

Total No. of Questions :5]

SEAT No. :

P1749

[4970]-4001

[Total No. of Pages :2

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) a) Justify the statement “issues and opportunities for business in socially and environmentally are sustainable”.

OR

b) Explain the scope and significance of corporate social responsibility.

Q2) a) Explain Gandhian thought on sustainable development with illustrations.

OR

b) Explain the nature, scope and significance of sustainable development.

Q3) a) Discuss the business case for sustainable development on three dimensions environmental, economic and socially.

OR

b) Write short notes on (any two):

- i) Sustainability reporting.
- ii) Business model for sustainable development.
- iii) Social accountability standard - ISO 26000.

P.T.O.

Q4) a) What is the nature and scope of corporate Governance. Write the difference between 'Governance' and 'Management'.

OR

b) Explain the corporate 'Governance Code' and CFO certification.

Q5) a) Discuss the nature, scope and significance of ethics in business practices.

OR

b) Define the 'ethical value system'. Explain the impact of law on 'Business Ethics'.

EEE

Total No. of Questions : 5]

SEAT No. :

P1766

[Total No. of Pages : 2

[4970]-4018

M.B.A. (Semester - IV)

**403(FBM): ESSENTIALS OF FAMILY BUSINESS MANAGEMENT - II
(2013 Pattern)**

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) Success of family business is related role of Balance Board of Directors. Elaborate this statement.

OR

- b) Explain the process of recruitment and selection of Advisory Board and Board of Directors in family business.

Q2) a) Discuss the term family governance and explain the various complexities occurs in family governance in multigenerational family firms.

OR

- b) Write short notes on :
- i) Structuring family governance.
 - ii) The family assembly.

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

OR

- b) Discuss the responsibilities of a leader of family business to face challenges of transition.

P.T.O.

Q4) a) Explain the term CEO exit style and the transfer of power.

OR

b) Elaborate the statement “The CEO as architect of governance and succession”.

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

OR

b) Discuss the intergenerational growth in entrepreneurial families with suitable examples.



Total No. of Questions : 5]

SEAT No. :

P1752

[Total No. of Pages : 2

[4970] - 4004

M.B.A. (Semester - IV)

403 FIN: INTERNATIONAL FINANCE

(2013 Pattern)

Time :2.5 Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) What are the types of risk in International finance? Explain risk management in International finance. **[10]**

OR

Write short notes on

- a) Purchasing power parity
- b) Real Interest parity

Q2) Who are the participants in foreign exchange market? Describe the role played by the participants in foreign exchange market. **[10]**

OR

Explain the tools and techniques of foreign risk exchange risk management.

Q3) Who are the participants in global capital market? Explain each participants in detail. **[10]**

OR

Write notes on (Any two)

- a) Disinter mediation
- b) Deregulation
- c) Securilization

P.T.O.

Q4) What are the right and duties of managing and agent banks in International bond market. **[10]**

OR

Describe the development of International bond markets. State and explain the types of bonds.

Q5) Describe the International accounting standards (IAS -21) on foreign transactions. **[10]**

OR

Explain the strategies used for International cash management.



Total No. of Questions : 5]

SEAT No. :

P1758

[Total No. of Pages : 2

[4970]-4010

M.B.A. (Semester - IV)

403 (HR): INDUSTRIAL RELATIONS

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *There are five questions each of 5 marks.*
- 2) *All questions are compulsory with internal choice.*

Q1) Define Industrial Relation. Explain Gandhian approach of Industrial Relation. **[10]**

OR

Describe the philosophy and evolution of Industrial IR.

Q2) What is Industrial Dispute Act 1947? Explain the main provisions under Chapter V. **[10]**

OR

Explain the terms Reconciliation and Works Committee.

Q3) Describe the Maharashtra Recognition of Trade Unions and Prevention of Unfair Labour Act 71. **[10]**

OR

“Recognition of Trade Union is the backbone of Collective Bargaining”
Comment.

P.T.O.

Q4) Describe the Contract Labour (Regulation and Abolition) Act 1970 under section 2. **[10]**

OR

What are the Industrial Establishments covered by the Industrial Employment Act 1946?

Q5) Write short note on : **[10]**

- a) Worker's Participation in Management
- b) Collective Bargaining

OR

'Worker's Participation Management' can strengthen the Industrial Relations. Explain.



Total No. of Questions : 5]

SEAT No. :

P1760

[Total No. of Pages : 2

[4970]-4012

M.B.A.

403-IB: INTERNATIONAL BUSINESS ENVIRONMENT

(2013 Pattern) (Semester - IV)

Time : 2 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) What do you understand by International Business Environment? Explain the importance of the study of International Business.

