

3M3118

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

Total No of Pages: 2

3M3118

M.B.A. III - Sem. (Main / Back) Exam., Dec. - 2018

M - 323 Product & Brand Management

(Major - II)

Time: 3 Hours

Maximum Marks: 70  
Min. Passing Marks: 28

**Instructions to Candidates:**

- (i) The question paper is divided in two sections.
- (ii) There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.
- (iii) All questions carry equal marks.

1. NIL

2. NIL

**SECTION - A**

Q.1 Explain the process of New Product Development and the latent factors behind marketing success of a new product. [6+8=14]

Q.2 Explain product life cycle. Depending on stages of product life cycle explain the strategies of each stage. [7+7=14]

Q.3 What do you understand by product management decisions? Explain the role of consumer analysis in designing product strategy. [7+7=14]

Q.4 "People have more faith in Brands rather than products". Critically analyze the statement with role and importance of branding. [14]

Q.5 What do you understand by Brand Extension? Discuss various advantages and disadvantages of Brand Extension. [6+8=14]

Q.6 Write short note on:

(a) Brand Image [7]

(b) Co-branding [7]

## **SECTION - B**

### **Case Study**

Q.7 A leading firm in fast moving consumer goods found out through research that there is a vast potential in the branded 'ready to eat food' market that could be tapped. On this basis the company decides to enter the market. Discuss the process of designing the positioning strategy for the product. [14]

3M3001

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

Total No of Pages: 3

**3M3001**

**M.B.A. III - Sem. (Main / Back) Exam., Dec. - 2018**

**M – 301 Business Policy & Strategic Management**

**Time: 3 Hours**

**Maximum Marks: 70**

**Min. Passing Marks: 28**

*Instructions to Candidates:*

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL

2. NIL

**SECTION - A**

Q.1 Define Strategy. Discuss Strategic Management Process. Define corporate level strategy. [3+8+3=14]

Q.2 Describe Porter's Five Forces Model. What purpose does it serve for Strategists? Explain with example. [7+7=14]

Q.3 The basic purpose of analyzing Value chain of firm is to identify its core competencies. What are the bases on which those competencies can be identified. Explain in brief with example. [14]

Q.4 Explain these expansion corporate level strategies: [7+7=14]

- (a) Integration
- (b) Diversification

Q.5 Differentiate the Joint Venture with Strategic Alliance. Why are industrialists or firms motivated for takeovers? Explain. [14]

Q.6 Corporate Governance add value not only to the shareholders but to other Stakeholders as well. How the Concept of CG has become important? Compare and contrast any two Model of Corporate Governance. [7+7=14]

## **SECTION - B**

### **Case Study**

#### **Q.7 TATA MOTORS NANO TO ROLL OUT**

The world's cheapest car, the widely awaited Nano, will be launched on 23-03-09. Tata motors will display the Nano at dealership from the first week of April, 09 and will accept bookings from the second week of April, 09. The launch of Nano whose potential to revolutionize the automobile industry has been widely acknowledged in India and abroad, will be one of the bright spots in a bleak landscape for the global automobile industry.

Sales have plunged by double-digit percentages, or worse, in market across the world from US to China. In India, Nano's entry might lead to growth in the domestic market. The car may also find a niche abroad, a cash-strapped consumers are likely to look for bargains.

In 2008, Tata Motors displayed the Nano at the Geneva Motor show and plans to present the European version at the show in March, 2009. It plans to sell Nano in Europe at 5000 Euros.

Tata Motors will roll out 60,000-80,000 units of the Nano from another plant in Pantnagar in Uttarakhand till the Sanand unit are geared up to produce 2.5 lakh units a year.

Tata Motors has begun aggressively gearing up its distribution network to sell a car, which will primarily focus on semi-urban and rural areas.

The base version of the Nano, which will be without an A.C., will be priced at around Rs. One lakh while the A.C. model will carry a higher price tag.

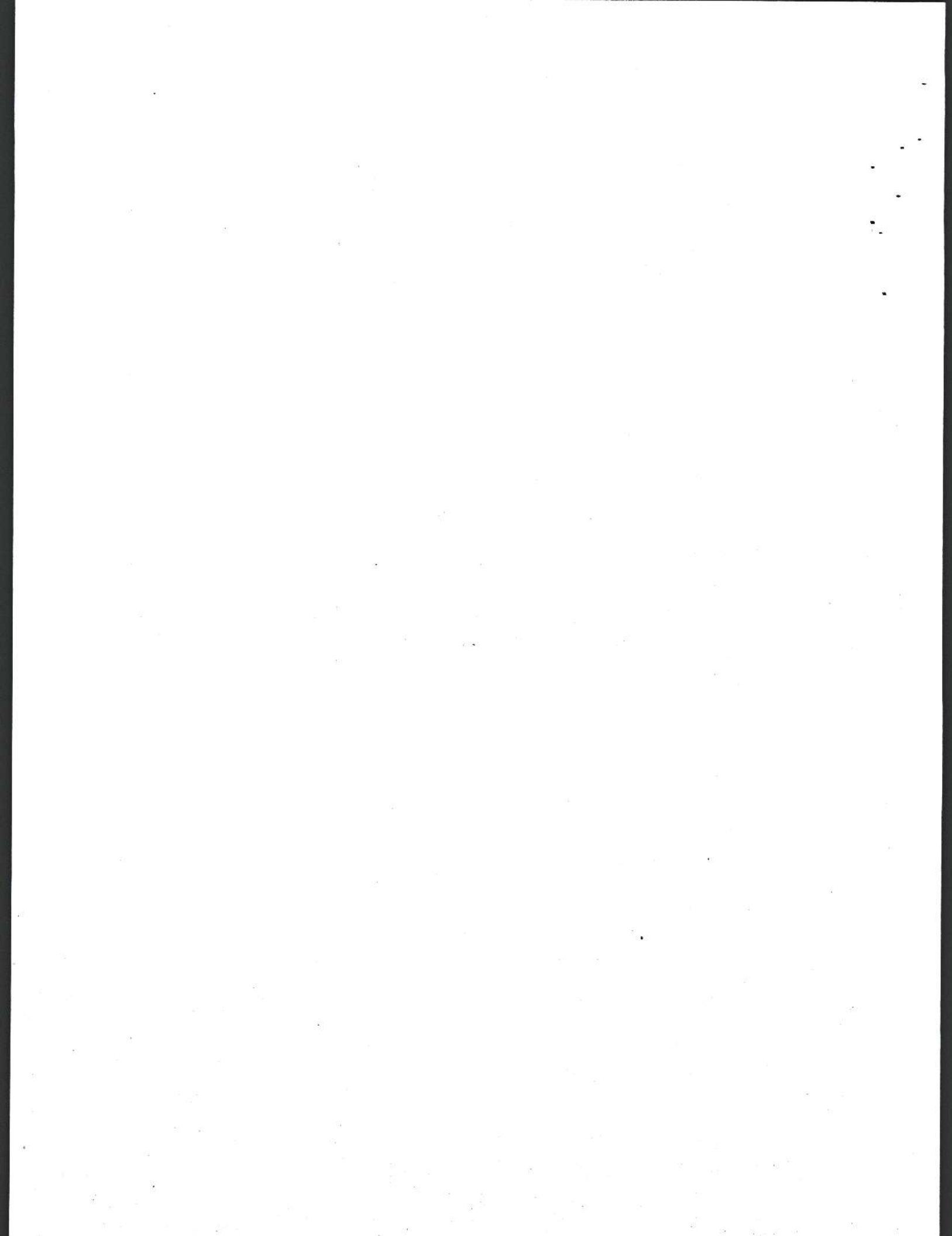
It is learnt that Tata Motors Finance is working on various packages through SBI and HDFC Bank, to offer competitive interest rates.

Dealer of Tata Motors said that company might take full payment for booking. Sona Koyo steering systems executive chairman said. "Nano is the most awaited car, and, therefore, its launch is welcomed by the world".

