

Q3) Answer any one.

[10]

- a) Mr. Rakesh is a part of innovative team at Amul. The company wants to develop a new plant-based dairy alternative to tap into the growing vegan market in India. As a product development lead how will Mr. Rakesh apply the steps of new product development process to bring the product in market.
- b) A company is launching premium skincare brand called 'Glowstars' in the Indian market, targetting millennial and Gen Z consumers. Apply a mix of traditional, digital and phygital marketing channels to reach the target customers.

Q4) Answer any one.

[10]

- a) Zunotech, a startup, launching a smart fitness band with unique AI-driven health insights, entering a highly competitive Indian wearable market dominated by players like Mi, Realme, Fitbit. Analyze various pricing approaches for the product and determine the most suitable one.
- b) Lenskart has launched a new line of smart glasses and they are on the way of implementing the engagement of customers from pre-launch to post launch journey. Analyse various immersive marketing tools to be integrated in the marketing communication process.

Q5) Attempt any one.

[10]

- a) Nike is planning to launch a limited edition line of sustainable sneakers targeted at Gen Z sports person. As a part of brand's team responsible for framing a connected marketing strategy using the four C's framework how can Mr. XYZ create emotional engagement and Buzz.
- b) MamaEarth, a D2C personal care brand, is planning to launch a new line of baby skincare products in highly competitive market dominated by traditional brands like J & J and Himalaya. As a Marketing manager use 5A frame work to design a promotional strategy.

x

x

x

Total No. of Questions : 5]

SEAT No. :

PE-5834

[Total No. of Pages : 5

[6551]-810

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) Answer any 5 out of 8 (2 marks each) :

[10]

- a) What is Business Finance?
- b) How is Financial leverage calculated?
- c) Define the term Time value of money.
- d) What is Common size statement?
- e) List out the technique of capital budgeting.
- f) When NPV is positive then, Profitability Index (P1) would be
 - i) > 1
 - ii) < 1
 - iii) $= 1$
 - iv) $= 0$
- g) In the computation of liquid ratio excluded from the current asset is
 - i) Cash in hand
 - ii) Accounts receivable
 - iii) Bank balance
 - iv) Inventory
- h) What is weighted average cost of capital?

P.T.O.

Q2) Answer any 2 out of 3 (5 marks each) :

[10]

- a) Explain various long term sources of finance.
- b) Elaborate the Duties of finance manager.
- c) Explain in brief modern approaches of Financial management.

Q3) a) The following is the Balance sheet of Raju brothers Pvt. Ltd., Pune as on 31st March 2024. **[10]**

Balance Sheet as on 31st March 2024

Liabilities	Amount	Assets	Amount
Share Capital	1,80,000	Land and Building	1,40,000
Profit and Loss A/c	30,000	Plant and Machinery	3,30,000
General Reserves	40,000	Stock in Trade	2,00,000
12% Debenture	4,20,000	Debtors	1,00,000
Creditors	1,00,000	Bills receivable	10,000
Bills payable	50,000	Bank	40,000
Total	8,20,000		8,20,000

Calculate :

- i) Current Ratio
- ii) Quick Ratio
- iii) Inventory to Working Capital
- iv) Debt to Equity
- v) Proprietary ratio

OR

- b) 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 31st 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		
Total	7,00,000		7,00,000

Calculate :

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

- Q4) a)** Following is the information of Chetan Industries Ltd. for the year 31st Mar. 2025. You are required to calculate the working capital requirements from the following information: Explain with total approach method. **[10]**

Particulars	Rs. (per unit)
Raw materials	160
Direct labour	60
Overheads	120
Total cost	340
Profit	60
Selling price	400

Raw materials are held in stock on an average for 1 month period.

Materials are in process on an average for ½ month period.

Finished goods are in stock on an average for 1 month period.

Credit allowed by suppliers is 1 month period and credit allowed to debtors is 2 month period. Time lag in payment of wages is 1½ weeks.

Time lag in payment of overhead expenses is 1 month.

Cash in hand and at the bank is anticipated to be Rs. 50,000;

1/4th of the sales are made on cash basis.

