

Total No. of Questions : 5]

SEAT No. :

PD-2864

[Total No. of Pages : 2

[6430]-509

M.B.A.

**201 : (GC - 09) Marketing Management  
(MM551 MJ) (2024 Pattern) (Semester - II)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates :*

- 1) *All questions are compulsory.*
- 2) *Make suitable assumptions whenever necessary.*
- 3) *All questions carry equal marks.*

**Q1) Solve any Five of the following: (2 marks each).**

**[ 10]**

- a) State the concept of Differentiated pricing.
- b) Define Unsought goods.
- c) Memorize the concept of Omni-channel options.
- d) Maggi instant noodles are an example of
  - i) Shopping products
  - ii) Speciality products
  - iii) Convenience products
  - iv) Unsought products
- e) Which of the following is an example of psychological pricing?
  - i) Pricing a burger at Rs. 99 instead of Rs. 100
  - ii) Offering bulk discounts
  - iii) Charging different prices in different countries.
  - iv) Selling smartphones at the same price everywhere.
- f) State the concept of Marketing Audit.
- g) Which of the following best describes phygital Retailing?
  - i) A mix of Physical and Digital shopping experiences.
  - ii) A business that only sells through digital ads.
  - iii) A store that doesn't allow digital payments.
- h) State the concept of product mix.

**P.T.O.**

**Q2) Solve any Two of the following: (5 marks each) [10]**

- a) Differentiate between show-rooming and Webrooming.
- b) Differentiate between consumer products and Industrial products
- c) Explain three types of pricing methods used in online marketing.

**Q3) Answer any one [10]**

- a) An optical store would like to launch a new product line of spectacles targeted towards youth of India. Determine suitable channels of distribution used by the company.
- b) Determine the product mix of a leading FMCG company offering various cosmetic products across India.

**Q4) Answer any one [10]**

- a) “The synergy created by a well-integrated marketing communication program is greater than the sum of its individual parts”. Analyse this statement in context to Electric Vehicles industry.
- b) Analyse the product mix of ‘Nestle’ in Indian consumer products market.

**Q5) Answer any one [10]**

- a) A well-established chain of “Boutique Hotels” is planning to launch a new-line of “Eco-friendly Amenity Products”. Design a marketing plan for this new product line. Make suitable assumptions.
- b) You are appointed as the Marketing Manager for a newly launched “Playzwin.com”, an online gaming service offering various sports categories. Explore and suggest suitable pricing strategies for the company.



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Total No. of Questions : 5]

SEAT No. :

PD-2811

[Total No. of Pages : 7

[6430]-510

M.B.A.

FM 552 MJ-GC-10: FINANCIAL MANAGEMENT

(2024 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All Questions are compulsory.
- 2) Each question carries 10 marks
- 3) All questions have internal options.
- 4) Use of simple calculator is allowed.

Q1) Solve any five :

[10]

- a) What do you mean by financial management?
- b) List the Factors affecting capital Structure of The Firm.
- c) Profitability ratios measure:
  - i) the speed at which the firm is turning over its assets
  - ii) the ability of the firm to earn an adequate return on sales, total assets, and invested capital
  - iii) the firm's ability to pay off short term obligations as they are due
  - iv) the debt position of the firm in light of its assets and earning power

P.T.O.



Q3) a) Following are the Income statement and Balance Sheet of Laxmi Enterprises [10]

**Income statement for the year 2024-2025**

Particulars	Rs.
Sales	10,00,000
Raw material consumed	2,00,000
Wages	2,00,000
Manufacturing expenses	1,00,000
Cost of goods sold	5,00,000
Administrative expenses	50,000
Selling and distribution expenses	50,000
Net profit	4,00,000

**Balance sheet as on 31<sup>st</sup> March 2025**

Liabilities	Amount	Assets	Amount
Equity capital	2,00,000	Fixed Assets	2,50,000
Reserves	1,50,000	Stock	2,50,000
Debentures	2,00,000	Debtors	1,00,000
Creditors	1,00,000	Cash & Bank	1,00,000
Bank Overdraft	50,000		
<b>Total</b>	<b>7,00,000</b>		<b>7,00,000</b>

**Calculate-**

- i) Working capital turnover ratio
- ii) Fixed asset turnover ratio
- iii) Stock turnover ratio
- iv) Debt equity ratio
- v) Sales to capital employed

OR

- b) From the following Balance Sheet of Parag Ltd., prepare common size Balance Sheet and interpret the results.