Questions:

[7+7=14]

- (a) Carry out an Environment Analysis for Tata Motors.
- (b) With the launch of Nano Car, will Tata Motors have Sustainable Competitive Advantage (SCA)? Justify your answer.



**3M3011**

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

Total No of Pages: **3****3M3011**

**M.B.A. III - Sem. (Main / Back) Exam., Dec. - 2018**  
**M – 310 Security Analysis and Portfolio Management**  
**(Major – I)**

**Time: 3 Hours****Maximum Marks: 70**  
**Min. Passing Marks: 28****Instructions to Candidates:**

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) All questions carry **equal** marks.

1. NIL \_\_\_\_\_2. NIL \_\_\_\_\_**SECTION - A**

Q.1 (a) Define investments. How it is different from savings? Write the various objectives of investment. [2+2+3=7]

(b) The return from security 'A' in different time periods are as follows- [7]

2015 Time period	Return	Probability
January	0.25	0.10
February	0.15	0.40
March	0.10	0.30
April	0.05	0.20

What would be the expected return and risk of the security?

Q.2 Distinguish Between-

(a) Primary Market and Secondary Market. [7]

(b) Capital Market and Money Market. [7]

Q.3 Write notes on-

- (A) CAPM and SML [4]
- (B) Stock Indices [3]
- (C) Gambling V/S speculation [3]
- (D) Sharpe's optimal portfolio [4]

Q.4 (a) An investor has to choose from 2 securities. The following are their rates of return and probabilities. [7]

Security 'X'		Security 'Y'	
Return %	Probability	Return %	Probability
20	0.1	13	0.1
16	0.4	16	0.2
10	0.3	22	0.3
03	0.2	25	0.4

Which is the better security 'X' or 'Y'?

(b) The annual rates of return for XYZ Co. and the market returns for these years are given below- [7]

Year	XYZ Co. Return	Market Return
1995	-5%	-6%
1996	14%	16%
1997	10%	12%
1998	12%	14%
1999	17%	20%

Determine the Beta coefficient for the company.

Q.5 (a) What are the modern theories of portfolio analysis? Write the assumptions and key points of Markowitz Model. [7]

(b) What is meant by portfolio management? Write the steps of formulating the portfolio strategy. Illustrate your answer with suitable examples. [7]

Q.6 (a) A company has a profit after tax @ 30%, is (₹ 3,30,000). The market price of equity shares is ₹ 95. It has paid a dividend to equity shareholders at the rate of 15%. The capital structure of the company comprises of 80,000 equity shares of ₹ 10 each.



Analyze following-

- (i) Dividend yield on equity shares [2]
  - (ii) Earning for equity shares [2]
  - (iii) Price earnings ratio [2]
- (b) From the following data calculate the slope of Capital Market line- [8]

Sunrise Co. ( $\theta$ ) = 15%

Sunset Co. ( $\theta$ ) = 12%

The expected return on the market portfolio = 18%

Risk free Rate (IRF) = 05%

Standard deviation = 0.25

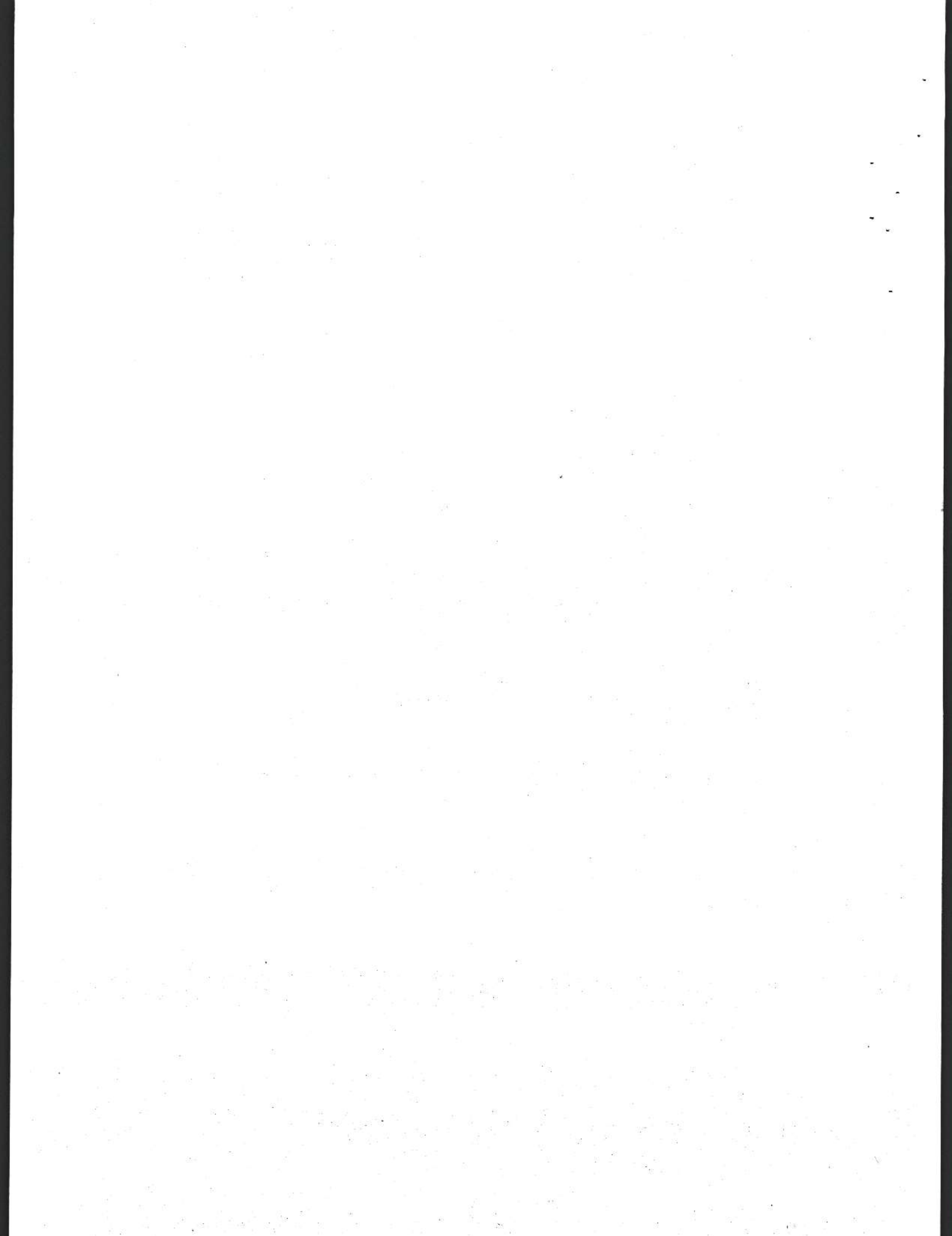
## SECTION - B

### Case Study

Q.7 Mr. Ramesh has invested in the following two shares TATA and RELIANCE. The expected return on 'TATA' is 12% the standard deviation on this return is 7% whereas share 'RELIANCE' has a return of 20% and the standard deviation of this return is 15%. The correlation between 'TATA' and 'RELIANCE' is equal to 0.15-

- (i) He wishes to invest either in TATA or RELIANCE.
- (ii) He wishes to invest either 50% in each fund.
- (iii) 25% in 'TATA' and 75% in 'RELIANCE'.
- (iv) 75% in 'TATA' and 25% in 'RELIANCE'.