Level of production 1,04,000 units for a year of 52 weeks. You may assume that production is carried on yearly throughout the year.

OR

- b)** The management of Swift Ltd. Has called for a statement showing the working capital needed to finance a level of activity of 3,00,000 units of output for the year. The cost structure for the company's product for the above mentioned activity level is detailed below. Calculate with total approach method. **[10]**

Cost per unit	Rs.
Raw material	20
Direct labour	5
Overheads	15
Total cost	40
Profit	10
Selling price	50

Past trend indicates that raw materials are held in stock, on an average for two months. Work in progress (50% complete) will approximate to one month production. Finished goods remain in warehouse on an average for a month. Suppliers for materials extend a month's credit. For debtors two months credit is usually allowed. A minimum cash balance of Rs. 25000 is expected to be maintained. The production pattern is assumed to be uniform throughout the year.

- Q5) a) XYZ Company is considering implementation of a project. It has two alternatives viz Project - M & Project - N, both the projects are mutually exclusive the relevant details are as follows : [10]

Rate of capitalization is 10%

Initial Investment Rs.. 15,00,000

Cash Inflows for both the Projects are as

Year	Project - M (Rs.)	Project - N (Rs.)
1	1,00,000	6,50,000
2	2,50,000	6,00,000
3	3,50,000	6,00,000
4	5,50,000	5,75,000
5	7,50,000	5,25,000

Calculate :

- i) N.P.V.
- ii) Profitability Index (PI)

Comment and advice the company.

OR

- b) A company's capital structure consists of the following: [10]

Equity Shares of Rs 100 each Rs. 40,00,000

Retained Earnings Rs. 10,00,000

9% Preference Shares Rs. 25,00,000

7% Debentures Rs. 25,00,000

The company earns 12% on its employed capital. The tax rate is 50%. The company requires a sum of Rs. 25 lakhs to finance its expansion programme for which it is considering the following alternatives

- i) Issue 20,000 equity shares of Rs. 100 each at a premium of Rs. 25 per share.
- ii) Issue 10% preference shares.
- ii) Issue 8% debentures.

You are required to Evaluate each proposal and recommend the best plan.



Total No. of Questions : 5]

SEAT No. :

PE5835

[Total No. of Pages : 2

[6551]-811

F.Y. M.B.A.

HRM 553 MJ GC - 11: HUMAN RESOURCES 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 (five) of the following :

[5×2=10]

- a) What is the main objective of HRM?
- b) Why is HRP necessary for organisation?
- c) What are the main objectives of performance management.
- d) Name two strategies for employee retention.
- e) What are the benefits of training and development.
- f) Distinguish between soft and hard HRM.
- g) Define fringe benefits.
- h) How does succession planning work in organisation.

Q2) Solve any 2 (two) of the following :

[2×5=10]

- a) What is the role of human resource management in an organisation, why it is considered to be critical for achieving organization goals.
- b) What are the key sources of recruitment. Explain the importance of each source.
- c) How do financial and non-financial incentives, along with fringe benefits, contribute to employee motivation and organisational success?

Q3) Solve any one of the following :

[10]

- a) Explain Job analyser process and its role in HRM.
- b) Explain the process of training and development involved in assessing training needs & designing training programs.

P.T.O.

Q4) Solve any one of the following : [10]

- a) HRM challenges in a start - up : Innovate X. Innovate X, a fast growing start-up in the technology sector, quickly gained market traction but faced significant HRM challenges due to its informal approach to managing employees. The company's rapid growth limited HR resources, and lack of clear HR function made it difficult to establish a consistent organizational culture.

There were several challenges faced by the co. such as, the company had no structured recruitment process, and absence of formal performance management system. The Co. struggled to balance its rapid growth with employee retention, & also the lack of formal HR policies meant that conflict resolution and employee grievance were not handled consistently which lead to lack of trust in the co. management.

Answer the following :

- i) How did the absence of structured HR practices impact employee retention at innovate X?
ii) What role do formal recruitment & onboarding process play in enquiring that employees are aligned with the co. goals and culture?
- b) How can the kirkpatrick model be used to evaluate the long-term impact of a leadership training program in an organisation.