Particulars	2022 (₹)	2023 (₹)	Particulars	2022 (₹)	2023 (₹)
Equity Share capital	200,000	3,30,000	Fixed Assets	240,000	350,000
Preference Share capital	100,000	150,000	Stock	40,000	50,000
Reserve and Surplus	20,000	30,000	Debtors	100,000	125,000
Profit and Loss A/C	15,000	20,000	Bills receivables	20,000	60,000
Bank Overdraft	50,000	50,000	Prepaid expenses	10,000	12,000
Creditors	40,000	50,000	Cash in hand	40,000	53,000
Provision for taxation	20,000	25,000	Cash at Bank	10,000	30,000
Proposed Dividend	15,000	25,000			
Total	460,000	680,000		460,000	680,000

Q4) a) A Pro-forma Cost Sheet of a company provides the following particulars: [10]

Elements of Cost	Cost Per Unit (Rs.)
Raw Material	80
Direct Labour	30
Overheads	60
Total Cost of Production	170
Profit	30
Selling Price	<b>200</b>

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 (100% material and 50% wages & overheads)
- iii) Finished goods are in stock on an average one month
- iv) Credit allowed by supplier one month
- v) Credit allowed to debtors 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.25000.

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

OR

b) Calculate the Cost of Capital in following cases. [10]

i) X Ltd. Issues 12% Debentures of face value Rs.100 each 7 realises Rs.95 per Debenture. These Debentures are redeemable after 10 years at a Premium of 10%

OR

ii) Y Ltd. Issues 14% Preference Share of Face Value Rs. 100 each at Rs.92 These shares are repayable (Redeemable) at par after 12 Years.

Assume that, both the companies are paying income tax at 50%.

Q5) a) A firm Who's Cost of capital is 10% is considering 2 maturity exclusive projects, the details are: [10]

Particulars	Project "X"	Project "Y"
Investment Cash flow	70,000	70,000
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

Calculate NPV@ 10% and Profitability Index (PI) for the two projects. Also advice which project should be selected based on both methods.

OR

- b) Machine a Cost Rs.1,00,000 payable immediately. Machine B costs Rs.1,20,000 half payable in one years' time. The cash receipts expected are as follows. [10]

Year (at end)	Machine A	Machine B
1	20,000	0
2	60,000	60,000
3	40,000	60,000
4	30,000	80,000
5	20,000	0

At 7% opportunity cost. Which machine should be selected on the basis of NPV?



Total No. of Questions : 5]

SEAT No. :

PD-2881

[Total No. of Pages : 3

[6430]-511

M.B.A.

**HRM-553 MJ GC- 11 : HUMAN RESOURCE  
MANAGEMENT**

**(2024 Pattern) (Semester - II)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Attempt all questions.*
- 2) *Figures to the right indicate full marks.*
- 3) *Draw a neat labelled diagram wherever necessary.*

**Q1) Solve any 5 of the following :**

**[5 × 2 = 10]**

- a) What is Human Resource Management (HRM)?
- b) What are the two objectives of Human Resource Planning?
- c) How does recruitment differ from selection?
- d) How can 1ks principles be applied to training and development?
- e) State the current trends in compensation.
- f) List any two fringe benefits.
- g) What are the benefits of e-learning in training?
- h) Define grievance in HRM.

**Q2) Solve any two of the following :**

**[2 × 5 = 10]**

- a) What are the key objectives and features of HRM and how do they contribute to organizational success?
- b) Explain in detail the process of performance appraisal.
- c) 'Recruitment is positive & selection is negative' Do you agree and why?

**P.T.O.**

**Q3) Solve any one of the following :**

**[1 × 10 = 10]**

- a) Define Human Resource Planning, explain its importance and process in detail.
- b) How can organizations measure the effectiveness of their training initiatives to ensure continuous employee growth & development?

**Q4) Solve any one of the following :**

**[1 × 10 = 10]**

- a) Global operations & HRM Complexity at world wide foods.

Worldwide foods, a multinational food co., operates in multiple countries with diverse workforce. Due to this global presence, the HR dept. faces problems in applying consistent HR policies across regions, leading to various challenges related to recruitment, compensation and performance management. There were several challenges faced by the company. Leading to inconsistent HR policies across. This led to varying employee satisfaction, engagement & morale. Due to cultural diversity effective communication and collaboration was affected. Differences in labour laws made difficult to standardize compensation & benefits HR team lacked a unified approach to appraisals and development.

Answer the following:

- i) How did cultural diversity contribute to HRM challenges at worldwide co.
- ii) What impact did the lack of standardized HR policies have on employee satisfaction? How would you resolve it?

OR

- b) What are the four levels of Kirkpatrick Models and how do they differ in assessing the effectiveness of training program?

**Q5) Solve any one of the following :**

**[1 × 10 = 10]**

- a) In a medium sized tech company, an employee has raised a grievance regarding being passed over for a promotion despite strong performance reviews. The employee believes this decision was unfair and has filed a formal grievance. As an HR manager, how would you handle the grievance redressal process? Outline the steps you would take to investigate the issue, communicate with the concerned employee, and ensure that the grievance is resolved in line with company policies.

**OR**

- b) Design a training program for a marketing manager of ABC fincorp. limited

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Total No. of Questions : 5]

SEAT No. :

PD-2882

[Total No. of Pages : 2

[6430]-512

M.B.A.

**OSCM-554-MJ : OPERATIONS & SUPPLY CHAIN  
MANAGEMENT**

**(2024 Pattern) (Semester - II)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Solve any five (2 marks each)

**[10]**

- a) Define Operations management
- b) Define lean management?
- c) Distinguish between MRP & MRP II?
- d) State the formula of Inventory Turnover Ratio?
- e) Explain service Blueprinting?
- f) List the functions of PPC?
- g) Define Demand Forecasting?

