

<b>2M2011</b>	Roll No. <u>107119</u>	Total No. of Pages : <u>3</u>
	<b>2M2011</b>	
	<b>M.B.A II-Sem. (Main/Back)) Examination, June /July - 2024</b> <b>M-201 Legal and Business Environment</b>	

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. Define business law. Mention the need and classification of business law.
2. Define law of contract. Mention the essential elements of valid contract.
3. How do you define "Company"? Mention the different kinds of companies.
4. What is meant by business environment? Mention the components of business environment.
5. What is a negotiable instrument? How are they helping in business transactions?
6. Mention the impact of liberalization measures adopted by the government since 1991 on imports and exports.
7. What are the various measures used by RBI to control credit in India.
8. Identity the reasons for disequilibrium in balance of payments. How is it rectified?
9. Mention the prerequisites of a Contract of Sale.
10. Which are the emerging sectors of the Indian Economy?



## PART - B

Attempt any Five questions.

(5×6=30)

1. Highlight the structure of Indian legal system. Also explain the sources of law.
2. What do you mean by breach of contract? What are the different kinds of breach of contract? Briefly explain various remedies available for breach of contracts.
3. a) Differentiate between Articles of Association and Memorandum of Association. If a company doesn't prepare them, then what happens? Discuss.  
b) Briefly explain the duties of partners. Also examine the modes of Winding Up of a company.
4. Define 'consumer'. Examine how consumer is protected under the consumer protection act in India.
5. a) Examine the factors influencing business environment.  
b) Some countries need that kind of technology which minimizes human intervention. But a country like India needs those technologies which engage more human resource". Critically evaluate the statement.
6. How do you define globalization? Explain how privatization and globalization made impact on India economy after 90's using suitable illustrations.
7. Define monetary policy. Critically examine the working of monetary system in our country.
8. Discuss the role of FDI in the growth of economic development of the country.

## PART - C

(Compulsory)

Case Study:

(20)

1. "Kellogg, KFC, Mc-Donald's, Pizza hut.....had it all...." "Our only rivals are traditional Indian foods like idlis and vadas." Denis Avronsart, Managing director, Kellogg India".

The above statement was very powerful one and it had made the life tougher for Kellogg India, since when Kellogg launched its products in India, it was a failed launch. The quality of products offered to the Indian customers was quite good and high and the Kellogg India was backed by strong technical, managerial and financial resources of its parent, but still the Kellogg's products failed in the Indian market.



Even a very high-profile launch which was very well supported by media activity failed to trigger the success and make an impact on the Indian consumers. Similarly Mc-Donald's, KFC, Pizza hut, etc also faced similar kind of failures in the initial stages of their foray into Indian markets. India was a very important market for all of them, but they all could not achieve success in the initial period. Since they never wanted to leave the potential of Indian consumers, they did a lot of analysis and research on the causes of failure in Indian markets, and they started making the necessary changes in their products, prices, places and communication to the Indian consumers. This triggered a complete new innovation in their menus, appeals and prices to woo Indian customers' tastes and cultures, which in turn gave them the signals of success.

**Questions:**

- a) Comment on the starting sentence, giving reasons for your remarks and suggest some strategies for the players in order to succeed in Indian business environment. Suggest some innovative and practical strategies, which will help to carve success in this peculiar and dynamic Indian business environment.
  - b) Take any one of the above products of your choice as a case and explain in detail, how it could move from failure to success, by understanding the Indian business environments and consumers. Also discuss strategies adopted by it for making the best of the Indian business environment.
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**2M2012**

Roll No. \_\_\_\_\_

**108875**

[Total No. of Pages : 3]

**2M2012**

**M.B.A. II-Sem. (Main/Back) Examination, June/July - 2024**  
**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. What is strategy?
2. What are the factors responsible for an effective strategy?
3. Explain SWOT analysis.
4. Discuss the frame work of industry analysis.
5. What is Value Chain analysis?
6. Discuss factors of Internal analysis?
7. What are the barriers to strategy implementation?
8. What are the techniques of strategic evaluation and control?
9. What do you mean by strategic plan?
10. Explain Corporate Governance.