OR

Explain the impact of Domestic, Foreign & Global Environment on International Business decision.

Q2) Elaborate the Positive & Negative effects of Foreign Direct Investment.

OR

Describe factors Influencing Interest rate movements & Impact of movements in interest rate on trade & investment.

Q3) What is Agreement on Textile & Clothing? Explain it along with various provisions.

OR

Explain in detail objectives & functions of IMF.

P.T.O.

Q4) Examine the concept of International collaborative arrangement & strategic alliance.

OR

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

Q5) Explain the concept of Regionalism & Multilateralism.

OR

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



Total No. of Questions : 5]

SEAT No. :

P1754

[Total No. of Pages : 2

[4970] - 4006

M.B.A.

403 (IT) SOFTWARE PROJECT MANAGEMENT

(2013 Pattern) (Semester - IV)

Time :2.5 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) Describe the methods and methodology for software project management. **[10]**

OR

b) What is a project management? Briefly describe the project management with examples. **[10]**

Q2) a) What are the software process models? Explain briefly the waterfall model of software development. **[10]**

OR

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

Q3) a) Explain the different levels of CMM and its advantages. **[10]**

OR

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

P.T.O.

Q4) a) Explain COCOMO model with an example. [10]

OR

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

Q5) a) Explain in brief MS-Project 2010. [10]

OR

b) Explain the importance of using a Project Management Software. [10]



Total No. of Questions :5]

SEAT No. :

P1750

[4970]-4002

[Total No. of Pages :2

M.B.A.

MARKETING SPL.

**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 -10.*

Q1) a) Write the characteristics and classification of services.

OR

- b) Explain factors influencing customer expectations of service with example.

Q2) a) Explain the 'Traditional marketing mix elements' in services.

OR

- b) Write short notes on (any two):
 - i) Serv Qual Gap model,
 - ii) Critical Incident model,
 - iii) Service pricing,
 - iv) Challenge of service communication.

Q3) a) Explain service process 'Blue print demand' and 'capacity management'.

OR

- b) Define 'standardisation' in service. Explain self service technologies.

P.T.O.

Q4) a) Write the concept 'service profit chain'. Explain internal marketing in service.

OR

b) Explain the statement "experience service scape elements including architectural design" in service.

Q5) a) Explain the applications of service marketing in 'Airlines' and 'Telecom' with example.

OR

b) Discuss on the service implementation in 'Hospitality' and 'Logistics Management' with example.

EEE

Total No. of Questions : 5]

SEAT No. :

P1756

[Total No. of Pages : 2

[4970] - 4008

M.B.A.

**403 (OPE): OPERATIONS STRATEGY
(2013 Pattern) (Semester - IV)**

Time :2.5 Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *All questions are compulsory*
- 2) *Each questions 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 impact of changing nature of world business on the operations strategy of any organization. **[10]**

OR

b) Write short notes:

- i) Importance of operations strategy. **[5]**
- ii) Strategic fit. **[5]**

Q2) a) Explain the concept of Lean manufacturing systems in detail. **[10]**

OR

b) Briefly describe various strategic issues associated with manufacturing.

Q3) a) Briefly describe various issues associated with implementation of technology strategy at the time of development of new product. **[10]**

OR

b) Explain the concept of Make or Buy decisions in detail.

P.T.O.

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

OR

b) What is the role of Technology in operations strategy? Discuss in brief.



Total No. of Questions : 5]

SEAT No. :

P1764

[Total No. of Pages : 2

[4970]-4016

M.B.A.

403(RABM): RURAL CREDIT & FINANCE

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

OR

b) Explain the characteristics of Indian agriculture.

Q2) a) Give the classification of agricultural finance. Also highlight the importance of co-operative credit.

OR

b) Discuss the structure and performance of financial intermediaries in agriculture.

Q3) a) Discuss the impact of liberalization on Co-operative Banks with particular reference to deregulation of interest rates and prudential norms.

OR

b) Explain the structure and functions of District Central Cooperative banks.

P.T.O.

Q4) a) Discuss and explain the concept of 3C's, 7P's and 3R's of credit.

OR

b) Explain the principle of Micro and Macro finance.

Q5) a) With respect to rural finance explain the delivery channels and actors involved.

OR

b) Give the role of BDS in rural finance. Also explain the triangle of microfinance.



Total No. of Questions : 5]

SEAT No. :

P1762

[Total No. of Pages : 2

[4970]-4014

M.B.A. (Semester - IV)

STRATEGIC SUPPLY CHAIN MANAGEMENT

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Explain the strategy of SCM based on customer focused and product development.