**Q2)** Solve any two (5 marks each)

**[10]**

- a) Outline a supply chain for any Electronic Item of your choice.
- b) Relate types of manufacturing process with types of layout?
- c) Describe Ethical & Environmental Issues in OSCMR.

**Q3)** a) Examine the classification of Inventory materials detailing about techniques. Also highlight the aspects of types of Inventory cost. **[10]**

OR

- b) Discuss regarding Demand forecasting with details on types & techniques.

**P.T.O.**

**Q4) a)** Illustrate the method of solving numerical of EOQ & EOQ with discount with an eg. **[10]**

OR

b) Analyze & explain the evolution from manufacturing to supply chain management.

**Q5) a)** How many ways you can categorize manufacturing process Elaborate on types of manufacturing processes ranging from project to process Industry mentioning characteristic advantages & disadvantages of each of them? **[10]**

OR

b) Explain the linkages of supply chain management with customer services & mention enablers of supply chain management? Also highlight the concept of collaboration, Enterprise Extension, Responsiveness, cash-to-cash conversion & customer Accommodation.

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Total No. of Questions : 5]

SEAT No. :

PD-2812

[Total No. of Pages : 2

[6430] - 513

M.B.A.

LAB 555MJ-GC-13: Legal Aspects of Business  
(2024 Pattern) (Semester-II)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer the following (any five) :

[10]

- a) Unpaid seller
- b) Negotiable Instrument
- c) Caveat emptor
- d) Suit for quantum meruit
- e) Implied warranty.
- f) One person company.
- g) Bill of Exchange
- h) Valid  $\theta$  contract

Q2) Short notes (any two) :

[10]

- a) Remedies for breach of contracts
- b) Sale by Auction
- c) Dishonoured of negotiable Instrument.

P.T.O.

**Q3) a)** Explain memorandum of association of a company according to the company act. [10]

OR

b) Discuss the composition and jurisdiction of District consumer forum. [10]

**Q4) a)** Explain the termination of contract of agency by operation of law according to the contract of agency act. [10]

OR

b) Explain the term & provision of restrictive trade practices and unfair trade practices as per consumer protection act. [10]

**Q5) a)** What is the concept of 'share capital'? Explain the types of share capital. [10]

OR

b) Define contract of sale of goods. Explain rights of unpaid seller. [10]



Total No. of Questions : 5]

SEAT No. :

PD-2813

[Total No. of Pages : 2

[6430] - 514

F.Y.M.B.A.

**BRM 556 MJ: BUSINESS RESEARCH METHODS (RM-01)**  
**(2024 Pattern) (Semester-II)**

*Time : 2 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Attempt all the questions.*
- 2) *All Questions carry equal marks.*
- 3) *Figures to the right indicate full marks.*

**Q1) Answer any five (2 marks each) :**

**[5 × 2 = 10]**

- a) Mention two characteristics of a good sample.
- b) What is sampling Frame?
- c) What is Cross Sectional Study Design?
- d) What is extraneous variables?
- e) What are the key components of a research report?
- f) Enlist the types of measurement scales
- g) List the types of Non probability Sampling.
- h) Mention two sources of secondary data.

**Q2) Answer any two (5 Marks each) :**

**[2 × 5 = 10]**

- a) Explain the characteristics of the scientific research method?
- b) Differentiate between primary and secondary data.
- c) Discuss the process of Hypothesis.

**P.T.O.**

**Q3) Answer Any one (10 Marks each) :**

**[1 × 10 = 10]**

- a) Suggest suitable sample design for identifying
  - i) Consumer purchasing behavior in the e-commerce industry.
  - ii) Employee job satisfaction in an IT company.
- b) Develop a questionnaire for analyzing of customer satisfaction in the Hospitality Industry

**Q4) Answer Any one (10 Marks each) :**

**[1 × 10 = 10]**

- a) The demand for a particular food product in a college canteen was found to vary from day to day. In sample study the following information was obtained.

Days	Mon	Tue	Wed	Thur	Fri	Sat
Food Product (in kg)	1120	1130	1000	1110	1115	1105

Prepare the hypothesis and interpret whether the food product demanded are independent of the days of the week.

Given:- Chi square calculated = 0.179

Chi square at 0.05(5d.f) = 11.07 Table value

Comment whether hypothesis is accepted or rejected. Justify your comment.

- b) Explain the need for business research and discuss its role in decision making for organizations.

**Q5) Answer Any one (10 Marks each) :**

**[1 × 10 = 10]**

- a) Draw histogram for the following also find mode from the graph.

No. of Students	10-20	20-30	30-40	40-50	50-60	60-70	70-80
Marks obtained in final exam	30	70	90	110	30	55	75

- b) Prepare the research proposal for the topic "The Role of Social Media in Shaping Consumer Purchase Decisions for an FMCG company".