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

1. Corporate planning is not synonymous with long range planning." Why? Discuss.
2. What is environmental scanning? Write about its underlying factors.
3. What are the aspects of an organization's environment that is strategically important and can influence its long-term decisions?
4. What is BCG matrix? What are its uses and limitations and what is GE 9 cell matrix?



5. Specify the conditions under which each of these corporate-level strategies are adopted:  
(a) Stability (b) Expansion (c) Retrenchment (d) Combination.
6. What is strategy implementation? How far it is different from strategy formulation?
7. What are the type of operational control systems? Explain each in detail.
8. Which of the three international strategies is Kia using? Is this the best strategy for Kia to be using?

### **PART - C**

**(Compulsory)**

**(20)**

#### **1. CASE STUDY : Making the Apple iPhone**

In its early days, Apple usually didn't look beyond its own backyard to manufacture its devices. A few years after Apple started to make the Macintosh computer back in 1983, the late Steve Jobs bragged that it was "a machine that was made in America." As late as the early 2000s, Apple still manufactured many of its computers at the company's iMac plant in Elk Grove, California. Jobs often said that he was as proud of Apple's manufacturing plants as he was of the devices themselves.

By 2004, however, Apple had largely turned to foreign manufacturing. The shift to manufacturing reached its peak with the iconic iPhone, which Apple first introduced in 2007. All iPhones contain hundreds of parts, an estimated 90 percent of which are manufactured abroad. Advanced, semiconductors come from Germany and Taiwan, memory from Korea and Japan, display panels and circuitry from Korea and Taiwan, chip sets from Europe, and rare metals from Africa and Asia. Apple's major subcontractor, the Taiwanese multinational firm Foxconn, performs final assembly in China.

Apple still employs some 43,000 people in the United States, and it has kept important activities at home, including product design, software engineering, and marketing. Furthermore, Apple claims that its business supports another 254,000 jobs in the United States in engineering, manufacturing and transportation. For example, the glass for the iPhone is manufactured at Corning's U.S. plants in Kentucky and New York. But an additional 700,000 people are involved in the engineering, building, and assembly of its products outside the United States, and most of them work at subcontractors like Foxconn.

When explaining its decision to assemble the iPhone in China, Apple cites a number of factors. While it is true that labor costs are much lower in China, Apple executives point out that labor costs account for only a very small proportion of the total value of its products and are not the main driver of location decisions. Far more important, according to Apple, is the ability of its Chinese subcontractors, to respond very quickly to requests from Apple to scale production up and down. In a famous illustration of this capability, back in 2007 Jobs demanded that a glass screen



replace the plastic screen on his prototype iPhone. He didn't like the look and feel of plastic screens, which at the time were standard in the industry, nor did he like the way they scratched easily. 'This last-minute change in the design of the iPhone put Apple's market introduction date at risk. Apple had selected Corning to manufacture large panes of strengthened glass, but finding a manufacturer that could cut those panes into millions of iPhone screens wasn't easy. Then a bid arrived from a Chinese factory. When the Apple team visited the factory, they found that the plant's owners were already constructing a new wing to cut the glass and installing equipment. "This is in case you give us the contract," the manager said. The plant also had a warehouse full of glass samples for Apple, and a team of engineers available to work with Apple. It had built onsite dormitories so that the factory could run three shifts seven days a week in order to meet Apple's demanding production schedule. The Chinese company got the bid.

Another critical advantage of China for Apple was that it was much easier to hire engineers there. Apple calculated that about 8,700 industrial engineers were needed to oversee and guide the 200,000 assembly-line workers involved in manufacturing the Phone. The company had estimated that it would take as long as nine months to find that many engineers in the United States, In China it took 15 days.

