

2M2011

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2M2011**M.B.A. II - Sem. (Main/Back) Examination, July - 2023****M - 201 Legal and Business Environment****Time : 3 Hours****Maximum Marks : 70****Instructions to Candidates:**

- 1) The question paper is divided in three parts.
- 2) Part A contains 10 questions which are compulsory. Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.

PART - A**(Word Limit 25 only)****All questions are compulsory.****(10×2=20)**

1. What is difference between contract of guarantee and contract of indemnity? (2)
2. What is doctrine of caveat emptor? (2)
3. What are the different types of partners mentioned in Partnership Act, 1932? (2)
4. Briefly explain important sources of law. (2)
5. Highlight the significance of business environment in present scenario. (2)
6. What do you understand by foreign direct investment? (2)
7. Explain the concept of copyright and trademark. (2)
8. What do you mean by Memorandum of Association and Article of Association?(2)
9. Liberalization is different from privatization. How? (2)
10. Differentiate between micro and small enterprises. (2)

PART - B**Attempt any Five questions.****(5×6=30)**

1. What is a contract? Explain the essentials of a valid contract. (6)
2. Discuss the factors of economic environment of business in context of India. (6)
3. Give details about the consumer protection Act, 2019 and consumer redressal agencies. (6)
4. Explain the role of SEBI in capital markets. (6)
5. Describe the incorporation of a company under company law 2013. (6)

6. Explain the impact of LPG in India. With respect to Automobile sector. (6)
7. What is law of agency? Describe the kinds of agents. (6)
8. What do you mean by term "Laws"? Discuss the structure of the Indian legal systems and role of manager in legal system. (6)

PART - C

Compulsory: (20)

Read the following case and answer the following questions.

As conventional wisdom puts it, a trade deficit of more than 8% of the GDP and the current account deficit of more than 3% of the GDP are considered danger signals in the area of BoP. The imbalance can be corrected in many ways. It is necessary to discourage unproductive imports such as gold and some consumer goods to restore the balance. In this context, it can be said that the weakening of the rupee is a positive sign because it may increase export and decrease imports. High trade and current account deficits, along with volatile foreign institutional investment (FII) are making India's BoP (Balance of Payment) vulnerable to external shocks. It is therefore imperative to change the composition of capital flows towards FDI.

Discussion questions:

- a) How balance of payment is different from balance of trade? (4)
- b) Explain the recent trends in India's BoP, and account for the causes of the BoP deficits. (10)
- c) Suggest some policy measures to control BoP deficits for a country like India. (6)

2M2012

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2M2012

M.B.A. II-Sem (Main/Back) Examination, July- 2023
M-202 Corporate Strategy

Time : 3 Hours**Maximum Marks : 70****Instructions to Candidates:**

- 1) The question paper is divided in three parts.
- 2) Part A contains 10 questions which are compulsory. Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.

PART - A**(Word Limit 25 Only)****All Questions are Compulsory.****(10×2=20)**

1. How goals are different from objectives of Business?
2. What are the core competencies of Business?
3. Define PEST in environmental Scanning.
4. Define Value Chain Analysis.
5. What is GE-9 Cell Model?
6. Write four differences between Business Strategy and Corporate Strategy.
7. What is procedural implementation?
8. What do you mean by Strategic Evaluation?
9. What do you mean by Strategic plan?
10. What is Transnational Strategy in context to International Strategy?

PART - B**Attempt any Five questions.****(5×6=30)**

1. Explain with example the terms Mission, the Vision, and the Strategic intent Statements.
2. List the environmental factors that can affect an organization's Strategy.
3. Discuss how 'Gap Analysis' might be applied to a product/market situation.
4. Discuss Porter's five forces model. How does it help managers to identify the opportunities and threats confronting a company?
5. What is an Operating Turnaround Strategy?

6. What is Corporate Governance? State the concept, need and principles of corporate governance.
7. Write a note on the nature and importance of Strategic Control.
8. "The strategic management process encompasses three phases-strategy formulation, implementation, and evaluation and control". Discuss it in a global context.

PART - C

Compulsory

(20)

1. DD is the India's premier public service broadcaster with more than 1,000 transmitters covering 90% of the country's population across an estimated 70 million homes. It has more than 20,000 employees managing its metro and regional channels. Recent years have seen growing competition from many private channels numbering more than 65, and the cable and satellite operators (C&S).

