	30,00,000	30,00,000
Useful Life	5 years	6 years
Cost of Capital	12%	12%
Cash Inflows at the End of the Year are as follows:		
Year 1	7,00,000	10,00,000
Year 2	10,00,000	8,00,000
Year 3	9,00,000	8,00,000
Year 4	8,00,000	8,00,000
Year 5	4,00,000	6,00,000
Year 6	-	2,00,000

Find out which project the company should select on the basis of:

- a) Payback period method.  
b) Net Present value method.

Year	1	2	3	4	5	6
PV at 12%	0.893	0.797	0.712	0.636	0.567	0.507

- Q4)** a) A proforma cost sheet of the company provides the following particulars.

Elements of Cost Amount per Unit in Rs. (as % of Selling Price) [10]

Materials	50%
Direct Labour	10%
Overheads	10%

The following further particulars are available:

- i) It is proposed to maintain a level of activity of 1,00,000 units.
- ii) Selling price is Rs. 10 per unit.
- iii) Raw materials are expected to be in the stores for an average of 2 months.
- iv) Materials will be in process, on average one month.
- v) Finished goods are required to be in stock for an average of 2 months.
- vi) Credit allowed to debtors is 3 months.
- vii) Credit allowed by supplier is two months.

Assuming 10% contingency margin, find out the working capital requirement.

OR

- b) From the following data prepare a statement showing working capital requirement for the year 2013: **[10]**

- i) Estimated output for the year 1,30,000 units (52 weeks).
- ii) Stock of raw materials 2 weeks and material in process for 2 weeks, 50% of wages and overheads are incurred.
- iii) Finished goods remain in storage for 2 weeks.
- iv) Creditors 2 weeks.
- v) Debtors 4 weeks.
- vi) Outstanding wages and overheads 2 weeks each.
- vii) Selling price per unit Rs. 15.
- viii) Analysis of cost per unit is as below:

Raw materials	Rs. 5 per unit
Labour	Rs. 3 per unit
Overheads	Rs. 2 per unit
Profit	Rs. 5 per unit

Assume the operations are evenly spread throughout the year.

- Q5) a)** Explain the write in detail The Net Income Approach and Net Operating Approach Theories of Capital Structure. Use suitable diagrams to explain the same. **[10]**

OR

- b) What do you understand by 'Capital Structure'? Explain in detail the various factors affecting Capital Structure. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P2374**

**[4670]-203**

[Total No. of Pages : 1

**M.B.A.**

**203 : HUMAN RESOURCE MANAGEMENT**

**(2013 Pattern) (Semester - II)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) Discuss the importance of HRM and bring out the difference between the role of HR Manager & Personnel Manager. **[10]**

OR

b) ‘Organizational Strategies have linkages with HR strategies’ Discuss.**[10]**

**Q2)** a) “Job Design is a result oriented tool for optimal utilization Human Resources”. Discuss with example. **[10]**

OR

b) What is the significance of job analysis and what are its benefits explain with suitable example. **[10]**

**Q3)** a) Describe in details - “Training need assessment and its advantages. **[10]**

OR

b) Discuss the different methods of training used by an organization for enhancing employee performance. **[10]**

**Q4)** a) Why it is essential to measure the performance of an employee? Describe the factors need to consider while doing the same. **[10]**

OR

b) “Compensation linked with performance”. Discuss. **[10]**

**Q5)** a) “Flexi work time enhance the employee performance”. Discuss with suitable example. **[10]**

OR

b) What is employee down-sizing? Discuss its importance in an organizational context. **[10]**



Total No. of Questions : 10]

SEAT No. :

P3115

[Total No. of Pages : 3

**[4670] - 204**  
**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 questions carry equal marks.*
- 4) Figures to the right indicate marks.*
- 5) Graph will not be provided, draw diagram on answer sheet.*
- 6) Non scientific calculator is allowed.*

**Q1)** A firm produces three products. These products are processed on three different machines. The time required manufacturing one unit of each of the three products and daily capacity of the three machines are given in the table below : **[10]**

Machine	Time per unit (minutes)			Machine capacity (Minutes per day)
	Product 1	Product 2	Product 3	
M <sub>1</sub>	2	3	2	440
M <sub>2</sub>	4	—	3	470
M <sub>3</sub>	2	5	—	430

It is required to determine the daily number of units to be manufactured for each product. The profit per unit for product 1, 2 and 3 is Rs. 4/-, Rs. 3/- and Rs. 6/- respectively. It is assumed that all the amounts produced are consumed in the market. Formulate the LP model.