OR

Discuss the supply chain strategy based on Market development and diversification.

Q2) 'Managing supply chain for strategic fit based on impact of customer needs and impact of uncertainty'. Explain.

OR

Explain the impact of multiple products and customer segments for managing supply chain.

Q3) Discuss expanding strategic scope in SCM on maximise company profit perspective.

OR

Discuss expanding strategic scope in SCM on maximise SC surplus perspective.

P.T.O.

Q4) Write short notes on (any two) :

- a) Core competence.
- b) Frame work for Strategic Alliance.
- c) Collaborative Advantages.

OR

Define outsourcing. Explain advantages and disadvantages of it with respect to SCM.

Q5) Elaborate the idea of supply chain faced challenges and to overcome adoption strategies for the future.

OR

What is the concept of Greening, and Ethical supply chain?



Total No. of Questions : 5]

SEAT No. :

P1768

[Total No. of Pages : 2

[4970] - 4020

M.B.A.

SPECIALIZATION : TECHNOLOGY MANAGEMENT

403 - TM : Technology Competition and Strategy

(2013 Pattern) (Semester - IV)

Time : 2:30 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 answers.*

Q1) a) Explain framework for analysis of technology emergence and influence of environmental trends on competition with reference to communication industry. **[10]**

OR

b) Criticise with appropriate example: technology strategy and technology leadership in competitive business environment. **[10]**

Q2) a) Explain the mechanism for data collection in technology intelligence. **[10]**

OR

b) Give appropriate examples to explain: 'How technology intelligence will help organisation to compete with their rival'. **[10]**

Q3) a) Explain challenges before Volks-Wagon in terms of technology interface with Market, Customers and Suppliers. **[10]**

OR

b) Explain the following methods of strategic analysis. **[10]**

i) Product Evaluation Matrix

ii) Strength, Weakness, Opportunity Threats Matrix

Q4) a) Explain the role of technology strategy choice as effective competitive advantage of an organisation. **[10]**

OR

b) Discuss a framework for formulation of technology strategy and its execution. **[10]**

Q5) a) What is Collaborative arrangement? What are different advantages of inter firm collaboration for small and large firms? **[10]**

OR

b) Explain deployment of technology in: **[10]**

i) New Product

ii) Value Chain



Total No. of Questions : 5]

SEAT No. :

P1767

[Total No. of Pages : 2

[4970] - 4019

M.B.A. (Semester - IV)

404FBM : MANAGING INNOVATION - II

(2013 Pattern)

Time : 2:30 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 generic strategies for World Wide innovation. **[10]**

OR

Does Globalization lead to innovation? Explain.

Q2) Describe the Entry Strategies of Product Life Cycle and Value stock. **[10]**

OR

What are the techno-economic factors that help the emerging economies innovation?

Q3) Explain how Public Complementary Assets and Network Externalities of Government help in innovations. **[10]**

OR

What are the Government actions that assist the organizations in innovation?

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

OR

Does a service organization innovate? Explain.

Q5) Give an overview of national innovation system of Brazil. **[10]**

OR

Discuss the effect of social innovations and organizational innovations.



Total No. of Questions : 5]

SEAT No. :

P1753

[Total No. of Pages : 2

[4970] - 4005

M.B.A.

404 FIN: CORPORATE FINANCE

(2013 Pattern)

Time :2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) What do you understand by the concept of corporate Investment and Financial Decisions.

OR

b) What are the various goals of the corporation for good governance of the firm.

Q2) a) Following is the condensed income statement of a firm for the current year.

Particulars	Rs.
Sales	5,00,000
Less : Operating costs`	3,00,000
Less: Interest costs	12,000
Earning Before Taxes	1,88,000
Less : Taxes (40%)	75,200
Earning after taxes	1,12,800

The firm's existing capital structure consists of Rs. 1,50,000/- equity funds having 15% cost and of Rs.1,00,000/- 12% debt. Determine the economic value added during the year.

OR

b) Two firms XYZ Ltd. and ABC Ltd. are identical in all respects, except leverage in capital structure XYZ Ltd. has 10% Rs. 3,00,000/- debentures. Both the firms have the same Earning before Interest and tax of Rs. 50,000/- The equity Capitalization rate of XYZ Ltd. is 16% and ABC Ltd 12.5% . You are required to calculate the total Value of each firm.

P.T.O.

Q3) a) Explain the concept and features of value based management.

OR

b) What are the various criterias that has to be completed in order to achieve Good Corporate Governance in India.