The C & S network reaches nearly 30 million homes and is growing at a very fast rate. DD's business model is based on selling half-hour slots of commercial time to the programme producers and charging them a minimum guarantee. For instance, the present tariff for the first 20 episodes of a programme is Rs. 30 lakhs plus the cost of production of the programme. In exchange the producers get 780 seconds of commercial time that he can sell to advertisers and can generate revenue. Break-even point for producers, at the present rates, thus is Rs. 75,000 for a 10 second advertising spot. Beyond 20 episodes, the minimum guarantee is Rs. 65 lakhs for which the producer has to charge Rs. 1,15,000 for a 10 second spot in order to break-even.

It is at this point the advertisers face a problem - the competitive rates for a 10 second spot is Rs. 50,000. Producers are possessive about buying commercial time on DD. As a result, the DD's projected growth of revenue is only 6-10% as against 50-60% for private sector channels. Software suppliers, advertisers and audiences are deserting DD owing to its unrealistic pricing policy.

DD has three options before it. First, it should privatize, second, it should remain purely public service broadcaster and third, a middle path. The challenge seems to be to exploit DD's immense potential and emerge as a formidable player in the mass media.

Answer the following questions :

(6+6+4+4)

- a) Discuss the best option, in your view, for DD.
- b) Analyse the SWOT factors the DD has.
- c) Explain the proposed alternatives which you suggested.
- d) State the basic objectives for conducting SWOT analysis.

2M2013

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2M2013

M.B.A. II - Sem. (Main/Back) Examination, July - 2023

M-203 Quantitative Techniques

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

- 1) The question paper is divided in **three** parts.
- 2) Part A contains **10** questions which are **compulsory**. Part B contains **eight** questions out of which **five** are to be attempted. Part C contains **one** question which is **compulsory**.

PART - A

(Word Limit 25 Only)

All questions are Compulsory.

(10×2=20)

1. Why are quantitative techniques important?
2. What do you mean by unbalanced assignment problem?
3. What is unbounded solution in linear programming?
4. Who is the father of Game Theory?
5. Write the assumptions of Transportation Model.
6. What do you understand by principle of dominance?
7. Discuss limitation of LPP.
8. What is Jockeying in Queuing Theory?
9. Name three methods of finding an initial basic feasible solution to a transportation problem.
10. Define the decision theory.

PART - B

Attempt any Five questions.

(5×6=30)

1. Explain the limitation of Quantitative Technique.
2. Distinguish between a transportation problem and an assignment problem.

3. Find the initial feasible solution of the following transportation problem by least cost method.

Plant	Distribution Centres				Number of Units Available
	d_1	d_2	d_3	d_4	
P_1	2	3	11	7	6
P_2	1	0	6	1	1
P_3	5	8	15	9	10
Demand	7	5	3	2	

4. Find out the optimal strategy for player 'X' and 'Y' in the following game competition:

Strategies	Payments to be made
X_1, Y_1	Player X pays Rs. 2 to player Y.
X_1, Y_2	Player Y pays Rs. 7 to player X
X_2, Y_1	Player Y pays Rs. 3 to player X
X_2, Y_2	Player Y pays Rs. 5 to player X
X_3, Y_1	Player X pays Rs. 3 to player Y
X_3, Y_2	Player X pays Rs. 7 to player Y

5. Write the short note on any two. (i) Infeasible Solution in LPP (ii) Degeneracy Problem in LPP (3+3)
6. A plant manager is considering replacement policy for a press already in use. He estimates the following costs.

Machine Age in year	Cost of New Machine (Rs.)	Salvage Value at the end of year (Rs.)	Operating Cost(Rs.)
1	5,000	2,500	1,500
2	5,250	1,250	2,000
3	5,500	750	2,500
4	6,000	500	3,000
5	6,500	400	3,750
6	7,250	250	4,500
7	8,000	0	5,750

Find out an optimal replacement policy and corresponding minimum cost.

7. What are the limitations of linear programming?
8. What do you mean by statistical decision theory? What is the difference between under uncertainty and risk. Prepare Conditional Profit and Conditional opportunity Loss table by taking imaginary figures.