**P.T.O.**



OR

**Q2)** Find the initial basic feasible solution of the following transportation problem for minimising using Vogel's approximation method. The table below : [10]

Sources	Destination				Capacity
	I	II	III	IV	
A	20	6	25	15	50
B	17	13	16	17	50
C	5	21	19	23	100
	30	40	60	70	

**Q3)** A TV repairman finds that the time spent on his jobs has an exponential distribution with mean 30 minutes. If he repairs in order in which they come in, and if the arrival of sets is approximately poisson with an average of 10 per 8 hour day. What is the repairman's expected idle time each day? How many jobs on an average waiting to be completed? [10]

OR

**Q4)** What is the concept of Monte Carlo simulation? Explain its scope and limitation. [5 + 5 = 10]

**Q5)** Solve the following game, given the pay-off matrix as : [10]

Player A	Player B	
	B <sub>1</sub>	B <sub>2</sub>
A <sub>1</sub>	1	7
A <sub>2</sub>	6	2

OR

**Q6)** The conditional pay offs in crores 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) Develop a network based on the following informations : **[5]**

Activity	immediate Predecessor	Activity	immediate Predecessor
A	–	E	C, D
B	–	F	D
C	A	G	E
D	B	H	F

b) Explain the significance and Applications of 'PERT' and 'CPM'. **[5]**

OR

**Q8)** What is the concept of network. Explain the critical path with example. Explain EST, LST, EFT and LFT also. **[10]**

**Q9)** The probability that a boy will pass an examination is  $\frac{3}{5}$  and that for a girl it is  $\frac{2}{5}$ . What is the probability that at least one of them passes the examination. **[10]**

OR

**Q10)** Two students A and B working independently on a problem have  $\frac{3}{4}$  and  $\frac{2}{3}$  probability respectively to solve this. What is the probability that the problem will be solved? **[10]**



Total No. of Questions : 5]

SEAT No. :

**P2375**

[Total No. of Pages : 2

**[4670] - 205**

**M.B.A.**

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

*Time : 3 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicate full marks for question/sub question.*
- 5) *Draw neat diagrams and illustrations supportive to your answer.*
- 6) *Use calculator is permitted (as applicable)*

**Q1) a)** Define operation & Supply chain management? Explain significance and function of operation and Supply chain management? **[10]**

OR

b) Explain Physical distribution to Logistics to SCM, Physical Goods and Services Perspectives. **[10]**

**Q2) a)** i) Overview of Lean Management. **[5]**  
ii) Define Total Quality from customer view. **[5]**

OR

b) What is Process product mix? Explain in details types of Production process is given below.

i) Batch Production

ii) Job Production

iii) Continuous Flow Process **[10]**

**P.T.O.**

**Q3) a)** State the basis of ABC, GOLF and FSN analysis. Explain with an illustrative example, how FSN analysis is carried out in an Organization and benefits from the analysis. **[10]**

OR

b) Explain the functions of operation management in detail? What are the elements of TQM discuss. **[10]**

**Q4) a)** What is “Master Schedule” in MRP? Why is it important? What information is required in production the master schedule? **[10]**

OR

b) i) Explain Lean Production system. **[5]**  
ii) Explain Cash to Cash conversion. **[5]**

**Q5) a)** Define Inventory Management? Explain concept and types of inventory management in detail. **[10]**

OR

b) Explain the importance of Production planning and control in a manufacturing Organization. Explain objective and Forecasting as a planning tool. **[10]**



Total No. of Questions : 10]

SEAT No. :

**P2376**

[Total No. of Pages : 2

**[4670]-206**

**M.B.A.**

**206 : MANAGEMENT INFORMATION SYSTEMS**

**(2013 Pattern) (Semester-II)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** “MIS is an instrument for organisational changes”. Comment / Explain. **[10]**

OR

**Q2)** For a 500 bed hospital in city, is developing their IT department for their all hospital daily work routine. For their purpose around 250 plus computers to linked in networks. Suggest the right topology considering all factors. **[10]**

**Q3)** For a Three Star Hotel, they have to develop their internal ERP system of all functions. Illustrate the steps of SDLC for the same with appropriate diagram. **[10]**

OR

**Q4)** “Prototyping was become a popular way to develop business applications”. Comment. **[10]**

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

OR

**Q6)** “Expert-system acts as a consultant to the manager”. Justify your comment. **[10]**

**Q7)** “BPO and KPO along with callcenters have gained importance in India as e-business models towards the end of 20<sup>th</sup> Century? Discuss. **[10]**

OR

**P.T.O.**

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

**Q9)** A charitable trust's 500 bed hospital. It has 40 residential doctors, 50 plus more visiting doctors, 300 plus staff and daily around 700 patients visiting. Hospital decided to keep central on its activates to be computerised. Being MIS executive describe the requirements from information system to enhance their functions. Justify your answer. **[10]**

OR

**Q10)** Rohit mall (Retail) is interested to develop MIS for smooth functioning. Discuss in detail its application including inventory management, billing, shop floor maintenance and others. **[10]**