Also important is the clustering together of factories in China, Many of the factories providing components for the iPhone are located close to Foxconn's assembly plant. As one executive noted. "The entire supply chain is in China, You need a thousand rubber gaskets? That's the factory next door. You need a millinery screws? That factory is a block away. You need a screw made a little bit differently? That will take three hours."

All this being said, there are drawbacks to outsourcing to China. Several of Apple's subcontractors have been targeted for their poor working conditions. Criticisms include low pay of line workers, long working hours, mandatory overtime for little or no additional pay, and poor safety records. Some former Apple executives say that there is an unresolved tension within the company; executives want to improve working conditions within the factories of sub-contractors such as Foxconn but that dedication falters when it conflicts with crucial supplier relationships or the fast delivery of new products.

#### **Questions:**

- a) What are the benefits to Apple of outsourcing the assembly of the iPhone to foreign countries, particularly China? What are the potential costs and risks to Apple?
- b) In addition to Apple, who else benefits from Apple's decision to outsource assembly to China? Who are the potential losers here?
- c) What are the potential ethical problems associated with outsourcing assembly jobs to Foxconn in China? How might Apple deal with these?



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2M2013

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2M2013

**M.B.A. II-Sem. (Main/Back) Examination, June/July - 2024**  
**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 Ten 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. Discuss the various models of quantitative approach?
2. What is the difference between graphical and simplex method in linear programming?
3. Write a short note on decision tree analysis?
4. Discuss the general structure of transportation problem?
5. What is the limitation of game theory?
6. Discuss the staffing problem in replacement theory?
7. Discuss the characteristics of single server queuing model?
8. How does application of queue model provides better service to the customers?
9. What are the essential characteristics of operation research technique?
10. Explain with example North West Corner rule.

**PART - B**

**Attempt any Five questions.**

(5×6=30)

1. a) Give an introduction to qualitative approaches to decision making?  
b) Also discuss the general methods of solving quantitative models?
2. A firm makes two products A and B and has a total production capacity of 9 tonnes per day, A and B requiring the same production capacity? The firm has a permanent contract to supply at least 2 tonnes of A and atleast 3 tonnes of B per day to another company? Each tonnes of A require 20 machine hours production time and each tonne of B require 50 machine hours production time; the daily maximum possible number of machine hours is 360. All the firm's output can be sold, and the profit made is Rs. 80 per tonne of A and Rs. 120 per tonne of B. It is required to determine the production schedule for maximum profit and to calculate its profit?



3. A company is spending Rs. 1,000 on transportation of its units from three plants to four distribution centres. The supply and demand of units with unity cost of transportation are as

		$D_1$	$D_2$	$D_3$	$D_4$	Availability
	$P_1$	19	30	50	12	7
	$P_2$	17	30	40	60	10
Plant	$P_3$	40	10	60	20	18
Requirement		5	8	7	15	

What can be the maximum saving by optimal scheduling.

4. Describe the meaning of EMV, EOL and EVPI. How they are computed to be used as a interior of decision making and when? Provide an example in which EVPI can help a manager?
5. Explain two person zero sum games? and limitations of game theory?
6. A firm is considering the replacement of a machine. The purchase price of the machine is Rs. 16,600/- while its scrap value of 1,600 the data an maintenance cost in various years are as follows?

Year	1	2	3	4	5	6	7	8	9
Maintenance cost (in Rs.)	300	700	1,000	1,500	2,100	2,800	3,600	4,800	6,200

What is the optimal replacement interval?

7. If in a particular single server system, the arrival rate  $\lambda = 5$  per hour and service rate  $\mu = 8$  per hour. Assume the conditions for use of the single channel queuing model, find out.
- The probability that the server is idle.
  - The probability that there are at least two customers in the system.
  - Expected time that a customer is in a queue.
8. State two major reasons for using simulation. Explain the basic steps of monte Carlo simulation. Briefly describe its applications in finance and accounting?