PART - C

(Compulsory)

(1×20=20)

1. The occurrence of rain in Jaipur depends upon whether or not it rained on the previous day. If it rained on the previous day the rain distribution is given by:

Event	Probability
No rain	0.50
10 cm rain	0.25
20cm rain	0.15
30 cm rain	0.05
40 cm rain	0.03
50 cm rain	0.02

If it did not rain the previous day. The rain distribution is given by:

Event	Probability
No rain	0.75
10cm rain	0.15
20 cm rain	0.06
30 cm rain	0.04

Simulate the weather for next 10 days, assume that for the first day of the simulation it has not rained the day before. You are given the following random numbers

67, 63, 39, 55, 29, 78, 70, 06, 78, 76

2M2014

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2M2014

M.B.A. II Sem. (Main/Back) Examination, July- 2023
M-204 Financial Management

Time : 3 Hours**Maximum Marks : 70****Instructions to Candidates:**

- 1) *The Question paper is divided in three parts*
- 2) *Part A contains 10 Questions which are compulsory. Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.*

PART - A

(Word Limit 25 only)

All questions are compulsory:**(10×2=20)**

1. What is the primary economic principal used in managerial finance?
2. What are the major differences between accounting and finance with respect to
 - a) Emphasis on cash flow
 - b) Decision making
3. What is the basic premise of the hedging approach for meeting fund requirements? What are the effects of this approach on the profitability and risk?
4. Differentiate between fixed capital and working capital.
5. How would you compute in difference point?
6. What is lease financing? Give various types of lease financing?
7. What is financial risk?
8. What is the role of financial ratios in financial analysis?
9. What are the different methods of capital budgeting?
10. What is the significance of the cost of capital in investment decision making?

PART - B

Attempt any Five questions:

(5×6=30)

1. Discuss the importance of Ratio Analysis as a tool for analysis and interpretation of financial statements. What are its limitations?
2. Make a comparison between NPV and IRR methods. Which one of the two you find to be more rationale and why?
3. What factors determine the size of the investment a company makes in accounts receivables? Which of these factors are under the control of the Finance Manager?
4. Dividend policy affects the value of the firm under Gordon's Model. Explain.
5. The operating and cost data of ABC Ltd. are:
 - Sales - Rs. 20,00,000
 - Variable Costs - Rs. 14,00,000
 - Fixed Cost - Rs. 4,00,000 (including 15% interest on Rs. 10,00,000)
 Calculate its operating, financial and combined leverage.

6. From the following selected data, determine the value of the firms, P and Q belonging to the homogeneous risk class under
(a) NI Approach and (b) NOI Approach

	Firm P		Firm Q
EBIT	Rs. 2,25,000		Rs. 2,25,000
Interest (0.15)	Rs. 75,000		
Equity Capitalisation rate (Ke)		0.20	
Tax rate		0.35	

Which of the two firms has an optimal capital structure?

7. B Raj Limited sells goods on cash as well as credit. The following particulars are extracted from their books on accounts for the current year-end.

Particulars	Amount (in lakh of rupees)
Total Gross Sales	100
Cash Sales (Included in above)	20
Sales Returns	7
Total debtors at the end	9
Bills receivables	2
Provision for doubtful debts at the end of the year	1
Total creditors at the end	10

Calculate the average collection period.

8. Original Outlay, Rs. 10,000; Life of Project, 5 years; Cash inflow, Rs. 4000 each for 5 years; and Cost of Capital (k), 10%.

Expected interest rates at which cash inflows will be reinvested.

Year-End	Per Cent
1	6
2	6
3	8
4	8
5	8

PART - C

(Compulsory)

(20)

1. The financial manager of the company has formulated various financial plans to finance Rs.30,00,000 required to implement various capital budgeting projects:
- Either equity capital of Rs. 30,00,000 or Rs. 15,00,000 10% debenture and Rs. 15,00,000 equity.
 - Either equity capital of Rs. 30,00,000 or 13% preference shares of Rs. 10,00,000 and Rs. 20,00,000 equity.
 - Either equity capital of Rs. 30,00,000 or 13% preference capital of Rs. 10,00,000 (subject to dividend tax of 10%), Rs. 10,00,000 10% debentures and 10,00,000 equity.
 - Either equity share capital of Rs. 20,00,000 and 10% debentures of Rs. 10,00,000 or 13% preference capital of Rs. 10,00,000, 10% debenture of Rs. 8,00,000 and Rs. 12,00,000 equity.

You are required to determine the indifference point for each financial plan, assuming 35% corporate tax rate and the face value of equity shares as Rs.100.

2M2015

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2M2015

M.B.A. II-Sem. (Main/Back) Examination, July - 2023
M-205 Human Resource Management

Time : 3 Hours**Maximum Marks :70****Instructions to Candidates:**

- 1) *The question paper is divided in three parts.*
- 2) *Part A contains 10 questions which are compulsory. Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.*

PART - A**(Word limit 25 only)****All questions are compulsory.****(10×2=20)**

1. What do you understand by Line function in Human Resource Management?
2. Write the importance of Job Analysis?
3. What are the External Sources of External Recruitment?
4. Write a short note on Bedaux Plan of Incentive.
5. Explain the concept of ESOP.
6. What do you understand by 360 degree performance Appraisal?
7. Briefly explain Domestic Enquiry.
8. Write short note on "Career Anchors".
9. Define Industrial Relations.
10. What are Fringe Benefits?