Suggest him, which option Ramesh should select and why? [14]



3M3022

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

Total No of Pages: 1

**3M3022**

**M.B.A. III - Sem. (Main / Back) Exam., Dec. - 2018**

**M – 330 Training & Organizational Development  
(Major – I)**

**Time: 3 Hours**

**Maximum Marks: 70**

**Min. Passing Marks: 28**

***Instructions to Candidates:***

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL

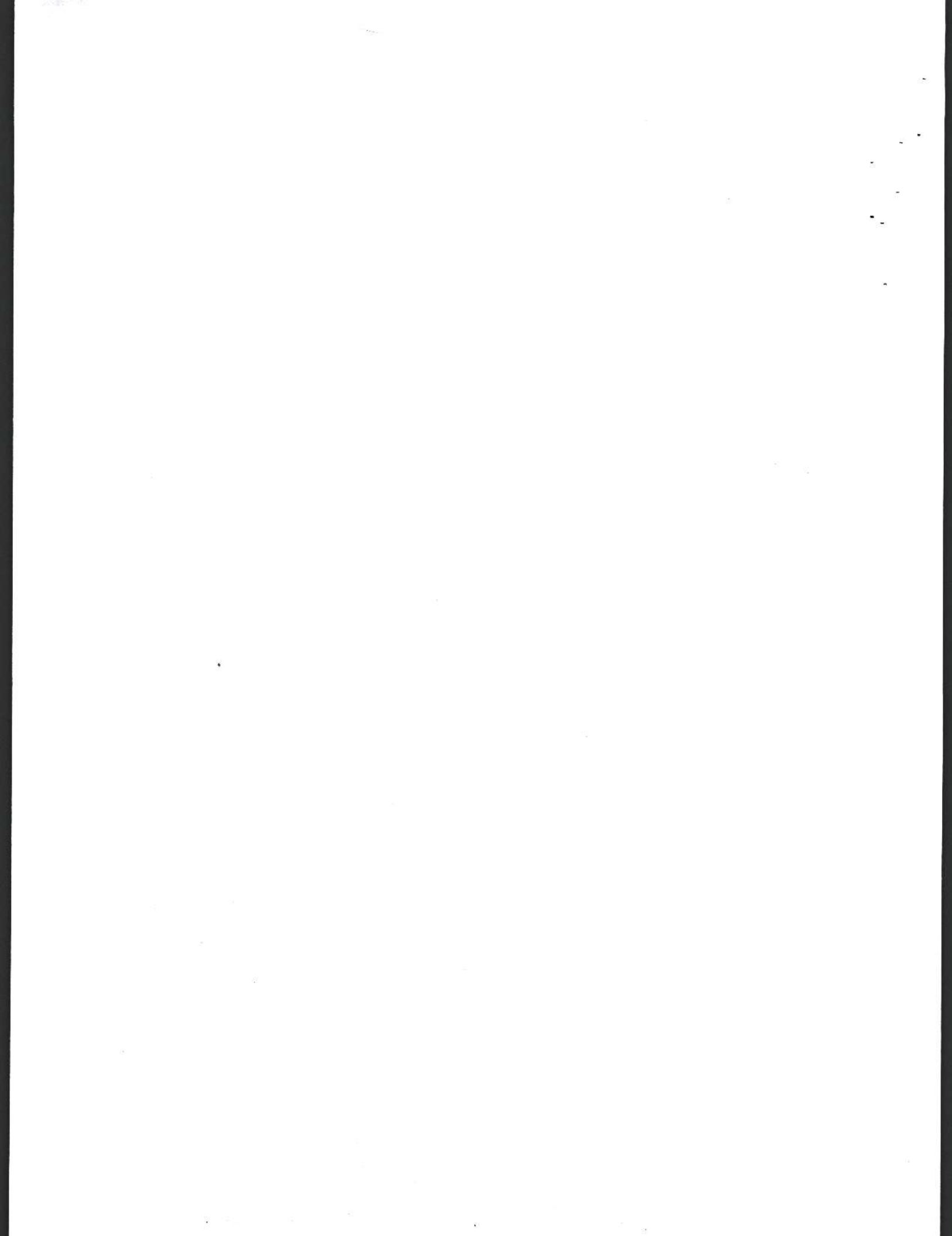
2. NIL

**SECTION - A**

- Q.1 Explain the concept of Learning. What are its characteristics? Also discuss the physical and mental processes involved in learning process. [3+5+6=14]
- Q.2 “Training is essentially a learning process”. In the light of statement discuss the relationship of training with learning. [14]
- Q.3 Write a detailed note on “Systems for Training Delivery”. [14]
- Q.4 Define Organization development. Outline the characteristics and assumptions of organizational development. [14]
- Q.5 What are the problem in diagnosis of OD? Also describe the guidelines for diagnosing problems. [14]
- Q.6 (a) Explain various types of term building interventions. [7]  
(b) Advantages and disadvantages of Behavioural modelling. [7]

**SECTION - B**

- Q.7 Discuss the factors affecting success of OD in global settings. [14]



3M3015

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

Total No of Pages: 3

**3M3015**

**M.B.A. III - Sem. (Main / Back) Exam., Dec. - 2018**

**M – 320 Integrated Marketing Communication**

**(Major – I)**

**Time: 3 Hours**

**Maximum Marks: 70**

**Min. Passing Marks: 28**

***Instructions to Candidates:***

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) All questions carry **equal** marks.

1. NIL

2. NIL

**SECTION - A**

Q.1 (a) Briefly explain the factors affecting the marketing communication mix. [7]

(b) Define Advertising. Discuss the role of advertising in marketing a product. [3+4=7]

Q.2 'An advertising agency offers valuable services to the upcoming and established business houses.' Comment. Discuss the role and functions of the advertising agencies. [14]

Q.3 'Creativity is an indispensable part of Advertising.' Explain. Also discuss the creative process in detail. [14]

Q.4 Write short notes on:

(a) Print Advertising [7]

(b) Media Scheduling [7]

Q.5 (a) Differentiate between direct marketing and personal selling. [7]

(b) Describe the various consumer oriented sales promotion tools. [7]

Q.6 Discuss the different methods of measuring effectiveness of the promotional campaign for the following products:

(a) Luxury Watch cum Fitness Tracker [7]

(b) New model of a Mobile Phone [7]

## **SECTION - B**

### **Case Study**

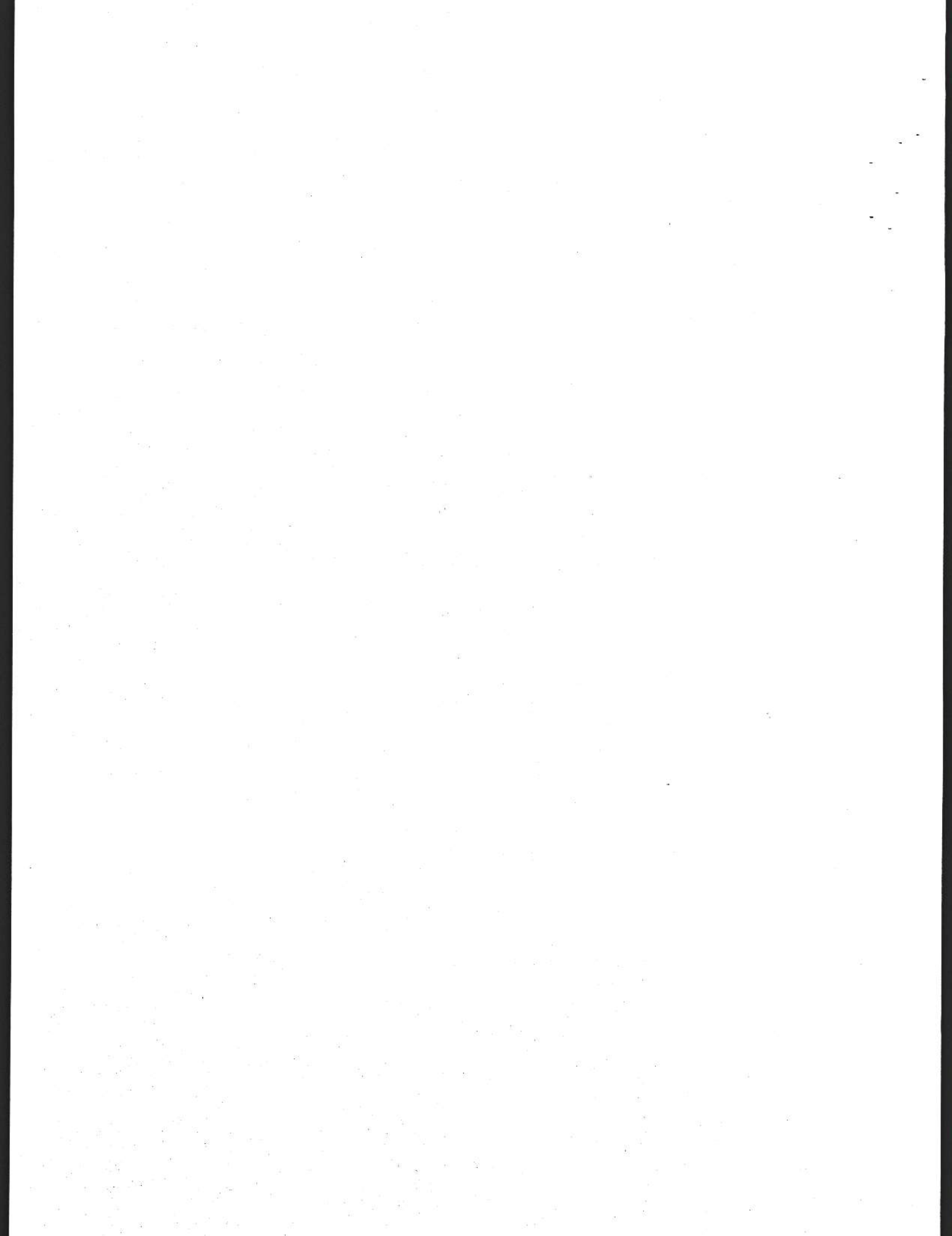
Q.7 Read the following lines:

'Sharpie' is a permanent marker company. Through social media and other marketing efforts, this company has taken an ordinary commodity and turned it into a common noun.

(a) Suppose you own a new upcoming brand and 'Sharpie' is your competitor. Design media strategies to advertise your product. [6].

(b) With reference to 'Sharpie', state the various components of social media marketing. Also outline the various social media tactics which must be adopted to make a brand synonym of a common noun. [4+4=8]

-----





3M3035

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

Total No of Pages: 2

**3M3035**

**M.B.A. III - Sem. (Main / Back) Exam., Dec. - 2018**

**M – 351 System Analysis and Design**

**(Major – I)**

**Time: 3 Hours**

**Maximum Marks: 70**

**Min. Passing Marks: 28**

***Instructions to Candidates:***

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL

2. NIL

**SECTION – A**

- Q.1 (a) What do you mean by system? What are its elements & characteristics? Explain in detail with supporting example. [7]
- (b) What is System Development Life Cycle? Explain in detail all its phases. [7]
- Q.2 What are the various types of communication tools in toolkit? Explain with example. [14]
- Q.3 Write short notes: [14]
- (a) Risk & Risk Management Feature
  - (b) Classify Cost & Benefits
  - (c) Waterfall Model

- Q.4 (a) Discuss Top down approach to system planning. [7]
- (b) What do you understand by Internet resource tool? Explain. [7]
- Q.5 Write short notes: (any three) [14]
- (a) JDA (Joint Application Development)
- (b) FDD (Functional Decomposition Diagram)
- (c) UML (Unified Modeling Language)
- (d) RAD (Rapid Application Development)
- Q.6 (a) Explain the concept of object modeling in the context of IS. [7]
- (b) Explain the use of case model, use case diagram & description, sequence diagram and class diagram. [7]

### **SECTION – B**

- Q.7 (a) Give a brief explanation of the role that sequence diagrams play in systems modelling with the emphasis on designing the interaction between the user and the system. [7]
- (b) Describe the case study for super market system. [7]
-

3M3016

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

Total No of Pages: 2

**3M3016**

**M.B.A. III - Sem. (Main / Back) Exam., Dec. - 2018**

**M – 321 Retail Management**

**(Major – I)**

**Time: 3 Hours**

**Maximum Marks: 70**

**Min. Passing Marks: 28**

***Instructions to Candidates:***

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) All questions carry **equal** marks.

1. NIL \_\_\_\_\_

2. NIL \_\_\_\_\_

**SECTION - A**

Q.1 Discuss the significance of retailing in India. [14]

Q.2 Discuss in detail the shopping behaviour of retail customers in India. [14]

Q.3 Write notes on – [3.5×4]

- (a) Retails Store Design and Layout
- (b) Store Record and Accounting System
- (c) FDI in retailing
- (d) Franchising

Q.4 Discuss the Human Resource Management in retail organization in India. [14]

Q.5 (a) What are the responsibilities of a Store Manager? [7]

(b) Discuss the problems at retail center. [7]

Q.6 Discuss the scope of online retailing in India. [14]

### **SECTION - B**

Q.7 If you were a store manager of a retail outlet located in state Rajasthan (India) which keeps Multi brand products. What strategies will you adopt to promote your store? [14]

-----

3M3012

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

Total No of Pages: 2

**3M3012**

**M.B.A. III - Sem. (Main / Back) Exam., Dec. - 2018**

**M – 311 International Financial Management**

**(Major – I)**

**Time: 3 Hours**

**Maximum Marks: 70**

**Min. Passing Marks: 28**

***Instructions to Candidates:***

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL

2. NIL

**SECTION - A**

- Q.1 Explain the concept of Balance of Payments (BOP). And discuss the different accounts of BOP. Can a country run a current account deficit (surplus) indefinitely? Give reasons. [14]
- Q.2 What do you understand by foreign exchange risk? What are the different external exposure management techniques which are used by importers and exporters? [14]
- Q.3 (a) Identify the factors which are to be taken into consideration by the countries, which seek to make use of foreign capital on their terms. [7]
- (b) “The International economy is fast turning into a borderless global economy” Critically analyze in relation to International Financial system. [7]

- Q.4 Critically examine Purchasing Power Parity Theory with the help of suitable examples. [14]
- Q.5 (a) Briefly discuss the various types of short-term capital flows. [7]  
(b) "All hedging is speculation, but all speculation is not hedging." Discuss. [7]
- Q.6 What are the factors that motivate foreign direct investment in the host country? [14]

### SECTION – B

- Q.7 (a) In which countries or currencies would you like to retain a higher proportion of your earnings for reinvestment? Explain, with reason. [7]  
(b) Write a brief note highlighting special problems of developing countries in financing foreign trade. Also indicate possible ways out. [7]
-