### PART - C (Compulsory)

(20)

1. Solve the game graphically and find the value of the game.

	$B_1$	$B_2$	$B_3$
$A_1$	8	4	-2
$A_2$	-2	-1	3



**2M2014**

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**112727**[Total No. of Pages : **3**]**2M2014**

**M.B.A. II-Sem. (Main/Back) Examination, June/July - 2024**  
**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 **Ten** 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. Write two tasks of modern finance manager.
2. What do you mean by Term Loan?
3. What is meant by working capital management?
4. The current market price of a Rs. 10 share is Rs. 200. If the expected dividend of 20% is expected to grow at the rate of 12%, then calculate cost of equity capital.
5. Write two assumptions of Modigliani and Miller Irrelevance theory.
6. Write two assumptions of Gordon's formula.
7. What are the main financial decisions?
8. What is the formula of future value of annuity?
9. Which are the long term sources of Finance?
10. Find out present value of Rs. 3,000 received after 8 years, if the discount rate is 10%.

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

1. Distinguish between:
  - a) Shares and Debentures
  - b) Preference Shares and Equity Shares.
2. What is financial management? Explain the objectives of financial management.



3. Gopal is required to pay five equal annual payments of Rs. 10,000 each in his deposit account that pays 10% interest per year. Find out the future value of annuity at the end of 5 years.
4. Find cost of retained earnings from the following data:
- |                          |         |
|--------------------------|---------|
| Dividend Per Share       | Rs. 15  |
| Personal Income Tax Rate | 25%     |
| Market Price Per Share   | Rs. 110 |
| Brokerage                | 2%      |
5. Explain fully Walter's formulation on dividend policy. How far does it explain the dividend practices of companies?
6. Prepare an estimate of Working Capital requirements from the following information of a trading concern:
- |   |                |
|---|----------------|
| a) Projected Annual Sales                               | 1,00,000 Units |
| b) Selling Price  | Rs.10 per unit |
| c) Percentage of Net Profit on Sales                    | 25%            |
| d) Average Credit period allowed to Customers           | 10 Weeks       |
| e) Average Credit period allowed to Suppliers           | 5 Weeks        |
| f) Average Stock Holding in terms of Sales Requirements | 10 Weeks       |
| g) Allow 10% for Contingencies                          |                |
7. What do you mean by Capital Structure? Discuss the factors influencing the Capital Structure of a Company.
8. Krishna Ltd. issued 2,000, 10% Preference shares of Rs. 100 each at par which are redeemable after 10 years at a premium of 5%. Cost of issue is Rs. 2 per share. Calculate cost of preference share capital.

### PART - C

(Compulsory)

(20)

1. The capital structure of a Limited Company is as follows:

	Rs.
Equity Share Capital (1,00,000 Shares)	20,00,000
5% Preference Shares	5,00,000
6% Debentures	15,00,000
	<u>40,00,000</u>



The market price of the Company's equity share is Rs.20. It is expected that the company will pay a current dividend of Rs.3 per share which will grow at 8 percent forever. The tax rate may be presumed at 50 per cent. Calculate the following:

- a) A weighted average cost of capital based on existing capital structure.
  - b) The new weighted average cost of capital in case the Company raises as additional Rs. 10,00,000 debt by issuing 8 percent debentures. This would result in increasing the expected dividend to Rs.4 and leave the growth rate unchanged but the price will fall to Rs. 15 per share.
  - c) The cost of capital if in (b) above, growth rate increases to 10 percent.
-



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2M2015

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2M2015

M.B.A. II-Sem. (Main/Back) Examination, June/July - 2024

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 **Ten** 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 are HR competencies?
2. Define Job rotation.
3. What is significance of selection in HRM?
4. Why there is Need of training analysis?
5. List types of compensation.
6. Define Potential appraisal.
7. Write importance of Trade union in an organisation.
8. What is career planning?
9. What are line responsibilities of HR managers?
10. Differentiate between incentives and bonus.

**PART - B**

**Attempt any Five questions.**

(5×6=30)

1. Discuss HR as a factor of competitive advantage.
2. How can organization develop human resource plans, when there are many rapidly changing environmental factors over which manager have little or no control.
3. Explain compensation and discuss various factors affecting the employee compensation in Corporate World.