PART - B**Attempt any Five questions.****(5×6=30)**

1. What is the role of HRM in modern organization and developing its human resource?
2. What are the factors affecting Job Design? Discuss the different techniques of Job Design.
3. Recruitment is the positive process and Selection is a negative process, comment.
4. Write short note on:
 - i) JIT
 - ii) Training Need Analysis
 - iii) Sensitivity Training

5. What do you understand Job Evaluation? Describe its different methods.
6. Explain the process of Performance appraisal, differentiate between Performance appraisal and potential appraisal.
7. Explain Collective Bargaining and its process.
8. Write the steps involved in the process of Career Planning, feature the significance and limitation of career planning.

PART - C

(Compulsory)

(2×10=20)

1. M Pharma Ltd. is a leading pharma company involved in the manufacture and marketing of drugs and medicines. Its research staff has developed the no. of products which has helped the company face competition in the international market. Mr. Shah the Marketing Head, adopted aggressive strategies to put the targets and his team worked hard to capture a sizeable share in the market. There was no formal appraisal and reward system in the company, as a result 60 Medical Representatives and area Supervisor left the company due to unsatisfactory increments and promotions.

These also included star performers. Mr. Shah never cared about communicating with the field staff, which resulted in dissatisfaction and turnover of good performers.

- a) What are the basic problems perceived by you in M. Pharma?
 - b) Suggest measures to overcome the problem of employee turnover.
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2M2016

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2M2016

M.B.A. II - Sem. (Main/Back) Examination, July -2023
M - 206 Marketing Research

Time : 3 Hours**Maximum Marks : 70****Instructions to Candidates:**

- 1) The question paper is divided in three parts.
- 2) Part A contains 10 questions which are compulsory. Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.

PART - A
(Word Limit 25 only)

All questions are compulsory.**(10×2=20)**

1. What is meant by multiple regression?
2. What is Type II sampling error?
3. Differentiate between Factor and Cluster Analysis.
4. What is the use of SPSS in data analysis?
5. Write various methods of data collection.
6. Briefly explain Application and Analysis of Variance (ANOVA).
7. Describe research design.
8. State the role of marketing research in advertising.
9. What are the elements of data analysis?
10. Write the points to be considered while formulating a questionnaire.

PART - B**Attempt any FIVE questions.****(5×6=30)**

1. Explain the various steps involved in marketing research process.
2. Define multi-variant analysis. What are the factors to be considered while drafting a marketing research report?
3. Explain the need of reliability and validity testing for a scale.
4. What are the methods of sampling? Explain any 2 of them.
5. Discuss in detail the applications of marketing research.
6. Distinguish between Questionnaire and Interview Schedule.
7. Explain in detail Parametric and Non-parametric Tests.
8. Briefly discuss Z-test, T-test and Chi-square test.

PART - C

(Compulsory)

(10+10=20)

1. M/S XYZ Co. Ltd. is one of the India's largest designers manufacturing and distributors of school bags and luggage bags. They sell their products using number of quality brand names including Student ©, Ambassador©, Indian Tourister © and is the leader in the Indian luggage bags industry. The CEO of the company Mr. Vinay hoped to increase companies market share through aggressive products Development and marketing from 30% in 2018 to 40% and 2020.

M. Vinay recognizes the importance of new product development and that company must continuously introduce successful new products and increase market share.

Questions:

- a) What type of Market Research should M/S XYZ Co. Ltd. undertaken to successfully introduce new products and increase market share?
 - b) Discuss the role of type of research and all recommend in enabling Mr. Vinay to increase M/S XYZ Co. Ltd.'s market share.
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2M2017

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2M2017

M.B.A. II - Sem. (Main/Back) Examination, July - 2023
M - 207 Operation Management - II

Time : 3 Hours**Maximum Marks : 70****Instructions to Candidates:**

- 1) *The question paper is divided in three parts.*
- 2) *Part A contains 10 questions which are compulsory. Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.*

PART - A**(Word Limit 25 only)****All questions are compulsory.****(10×2=20)**

1. What is the difference between time study and motion study?
2. What is the main focus of TQM?
3. What is Six Sigma in process improvement?
4. What do you understand by shop floor planning and control?
5. What is the difference between JIT production and lean production?
6. Briefly highlight any three reasons why maintenance is needed.
7. Throw light on emerging trends in supply chain management.
8. Explain any two scheduling techniques.
9. What is the bullwhip effect on a supply chain and how it can be avoided?
10. What is dimension of quality in management?