3M3024

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

Total No of Pages: 1

**3M3024**

**M.B.A. III - Sem. (Main / Back) Exam., Dec. - 2018**

**M – 332 Leadership Skills & Change Management  
(Major – I)**

**Time: 3 Hours**

**Maximum Marks: 70  
Min. Passing Marks: 28**

***Instructions to Candidates:***

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL \_\_\_\_\_

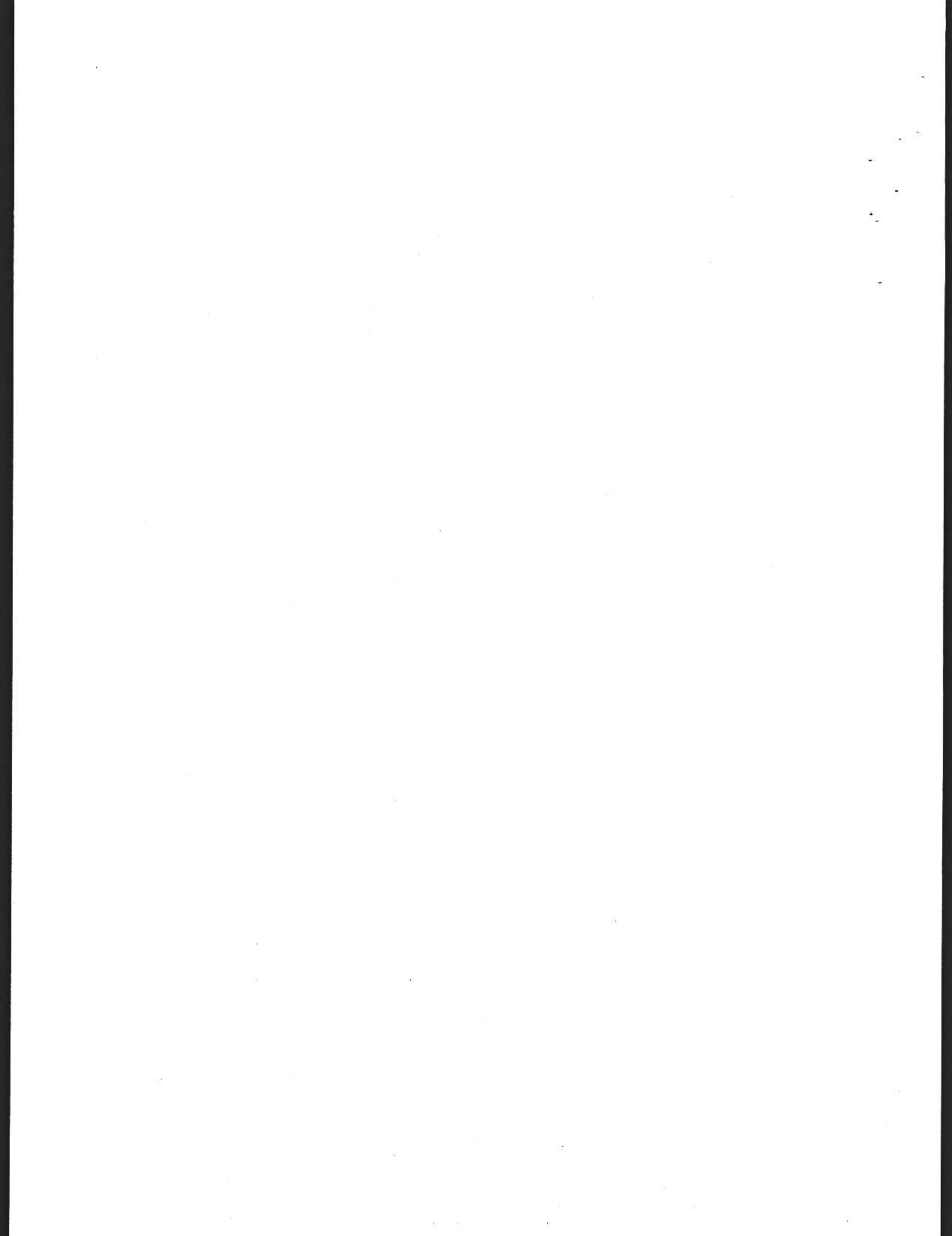
2. NIL \_\_\_\_\_

**SECTION - A**

- Q.1 Define leadership. Discuss the evolution of leadership theories. [2+12=14]
- Q.2 Discuss the impact of leadership styles on work climate. [14]
- Q.3 Write Notes on –
- (a) Operating style of Narcissistic leaders. [5]
- (b) E – Commerce Environment [5]
- (c) Business cycle [4]
- Q.4 How a leader creates support system and manages transition in an organization? [14]
- Q.5 Discuss the challenges in executing a change in an organization. [14]
- Q.6 Discuss leadership approaches that foster team performance. [14]

**SECTION – B**

- Q.7 Discuss the essential leadership skills a manager should possess in the changing economic and cultural environment in India. [14]





3M3013

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

Total No of Pages: 2

**3M3013**

**M.B.A. III - Sem. (Main / Back) Exam., Dec. - 2018**

**M – 312 Management of Financial Services**

**(Major – I)**

**Time: 3 Hours**

**Maximum Marks: 70**  
**Min. Passing Marks: 28**

***Instructions to Candidates:***

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) All questions carry equal marks.

1. NIL

2. NIL

**SECTION - A**

- Q.1 Describe the recent challenges faced by the Indian Financial Services. [14]
- Q.2 (a) Describe the traditional and promotional functions of RBI. [7]
- (b) Discuss the recent trends in banking services. [7]
- Q.3 (a) What is the scope of merchant banking in India? [7]
- (b) What do you understand by call money market and treasury bill market? Discuss their significance in the Indian money market. [7]

Q.4 Write notes on –

- (a) Repo Transaction [3.5]
- (b) Consumer credit [3.5]
- (c) Discounting [3.5]
- (d) Micro finance [3.5]

Q.5 (a) Compare and contrast 'Leasing' and 'Hire Purchasing'. Why do companies go for leasing of assets? Briefly explain. [7]

(b) Discuss various benefits and drawbacks of forfeiting. [7]

Q.6 Discuss the recent issues in insurance industry. [14]

### **SECTION - B**

Q.7 **Case study** [14]

Money market is at the heart of monetary operations in any country. Over the last decade, there has been substantial development in the Indian money market in terms of depth, variety of instruments and efficiency. This has enabled the RBI to change its monetary operations from direct quantity based instruments to indirect interest rate based instruments to enhance the efficiency of monetary transmission consistent with international best practice.

Against this backdrop, capture the developments in the Indian money market since 1991.

3M3017

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

Total No of Pages: 3

**3M3017**

**M.B.A. III - Sem. (Main / Back) Exam., Dec. - 2018**  
**M – 322 Sales Distribution and Logistics Management**  
**(Major – I)**

**Time: 3 Hours**

**Maximum Marks: 70**  
**Min. Passing Marks: 28**

***Instructions to Candidates:***

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) All questions carry **equal** marks.

1. NIL

2. NIL

**SECTION - A**

- Q.1 What do you mean by 'Sales and distribution management'? Compare the concept of past and present. [6+8=14]
- Q.2 Illustrate Sales Management and salesmanship with example. What precautions does a sales person has to take at different levels of selling. [7+7=14]
- Q.3 (a) What companies aim to achieve while designing their distribution channels?
- (b) What are the steps involved in sales forecasting? Explain them in brief. [4+10=14]

Q.4 Write short notes on – (any two)

[7+7=14]

- (a) Training and Compensating Sales force
- (b) Evaluation of Channel Performance
- (c) Ware housing and Inventory Control System

Q.5 “Sales volume objective, profit target and marketing capabilities require balancing act to choose the optimum strategy of sales”. Explain with suitable example. [14]

Q.6 Explain – [14]

- (a) Types of distribution policies based on the attributes of sales objectives.
- (b) Distribution channel strategy.