4. What is the meaning of "Trade Union"? Discuss the reason, due to which employees join unions.
5. Differentiate between on-the-job and off-the-job methods of training.
6. Explain selection process for managers in an hotel industry.
7. What is 720° appraisal? How it is beneficial for an organization?
8. Discuss the process of succession planning.

**PART - C**  
**(Compulsory)**

1. Respond to the following questions based on the enclosed article. (20)  
"Internal Mobility is reshaping the future of recruitment".

**Questions:**

- a) What are the specific advantages to an Organization and its employees of internal recruitment (exploring internal talent pool)? (10)
- b) How can HRM systems be integrated to make this initiative effective? (10)



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<b>2M2016</b>	Roll No. _____	[Total No. of Pages : <b>2</b> ]
	<b>2M2016</b>	
	<b>M.B.A. II-Sem. (Main/Back) Examination, June/July - 2024</b> <b>M-206 Marketing research</b>	

**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 is marketing research important?
2. What is meant by Research Design?
3. Define sampling.
4. Write the full form of SPSS.
5. What is the difference between Parametric and Non-Parametric Tests.
6. What is the concept of 'Hypothesis'.
7. Name three sampling techniques.
8. What are the main methods to collect primary data?
9. What do you understand by 'Plagiarism'?
10. What is the importance of a well written report.

**PART - B**

**Attempt any Five questions.**

(5×6=30)

1. What is the process that a well thought out Research must follow? Outline the steps involved in the Research process, briefly explaining each step.
2. Explain the idea behind using sampling in research. What are the various techniques of sampling that can be used.
3. Write a note on the various kinds of charts and Diagrams used in Data Analysis. Discuss the advantages and use of each of them.

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(1)

[Contd....]



4. a) The average height of class X students of a school is 165cm. With a standard deviation of 9cm, a random sampling survey shows that a sample of 64 students has an average height of 168cm. Test the hypothesis that the sample is drawn from the same school where average height of students is 165cm use 5% level of significance.
- b) Explain the concept of Type I and Type II Error.
5. a) The marketing manager of a shopping mall wants to find out if there is a pattern in arrivals at the entrance of the mall in terms of gender viz Male or Female entrants. She collects the data at the main entrance on one day and the results of the first 30 shoppers who came in was:-  
MMFMFFFMMMFFMFMMFFFFMMMMMMFFMM  
Use the Run Test of Randomness at 5% level of significance.
- b) How do you think the marketing manager of the shopping mall can use the results of the above research in her marketing efforts?
6. Write a note on the applications of Marketing Research in various areas of marketing including advertising, sales promotion, social media marketing product designing etc. Give examples to support your answer.
7. What is the preferred layout of a Research Report? What are the various headings and subheadings that must be a part of the main parts of a well written report. What are the main points that one should keep in mind while writing the report?
8. Discuss the questionnaire method of data collection. What are the main points to be kept in mind while preparing a questionnaire. How does a questionnaire compare to an interview in terms of data collection.

### PART - C

(Compulsory)

(20)

1. A global brand of mobile phones wants to enter the Indian Market and especially make inroads into the rural market. You have been hired to conduct the research on their behalf so that they may make important and correct decisions in the process. Prepare the outline of how you will carry out the research giving details of how you propose to conduct each step of the research. Prepare a sample questionnaire that you propose to use and give all the details of the Research proposal. Also use a flow diagram to clearly show the steps you intend to include in the Research process against a proposed time line.

(8+6+6)



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2M2017

Roll No. \_\_\_\_\_

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2M2017

**M.B.A. II-Sem. (Main/Back) Examination, June/July - 2024**  
**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 **Ten** 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. Name the different allowances used in time study.
2. Define total quality management with suitable example.
3. Explain Breakdown maintenance and its 2 prevention strategies.
4. Name three main ERP-SAP base module names.
5. Explain the term PERT and CPM in short.
6. Name different series of ISO 9000 and their criteria.
7. What is the purpose of ISO14000 and Name three series of it.
8. What is work study and write two purpose of its conduction.
9. Explain the term Bullwhip effect
10. Make the network diagram.