Q4) a) From the following information of a firm calculate share price based on Walter's model and also say whether you are satisfied with the current dividend policy or not?

- i) Earnings per share - Rs.4/-
- ii) Dividend per share - Rs.3/-
- iii) IRR - 10%
- iv) Return required by shareholder - 15 %

OR

b) The following data relate to a firm.

- i) Earnings per share - Rs.10/-
- ii) Capitalisation rate - Rs14%
- iii) Retention rate - 40%

Determine share price using Gordon's model if IRR is 15%, 14% and 10%.

Q5) a) Define 'Corporate Restructuring'. What are the various reasons for restructuring and the board areas of restructuring?

OR

b) Elaborate the following related to Corporate Restructuring.

- i) Expansion technique
- ii) Disinvestment technique.



Total No. of Questions : 5]

SEAT No. :

P1761

[Total No. of Pages : 2

[4970]-4013

M.B.A. (Semester - IV)

404(IB): INDIAN ECONOMY TRADE DEPENDENCIES

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain the 'New Industrial Policy 1991' in Indian Economy.

OR

- b) What is the concept of 'National Income'? Explain the Trends in National Income and Growth since 1991.

Q2) a) What is the Foreign Aid? Explain the problems of Foreign Aid.

OR

- b) Explain the 'Regional Disparities and the measures to remove 'Regional Disparities'.

Q3) a) Discuss the Growth and Recent state of IT Industry in India.

OR

- b) What is 'out sourcing'? Explain Small Sector Industrial Policy in India.

P.T.O.

Q4) a) Explain the Growth and Structure of India's Foreign Trade since 1991.

OR

b) Explain the concept of 'Foreign Capital' and its importance in Indian Economy.

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

- i) India in International Trade.
- ii) Globalisation strategies and its impact.
- iii) Foreign Exchange Reserves.
- iv) Convertibility of the Rupee.

OR

b) Explain the role and relation between WTO and India.



Total No. of Questions : 5]

SEAT No. :

P1755

[Total No. of Pages : 2

[4970] - 4007

M.B.A. (Semester - IV)

404 (IT) ENTERPRISE RESOURCE PLANNING

(2013 Pattern)

Time :2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) What is ERP? Discuss various features of ERP.

OR

What return can be expected from an ERP investment? How long does it take for most companies to see return on an ERP investment?

Q2) Explain different types of ERP security issues. How data masking is useful for managing data security?

OR

Explain ERP lifecycle in detail & explain different ERP projects.

Q3) Explain typical sales order management cycle. How does an ERP system support such cycle?

OR

What are the functionalities capabilities offers compensation management of HRM - ERP solution?

Q4) What are the emerging trends in ERP application? Explain any one in brief.

OR

Write short note on.

- a) Data warehousing
- b) Data mining

P.T.O.

Q5) A well developed & evolved insurance sector is a boon for economic development of a country. Insurance companies have lot of complex processes & functions. For insurance company, ERP provides various modules like policy management, claim management, reinsurance & Investment management. Discuss each module along with its functionalities in detail.

OR

Pharma industry is one of the largest industries globally. This industry has lot of unique requirements like patient management, intellectual property management, product / patient safety, laboratory information management system, secure tracing & tracking, secrecy of formulation, regulatory compliance submission. Discuss these industry requirement & expectation from ERP solution in detail.



Total No. of Questions :5]

SEAT No. :

P1751

[4970]-4003

[Total No. of Pages :2

M.B.A.

MARKETING (SPL.)

**404-MKT: Sales and 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) Define sales management. Explain the strategic role of sales management.

OR

b) What are the types of channel conflict? How to manage channel conflict?

Q2) a) What is sales organization? Explain the different methods of determining salesforce size.

OR

b) Explain various types of compensation plans. Describe the requirements of a good compensation plan.

Q3) a) Explain the various types of sales report.

OR

b) Write short notes on:

- i) Sales budgeting.
- ii) Mobile marketing.

P.T.O.

Q4) a) Describe functions and various types of wholesalers.

OR

b) Explain the importance of franchisee in channel decision. Also explain the process of appointment of franchisee.

Q5) a) What is retailing? Explain various organized & unorganized retailing formats.

OR

b) Assume that you are a store manager of branded jewellery. How will you conduct advertising and sales promotion activity to increase the sale?

EEE

Total No. of Questions : 5]

SEAT No. :

P1765

[Total No. of Pages : 2

[4970]-4017

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) Discuss about product identify strategies? Explain their types.

OR

State the meaning & significance of product strategy. Explain customer value strategies.