## **SECTION - B**

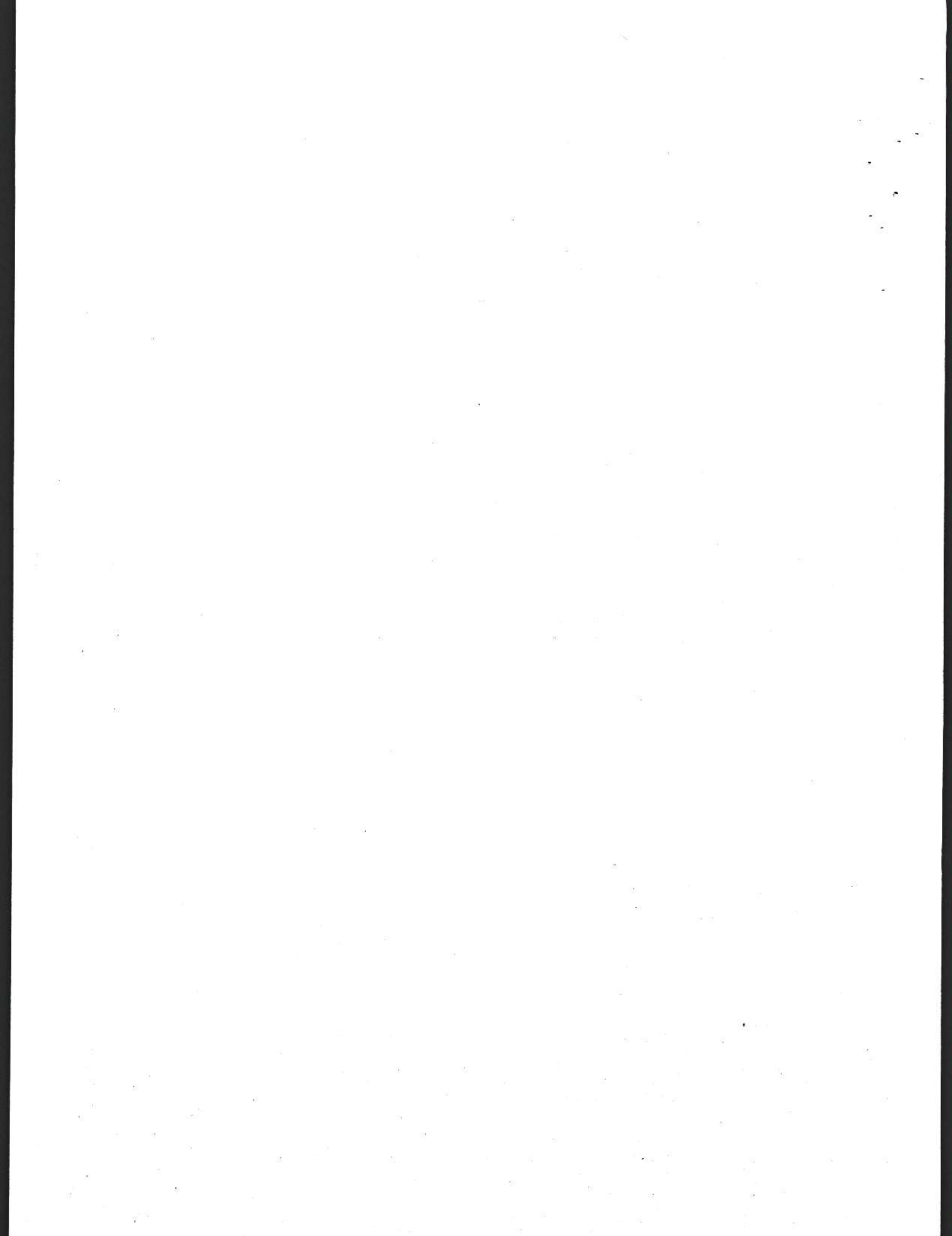
### **Case Study**

Q.7 Baskin – Robbins was a joint venture between Maharashtra Dairy Products Manufacturing Company Pvt. Ltd. (MDPMC) and the US subsidiary of Allied Domecq PLC, a UK – based company. Baskin Robbins set up shop in India in December 1993, by opening its first ice – cream parlor in Mumbai.

Initially, it targeted the upper income households and consent rated on setting up parlors in posh localities in the major cities like New Delhi and Mumbai.

Questions –

- (a) Despite having operated in India for a decade, Basking Robbins was able to make a profit only in the 11<sup>th</sup> year. What were the mistakes the company made in its understanding of the ice – cream market and the psyche of the Indian Consumer? [7]
- (b) Baskin – Robbins achieved a turnaround in its business by following an aggressive distribution strategy to achieve higher sales. Briefly highlight the various measures taken by the company. What could Baskin – Robbins do in the future to help sustain its profit levels? [7]
-



3M3018

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

Total No of Pages: 3

**3M3018**

**M.B.A. III - Sem. (Main / Back) Exam., Dec. - 2018**

**M – 323 Product & Brand Management**

**(Major – I)**

**Time: 3 Hours**

**Maximum Marks: 70**

**Min. Passing Marks: 28**

***Instructions to Candidates:***

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) All questions carry **equal** marks.

1. NIL

2. NIL

**SECTION - A**

Q.1 “Customer analysis and competition analysis are necessary for developing product strategy.” Comment. [14]

Q.2 (a) What are the similarities and differences between product focused organization and market focused organization? [7]

(b) Write about the various stages in the new product development process. [7]

Q.3 (a) “People have more faith in brands rather than products”. Critically analyze the statement with role and importance of branding. [7]

(b) Why brand positioning and brand building is necessary? [7]

Q.4 Write short notes on –

- (a) Consumer adoption process [3.5]
- (b) Brand awareness [3.5]
- (c) Brand loyalty [3.5]
- (d) Global brand strategy [3.5]

Q.5 Define Brand Equity. Describe various methods of calculating brand equity. [5+9=14]

- Q.6 (a) What factors should brand managers address to develop identity of their brands? [7]
- (b) Discuss the strategies that are to be followed in managing the line extensions. [7]

## **SECTION - B**

### **Case Study**

Q.7 Quality was a point of differentiation for Japanese manufacturer Lexus for many years. However European and U.S. manufacturers such as BMW, Mercedes, Jaguar, Cadillac and Saturn caught up. Further, these cars had more personality and provided more emotional attachment for their customers. First approach is to redefine quality through high end design features that are detectable. Lexus has achieved exceptional performance with respect to a quiet and smooth ride. Lexus has responded to customer's unmet needs with attractive features as heated seats, a hard top convertible roof that raises in near silence, a superior branded sound system, a tire inflation monitoring system.



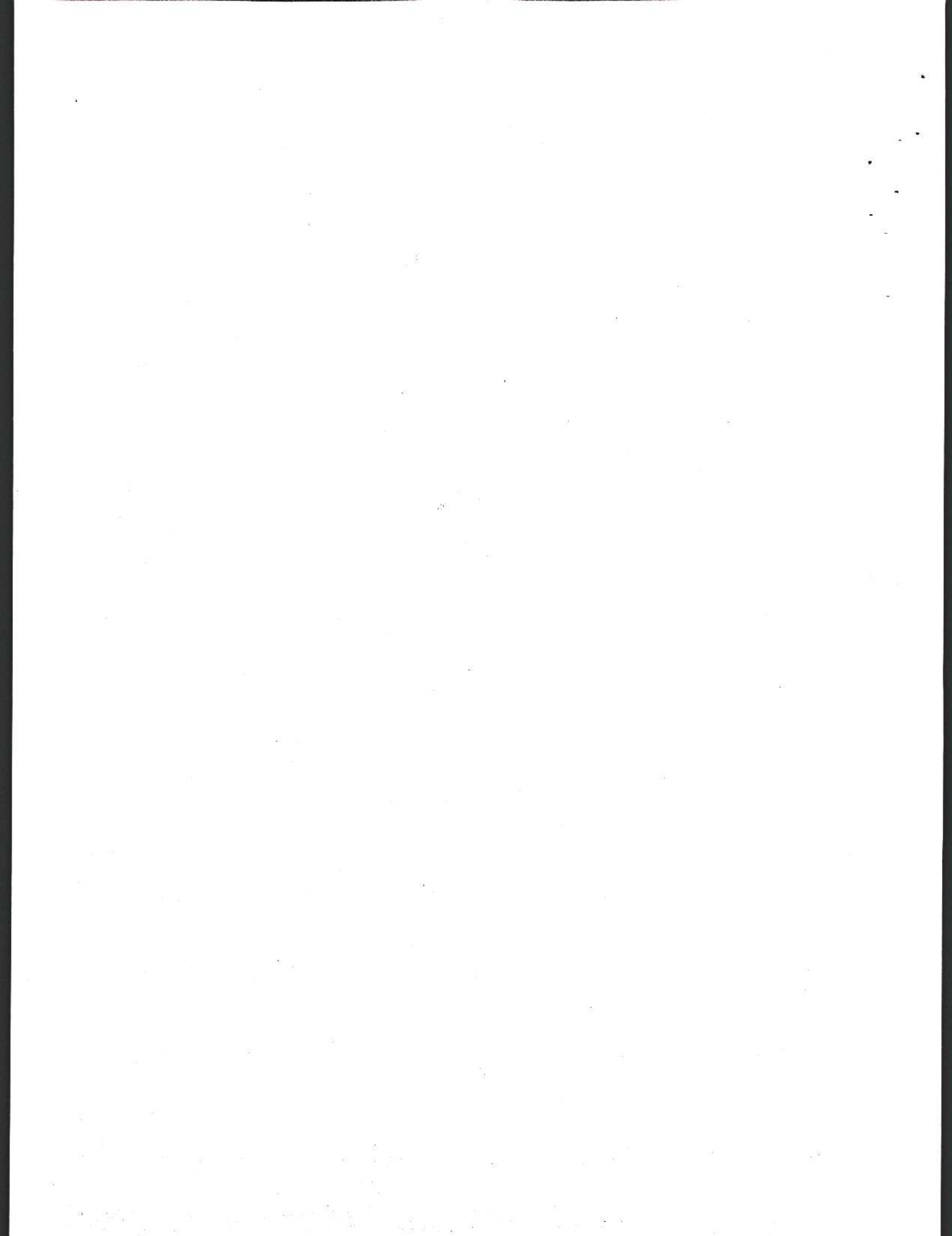
Second approach is to achieve breakthroughs in design, which is a powerful differentiator for cars like the VW Beetle and all Jaguar models.