PART - B**Attempt any Five questions.****(5×6=30)**

1. What are work measurement techniques and what are the steps in a work measurement procedure?
2. What are the tools and techniques used for quality control? Explain with appropriate examples of companies using the same.
3. Elaborate the various stages of production planning and control giving appropriate example of each stage.

4. 'When properly executed, operations scheduling can increase company's revenues and decrease the overall production time'- Elaborate highlighting objectives and functions of Operations Scheduling.
5. 'If applied appropriately, lean manufacturing principles have the potential to transform any organization positively' Elaborate with relevant examples.
6. ABC Textiles has set up their industrial unit in Bhilwara. If you are appointed as a consultant with the firm what will be the different types of industrial maintenance you will advise them?
7. 'The primary goals of efficient supply chain management should be faster delivery, higher efficiency and accelerated cash flow' In this context elaborate on the specific strategies adopted by companies in creating an effective supply chain.
8. For the given activities determine:
 - i) Critical path using PERT.
 - ii) Calculate EST, EFT, LST, LFT and floats for each activity.

Activity	to	tm	tp
1-2	6	9	12
1-3	3	4	11
2-4	2	5	14
3-4	4	6	8
3-5	1	1.5	5
2-6	5	6	7
4-6	7	8	15
5-6	1	2	3

PART - C
(Compulsory)

1. Read the case carefully and attempt the questions given at the end.(10+10=20)
 - a) What are Statistical Process Control (SPC) benefits and what are SPC charts, when are they used and how are they created?
 - b) You are given below the values of sample mean (\bar{X}) and the range (R) for ten samples of size 5 each. Draw mean chart and comment on the state of control of the process.

Sample number	1	2	3	4	5	6	7	8	9	10
\bar{X}	43	49	37	44	45	37	51	46	43	47
R	5	6	5	7	7	4	8	6	4	6

Given the following control chart constraint for : $n = 5$, $A_2 = 0.58$, $D_3 = 0$ and $D_4 = 2.115$.

2M2018

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2M2018

M.B.A. II-Sem. (Main/Back) Examination, July - 2023
M-208 New Enterprise and Innovation Management

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

- 1) The question paper is divided in three parts.
- 2) Part A contains 10 questions which are compulsory. Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.

PART - A

(Word limit 25 only)

All questions are compulsory.

(10×2=20)

1. What is the meaning of Entrepreneurship?
2. What are the sources of new ideas?
3. What is VAT?
4. Meaning of NABARD.
5. Meaning of GST.
6. What is the meaning of financial feasibility?
7. What is the meaning of innovation management?
8. Why the innovation strategy is important?
9. What is the difference between patent and copyrights?
10. What is the meaning of E-commerce?

PART - B

Attempt any Five questions.

(5×6=30)

1. Explain the innovation types and process in detail with suitable examples.
2. What is a Business Plan? Explain the structure of a business plan in brief.
3. Elaborate the statement "For a New Startup, it is essential to focus on key Marketing Issues".
4. What makes a successful entrepreneur? Shortlist six key characteristics in the order of priority and justify?
5. What is Strategic Alliance? Explain some forms of Strategic Alliances in brief?

6. Explain the financing opportunities that are available for innovation organizations?
7. Explain the various external sources of finance options available to start the business?
8. What is feasibility analysis? What are the different studies needs to be undertaken by an entrepreneur while preparing his/her project appraisal/report?

PART - C
(Compulsory)

(20)

1. Hema and Rekha were two students studying a beautician course in a city college. They hailed from Pune, Metropolitan city and Mulshi-an upcoming village nearby Pune respectively. They become good friends during the course of their education. Hema hailed from an upper middle-class family with her parents in influential Government jobs. Rekha hailed from a lower middle-class family with her parents depending on farming their livelihood. They both started a long ambition to become successful in their life working independently. They both were intelligent and were creative compared to others and both were intent on stalling a beauty clinic in their own respective places. Hema was against the idea of Rekha starting her clinic in a village. She felt that people in a village will have a lesser awareness towards beauty and moreover their ability to pay was in her village a question mark. She had a strong view that villagers always depended on nature for their Beauty needs and they would have reluctance for the use of these artificial beauty techniques. But Rekha was strong in her view that she will succeed as a beautician in her own village rather than any other place.

Questions:

1. What are the reasons for difference in views on establishing beauty clinic in respective places?
 2. Explain the factors that influence the choice of location to start business.
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