Q5) Solve any one of the following : [10]

- a) A senior employee at xyz corporation is nearing retirement and the company also has started offering Voluntary Retirement Scheme (VRS) to reduce its work force. The employee has raised concern about the adequacy of the retirement benefits provided under the current compensation policy. As part of the HR team, how would you assess the adequacy of the compensation and benefits packages for retirees, and what steps would you take to ensure fair and transparent communication about retirement benefits and VRS option.
- b) Design a drawing program for a HR intern.

x x x

Total No. of Questions : 5]

SEAT No. :

PE-5836

[Total No. of Pages : 2

[6551]-812

M.B.A.

**OSCM-554-MJ: GC-12 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) Explain service Blueprinting.
- b) Define Lean management.
- c) Define supply chain management.
- d) List the functions of PPC?
- e) State the formula of Inventory turnover ratio?
- f) Define operations management.
- g) Define demand forecasting?

Q2) Solve any two (5 marks each) :

[2 × 5 = 10]

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

P.T.O.

Q3) a) Discuss regarding demand forecasting with details on types & techniques. **[10]**

OR

b) Analyze & Explain the evolution from manufacturing to supply chain management. **[10]**

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

OR

b) Examine the classification of Inventory materials detailing about techniques. Also highlights the aspects of types of Inventory cost? **[10]**

Q5) a) Design the service system for online Banking operations (consider assumptions) **[10]**

OR

b) Compare generalized supply chain model for computer accessories manufacturing company (consider assumptions). **[10]**



Total No. of Questions : 5]

SEAT No. :

PE5837

[Total No. of Pages : 2

[6551]-813

M.B.A. - I

LAB 555 MJ-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.*
- 3) *All questions carry equal marks.*

Q1) Answer the following: (Any 5 - 2 marks each)

[10]

- a) Unpaid seller.
- b) Promisory note.
- c) One person company.
- d) Quasi contract.
- e) Redressal forums.
- f) Contingent contract.
- g) Implied warranty.
- h) Auction sale.

Q2) Answer the following: (Any 2 - 5 marks each)

[10]

- a) Different between private company and public company.
- b) Differentiate between Memorandum of Association Article of Association.
- c) Differentiate between Holder and Holder in due course.

P.T.O.

Q3) a) Explain essential of valid contract. Discuss remedies for Breach of contract. **[10]**

OR

b) What are different consumer dispute Redressal agencies? Explain Unfair trade practices.

Q4) a) Define the term Agent? Explain the right of an agent against the principal. **[10]**

OR

b) What do you mean by Negotiable Instrument? Explain in detail how a Negotiable Instrument can be dishonoured.

Q5) a) Explain the provisions of appointment of women director in a company. **[10]**

OR

b) What do you mean by transfer of property? Explain in detail condition & warranties.



Total No. of Questions : 5]

SEAT No. :

PE-5838

[Total No. of Pages : 2

[6551]-814

F.Y. M.B.A.

**RM-01 : Business Research Methodology
(2024 Pattern) (Semester - II) (BRM 556 MJ)**

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) Solve any Five :

[5 × 2 = 10]

- a) Define Research.
- b) Define two types of Hypothesis.
- c) What is Ratio Scale?
- d) What is Descriptive Research?
- e) Mean v/s Mode: Differentiate.
- f) What is the significance of sampling frame?
- g) Define Concept of Univariate Analysis.

Q2) Solve any two :

[10]

- a) Univariate Analysis v/s Bivariate Analysis: Differentiate
- b) Differentiate between descriptive research and exploratory research.
- c) Differentiate between Nominal & Interval scale with example.

P.T.O.

Q3) a) What is Concept of Primary Data? Explain in details sources of primary data with suitable examples. **[10]**

OR

b) What is Concept of Secondary Data? Explain in details sources of secondary data with suitable examples. **[10]**

Q4) a) Explain sampling procedure in detail. **[10]**

OR

b) Explain types of probability sampling with suitable examples. **[10]**

Q5) a) Which kind of charts can be used for graphical representation of data? Explain with suitable examples. **[10]**

OR

b) Develop a questionnaire for collecting data to estimate usage of social media platforms by housewives at your locality. **[10]**