Third approach is to focus on process rather than product. Saturn's fixed – price low pressure sales philosophy made the process of buying cars less frustrating. Customer interaction with the dealer after the purchase even allowed for enjoyable bonding. This new process was in large part responsible for the intense loyalty created by Saturn.

Questions –

- (a) What is the importance of technology introduction in an Automobile industry?[4]
- (b) Discuss the need for process introduction in an Automobile industry. [5]
- (c) Explain the product positioning concepts adopted by different automobile marketers. [5]

-----



3M3037

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

Total No of Pages: 2

**3M3037**

**M.B.A. III - Sem. (Main / Back) Exam., Dec. - 2018**

**M – 353 Database Management**

**(Major – I)**

**Time: 3 Hours**

**Maximum Marks: 70**

**Min. Passing Marks: 28**

***Instructions to Candidates:***

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL

2. NIL

**SECTION - A**

- Q.1 (a) Discuss in detail the purpose of Database Systems. [7]  
(b) Discuss the main function of a Database Administrator. [7]
- Q.2 Discuss the relational database operators with the help of a suitable example. [14]
- Q.3 Define E-R Diagram. Construct E-R diagram for an educational institute with a set of students and a set of teachers. Associate with each teacher a log of the various projects and classes conducted. [3+11=14]
- Q.4 Write Notes on [3.5×4]  
(a) Atomicity  
(b) Lock based protocol  
(c) Timestamp based protocol  
(d) DDL

Q.5 Consider the following relational schema for a library: [4+4+6=14]

*member(membno, name, dob)*

*books(isbn, title, authors, publisher)*

*borrowed(membno, isbn, date)*

Write the following queries in relational algebra

- (a) Find the names of members who have borrowed any book published by “Himalaya”.
- (b) Find the names of members who have borrowed all books published by “Himalaya”.
- (c) Find the name and membership number of members who have borrowed more than five different books published by “Himalaya”.

Q.6 During its execution, a transaction passes through several states, until it finally commits or aborts. List all possible sequences of states through which a transaction may pass. Explain why each state transition may occur. [14]

### **SECTION – B**

Q.7 Consider the following relational database: [14]

*employee(empname, street, city)*

*works(empname, compname, salary)*

*company(compname, city)*

*manages(empname, manager\_name)*

Given an SQL DDL definition of the given database. Identify referential-integrity constraints that should hold, and include them in the DDL definition.

-----

3M3025

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

Total No of Pages: 2

**3M3025**

**M.B.A. III - Sem. (Main / Back) Exam., Dec. - 2018**

**M – 333 Human Resource Planning**

**(Major – I)**

**Time: 3 Hours**

**Maximum Marks: 70**

**Min. Passing Marks: 28**

***Instructions to Candidates:***

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) All questions carry **equal** marks.

1. NIL

2. NIL

**SECTION - A**

Q.1 Define Human Resource Planning. How do quantitative and qualitative dimensions regulate the supply of human resources? Explain with suitable examples. [14]

Q.2 In the current business scenario, when boundary less jobs are being conceptualized, how relevant is the concept of Job Description and Job Analysis in HRM? Critically analyze. [14]

Q.3 How can Performance Appraisal, and Training and Development be made integral parts of Human Resource Planning. Explain with examples. [14]

Q.4 What are the main causes of job dislocation? Discuss the strategies to deal with dislocated employees. Explain with examples. [6+8=14]

Q.5 Write short notes on any four of the following: [3.5×4=14]

- (a) Human Resource Audit
- (b) Labour Force Participation
- (c) Job Evaluation
- (d) Migration of Workforce
- (e) Human Resource Costs

Q.6 What are forecasting techniques? Discuss the role of HRP professionals in effectively implementing various HR Programmes to address anticipated problems. Explain with examples. [7+7=14]

### **SECTION – B**

Q.7 How effectively human resource planning helps organization to compete with the global challenges? Elaborate. [14]

-----

3M3026

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

Total No of Pages: 2

**3M3026**

**M.B.A. III - Sem. (Main / Back) Exam., Dec. - 2018**

**M – 334 Compensation Management**

**(Major – I)**

**Time: 3 Hours**

**Maximum Marks: 70**  
**Min. Passing Marks: 28**

***Instructions to Candidates:***

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL \_\_\_\_\_

2. NIL \_\_\_\_\_

**SECTION - A**

- Q.1 Define objectives of compensation management and complexities in designing a competitive compensation structure. [14]
- Q.2 Write short notes on any two: [7×2=14]
- (a) Define retirement benefits and how they are connected with salary.
  - (b) Design a complete format of CTC applicable to an employee (Monthly + Annualized).
  - (c) What are the internal and external factors affecting compensation management?
  - (d) What you understand with salary survey concept and why it is necessitated?
- Q.3 In a CTC structure, what type of payments can be considered as "Incentive", please explain the meaning and features of incentive. [14]
- Q.4 What are "Fringe" benefits, explain their role in motivation and employee retention. [14]

Q.5 Make analysis of the following factors affecting salary

(a) What is "Dearness Allowance" and concept of its determination? [7]

(b) Role of Trade Unions and demand charter in wage settlement in organizations. [7]

Q.6 Define a model annual increment system. How it plays a vital role in identifying potential employee in an organization. [14]

## SECTION - B

### Case Study

Q.7 Read the case and answer the question at the end of the case: [14]

An organization is having annual financial turnover of Rs.2000 crores with a net profit of 300 crores i.e. 15% of annual turnover value. The staff cost of the company is close to 100 crores per annum i.e. 33% of net profit of the company.

Management of the company is not in a position to further increase the financial liability on account of salaries of employees more than 5 crores per annum including all. You have employee strength of 1000 people as distributed in 15 categories as under:

- Head of unit - 01
- HOD's of 5 sections - 05
- General Managers - 15
- Dy. General Managers - 30
- First Line Supervisors - 60
- Engineers - 150
- Workers - 300
- Marketing Officers - 180
- Finance Officers - 39
- Support function people - 220

Please distribute the total value of Rs.5 crores (in all components of salary) amongst all employees in such a way that everyone remains satisfied and financial impact not to cross the given limits.



Total No. of Questions:

Total No. of Pages:

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

**M.B.A. III Sem(Main/Back) Exam Dec. 2018**  
**M-354 (Major-I) Client Server Application Management**  
**3M3038**

**Time: 3Hours**

**Maximum Marks: 70**  
**Min Passing Marks: 28**

Instructions to Candidates:

- 1) The question paper is divided in two sections.
- 2) There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study/application based question which is **compulsory**.
- 3) All questions are carrying **equal** marks.