Activity	Name of Activity	Predecessor Activity
1-2	A	None
1-3	B	None
1-4	C	None
2-5	D	A
3-5	E	B
4-6	F	C
5-7	G	D, E
3-6	H	B
6-7	I	H, F



## PART - B

Attempt any Five questions.

(5×6=30)

1. a) Define method study and method study procedure.  
b) Name the different process charts and define any one with examples. (2+4=6)
2. Define time study and name different methods of time study, Explain any two methods for calculating standard time.
3. An 8 hours work measurement study in a plant reveals the following: Unit produced 320 Nos. Idle time 15%, Performance Rating 120%, Allowances 12% of Normal time, Determine the standard time per unit produced.
4. Explain cost of quality and its Elements with examples. Also define the purpose of quality awards. (1+4+1=6)
5. Explain Approach of JIT and lean manufacturing with examples, objective and building blocks.
6. Explain Project life cycle with suitable examples.
7. Explain different types of maintenance and their importance with suitable examples and their disadvantages.
8. a) Name the different types of float applicable in project break down structure.

A project has the following characteristics

(2+2+2=6)

Activity	Preceding Activity	Duration (in weeks)
A	None	5
B	A	2
C	A	6
D	B	12
E	D	10
F	D	9
G	D	5
H	B	9
I	C,E	1
J	G	2
K	F,I,J	3
L	K	9
M	H,G	7
N	M	8

- b) Draw PER T - Network diagram for this project
- c) Find the various path and critical path as well as the project completion time.



**PART - C**  
**(Compulsory)**

**(20)**

1. a) Prepare a break down structure upto three levels for a building Construction.
- b) Explain the quality assurance practices in a retail mall towards Zero defect policy and High customer satisfaction.
- c) 5 Jobs have been processed through 3 machines X, Y, Z in that order. The time taken to process the jobs are given in the table below.

Processing time in Hours (Machine)

Job	X	Y	Z
J <sub>1</sub>	9	6	5
J <sub>2</sub>	10	7	10
J <sub>3</sub>	7	4	8
J <sub>4</sub>	8	3	7
J <sub>5</sub>	12	5	6

Determine the sequence that minimises the total elapsed time (i.e.cycle time ) and total idle time on machine X, Y, Z.

- d) Explain different control charts and their application in industry practices.

**(4+4+8+4=20)**



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Roll No. \_\_\_\_\_

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2M2018

M.B.A. II-Sem. (Main/Back) Examination, June/July - 2024

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 innovation?
2. Define the concept of Enterprise.
3. What are the various sources of external finance?
4. Why the innovation strategy is important?
5. What is the difference between patent and copyrights?
6. What is NABARD?
7. What is the meaning of environment scanning?
8. What is make in India?
9. Define GST
10. What is the meaning of franchise business?

**PART - B**

Attempt any Five questions.

(5×6=30)

1. What is the difference between start up India and make in India explain with suitable example?
2. Explain the innovation types and process in detail with suitable examples.
3. How should SMEs, devise their innovation strategy ? What are the critical factors to be considered while doing the same?
4. Compare a male and female entrepreneur how is the entrepreneurship concept percolating the women of India? What are the social issues they face and what is the future of women entrepreneurs in India?

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(1)

[Contd....]



5. Discuss the various sources of external finance for funding the growth of an organization.
6. What are the various causes of failure of new venture and strategies?
7. What is the role of central government and state government in promoting entrepreneurship?
8. Write a detail note on NBMSME.

**PART - C**  
**(Compulsory)**

**(20)**

“Innovators are rarely able to capture the full financial return associated with their innovation” Do you agree or disagree the statement ? Why?

**(OR)**

In India the extent of technological innovation in public sector enterprise is not so encouraging find the reasons for this trend and suggest some measures to be taken to strengthening technological innovation in public sector enterprises.