Q2) State & explain the factors responsible for pricing strategy.

OR

Explain the concept & significance of pricing strategy with relevant examples.

Q3) Discuss the distribution practices and explain its trends.

OR

Explain the concept of distribution strategy. What is distribution deviation?

P.T.O.

Q4) What is Rural retailing? Explain with examples.

OR

Discuss E-Tailing & PPP models.

Q5) What is IMC strategy & Rural Marketing? Explain it with examples.

OR

What is promotion strategy? Discuss with examples.



Total No. of Questions : 5]

SEAT No. :

P1763

[Total No. of Pages : 2

[4970]-4015

M.B.A. (Semester - IV)

**404(SCM): KNOWLEDGE MANAGEMENT IN SUPPLY CHAINS
(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) *Draw neat diagrams and illustrations supportive to your answer.*
- 6) *Your answer should be specific and to the point.*

Q1) a) Write short notes :

- i) Customer Relationship Management. [5]
- ii) Transaction Management. [5]

OR

b) Briefly describe the concept of supplier relationship management. [10]

Q2) a) i) Advantages of supply chain information system. [5]

- ii) Risk & Challenges in implementing supply chain information system. [5]

OR

b) Explain the importance of information system in supply chain. [10]

P.T.O.

Q3) Enumerate the various improvements in organizational process with relation to technology adoption. **[10]**

OR

What do you mean by digital markets & explain its importance. **[10]**

Q4) a) i) Explain B-2-B Perspective of supply chain. **[5]**

ii) Write Note on collaborative demand planning. **[5]**

OR

b) Explain the impact of E-business on supply chain management. **[10]**

Q5) Explain the concept of ERP in detail. **[10]**

OR

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



Total No. of Questions : 5]

SEAT No. :

P1769

[Total No. of Pages : 2

[4970] - 4021
M.B.A. (Semester-IV)
MANAGING INNOVATION - II
(2013 Pattern)

Time : 2:30 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) Explain Market Uncertainty Endogeneity in context of Innovations .
Discuss Generic strategies for worldwide Innovation. **[10]**

OR

b) Explain the various methods of Globalizations. **[10]**

Q2) a) Explain the concept of technology Transfer with respect to Innovations.
What is value stock? **[10]**

OR

b) Discuss about value stock and Techno-economic factors. **[10]**

Q3) a) Explain the concept Public Complimentary Assets and Network
Externalities. **[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) Discuss CI-3 Frameworks. State its benefits. **[10]**

Q5) a) Write note on **[10]**

i) Social Innovations

ii) Organization Innovation

OR

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



Total No. of Questions : 5]

SEAT No. :

P1759

[Total No. of Pages : 2

[4970]-4011

M.B.A. (Semester - IV)

404 HR: STRATEGIC HUMAN RESOURCE MANAGEMENT

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Discuss on SHRM and its challenges.

OR

b) Explain concept of SHRM and its needs in today world.

Q2) a) Define HR strategies. Discuss various types of HR strategies.

OR

b) Comment on “Implementation of HR strategies can enhance organisational performance”.

Q3) a) Elaborate the terms Career planning and succession planning. Discuss relation between both of them.

OR

b) Define ‘Competencies’. How competencies are useful in HR strategies.

P.T.O.

Q4) a) Elaborate HR strategies for development of culture development.

OR

b) Explain the cultural issues in mergers and acquisitions along with effects on performance of organisation.

Q5) a) What do you understand by international compensation? Explain in detail factors influencing compensation policy.

OR

b) Explain importance of training and development of International staff. Explain the term Global compensation issues.



Total No. of Questions : 5]

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P1757

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M.B.A. (Semester - IV)

404 (OPE): TOTAL QUALITY MANAGEMENT

(2013 Pattern)

Time :2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) Explain the organizational vision, mission, and quality policy and quality circle.

OR

b) Explain the formulation of quality goals and steps in implementing total quality.

Q2) a) Discuss the quality philosophy of Ishikawra and taguchi.

OR

b) Comparision of quality philosophy of Juran and crosby.

Q3) a) What is the concept of QFD (quality function deployment)? Explain its implementation.

OR

b) Explain checklist, flow chart, tally charts and Histogram as quality control tools.

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

- i) Six sigma quality
- ii) P-charts and C-charsts
- iii) SQC (Statistical quality control)
- iv) Oc - curve

P.T.O.

OR

- b) What is the concept of process control? Explain process control for attributes and variables.

Q5) a) Explain national quality award and Deming prize.

OR

- b) What is ISO 9000 - 2000? Discuss Ramakrishna Bajaj Awards.