**SECTION-A**

- Q.1 a) Discuss the client-server working and architecture.  
b) What is an object server in client server environment. [7+7=14]
- Q.2 a) Briefly discuss the five major technologies that can be used to create client server applications.  
b) How are e-mail address and address lists managed. [7+7=14]
- Q.3 Write short notes on the following:  
a) LCR and databases  
b) Outlook Web Access connectivity Management  
c) Managing Public folder database  
d) Distributed System Application Architecture [3.5x4=14]
- Q.4 Explain the following:  
a) Exchange Server 2007 and Server Roles  
b) Implementing Client Access Servers and implementing Client Access features  
c) Implementing Message Transport  
d) Managing Backup solutions [3.5x4=14]

Q.5 a) Discuss Active directory sites and services in detail.  
b) Give a detailed introduction to the integration of Active Directory and exchange server 2007. [7+7=14]

Q.6 a) What do you mean by bulk recipient Management Tasks.  
b) Discuss process of completing exchange server 2007 installation. [7+7=14]

#### SECTION-B

Q.7 a) Discuss the architecture of a system for an airline booking online portal. Draw the block diagram.  
b) Discuss the services of steps and related exchange of message for booking a ticket. [8+8=16]

3M3027

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

Total No of Pages: 4

**3M3027**

**M.B.A. III - Sem. (Main / Back) Exam., Dec. - 2018**

**M – 335 Recruitment and Selection**

**(Major – I)**

**Time: 3 Hours**

**Maximum Marks: 70**

**Min. Passing Marks: 28**

***Instructions to Candidates:***

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL

2. NIL

**SECTION - A**

Q.1 What is job analysis? How can you make use of the information it provides. Support your answer with an example. [5+9=14]

Q.2 (a) Differentiate between Internal Hiring and External Hiring. [3½+3½=7]

(b) What is e-recruitment and what are the challenges being faced by a company doing hiring by the process of e-recruitment. [3+4=7]

Q.3 (a) Explain the importance of selection process in the context of right recruitment. [5]

(b) What are the major problems of the interview as a selection device? What can be done to reduce some of these problems? [5+4=9]

Q.4 Write short notes on:

(a) Appointment [7]

(b) Joining [7]

Q.5 (a) What is the purpose of 'reference check'? [4]

(b) What is the purpose of 'appointment order'? [5]

(c) What are the main features of 'weighted application blank'? [5]

Q.6 Discuss the meaning, purpose, process and methods of induction in detail. Substantiate your answer with an example. [14]

## **SECTION - B**

### **Case Study**

#### **Q.7 Lease Plan Corporation**

LeasePlan Corporation is the world's leading provider of vehicle fleet management solutions. Based in the Netherlands, LeasePlan Corporation is a global holding company which centralizes management and support functions for a group of operational subsidiaries in 27 countries across five continents. LeasePlan's broad product and service portfolio spreads across the entire automotive value chain from financing and insurance through to operational management, and ultimately to remarketing of vehicles. In order to maintain its dominant position as the driving force of innovation and development in its industry, LeasePlan Corporation is now positioning itself as the

first truly global provider of integrated fleet management solutions with a globally harmonized product portfolio.

### **Problem**

The existing organizational culture, traditionally characterized by strong local autonomy, does not fully support global objectives. A new, more networked, global way of thinking needs to be established at all levels of the organization without ignoring local differences and without creating unnecessary resistance to the change program. The central training function takes a key role in this endeavour. The Global Induction project is aimed at providing new employees with a wider, more global view of their organization right from the beginning. In order to streamline the way in which training is provided, the new Global induction will have to follow a common overall process, while still taking care of the different culture, infrastructure, size, and maturity of the various local organizations (ranging from 15 to 1,000 employees).

### **Solutions**

Eedo developed a roadmap to corporate induction. This is a flexible process model which provides the resources at subsidiaries (HR people, senior and line managers, ‘ buddies ’ , etc.) with a range of training materials, tools, and checklists allowing them to customize each process step to best fit their specific conditions and requirements. Eedo’s ForceTen Knowledge Platform was used for development and to support delivery of the program. ForceTen’s browser-accessible authoring environment was used to develop the Web-based training components (pioneering the use of this medium in the organization), with subject matter experts and approvers dispersed throughout

various countries and business units, all contributing in a collaborative online development process. Materials developed for the programme included a video component, supporting tutor guidance notes, as well as templates for PowerPoint presentations and Word documents.

## **Results**

Feedback from trainees and local training staff has been universally positive. Having experienced the benefits of highly accessible, useful, integrated package of 'how to' information and hands-on materials, personnel in the change programme have been won over and are fully supportive of the new training programme design. As a result, the global training function has won the credibility and authority to take further steps towards a more centralized steering of organization-wide training and knowledge transfer, thus, successfully implementing the key objective of enhanced organizational integration set by the management board.

Questions [14]

- (a) Does the global perspective create a hindrance in localization of placement process?
- (b) Debate on the extent of global perspective vs location-related induction in placement of employees.
- (c) Examine the road map of corporate induction and its utility as a knowledge platform for self-development of employees.
- (d) Examine the role of a trainee in the overall context of induction and placement of employees.

3M3122

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

Total No of Pages: 2

3M3122

M.B.A. III - Sem. (Main / Back) Exam., Dec. - 2018

M – 330 Training & Organisational Development

(Major – II)

Time: 3 Hours

Maximum Marks: 70  
Min. Passing Marks: 28

**Instructions to Candidates:**

- (i) The question paper is divided in two sections.
- (ii) There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.
- (iii) All questions carry equal marks.

1. NIL

2. NIL

**SECTION - A**

- Q.1 Explain need for Training. Write a note on Learning Principles. Explain about the different training methods for different levels of employees. [14]
- Q.2 How the effectiveness of the training be evaluated and improved? [14]
- Q.3 Discuss the need, importance and approaches of Employee Development. [14]
- Q.4 Define organization development. List the characteristics of OD. Discuss about the foundations of organization development. [14]
- Q.5 Write an essay on OD interventions. [14]
- Q.6 Explain the components of OD process. Are there any future prospects for OD? [14]

## SECTION - B

### Case Study

Q.7 Mr. Ramesh has a business in SIDCO Meter manufacturer's magnesium sulphate. He adopts a very traditional method of production and he earns good profit also. In order to speed up the production process, enhance quality and reduce the production cost, he introduces mechanization in his company. This leaves 10 percent of employees, to be unemployed. So the casual labors resist this mechanization process. Assume that you are consultant, intervene in this issue and act as a consultant to both Mr. Ramesh and the employees.

[14]



3M3111

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

Total No of Pages: 3

**3M3111**

**M.B.A. III - Sem. (Main / Back) Exam., Dec. - 2018**  
**M – 310 Security Analysis and Portfolio Management**  
**(Major – II)**

**Time: 3 Hours**

**Maximum Marks: 70**  
**Min. Passing Marks: 28**

***Instructions to Candidates:***

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL \_\_\_\_\_

2. NIL \_\_\_\_\_

**SECTION - A**

Q.1 Write a detailed note on Primary and Secondary market. Explain the operations of

Secondary market.

[14]

Q.2 (a) Discuss the role of RBI as a regulatory body.

[7]

(b) What are the steps taken by SEBI to protect investors in Secondary market?

[7]

Q.3 (a) The expected returns on securities of A and B are given below-

[8]

State of Economy	Probability	Stock A	Stock B
Recession	0.5	+18	-4
Boom	0.4	+20	+10
Stagnant	0.1	-18	+25

Give the security of your preference. The security has to be selected on the basis of return and risk.

(b) Explain Beta analysis with example. [6]

Q.4 What do you understand by 'Technical Analysis'? Why is it important in investment decision? [14]

Q.5 (a) What is 'Bond Swap'? What are its advantages? [6]

(b) Bali is considering investment in one of the following bonds - [8]

Bond	Coupon Rate	Maturity	Price/ ₹ 100 per value
X	11%	10 years	₹ 76
Y	12%	7 years	₹ 69

Which bond should be purchased by him? Will your answer change if the required Rate of Return is 21%?

Q.6 (a) What are formula plans? How do they help in portfolio revision? [7]

(b) Calculate the expected return to a portfolio. The following table provides the market values of the stocks in one's portfolio and their expected Rate of Return - [7]

Stocks	Market Value	Expected Rate of Return
A	30,000	0.18
B	20,000	0.016
C	40,000	0.12
D	50,000	0.20
E	20,000	-0.10
F	40,000	0.10

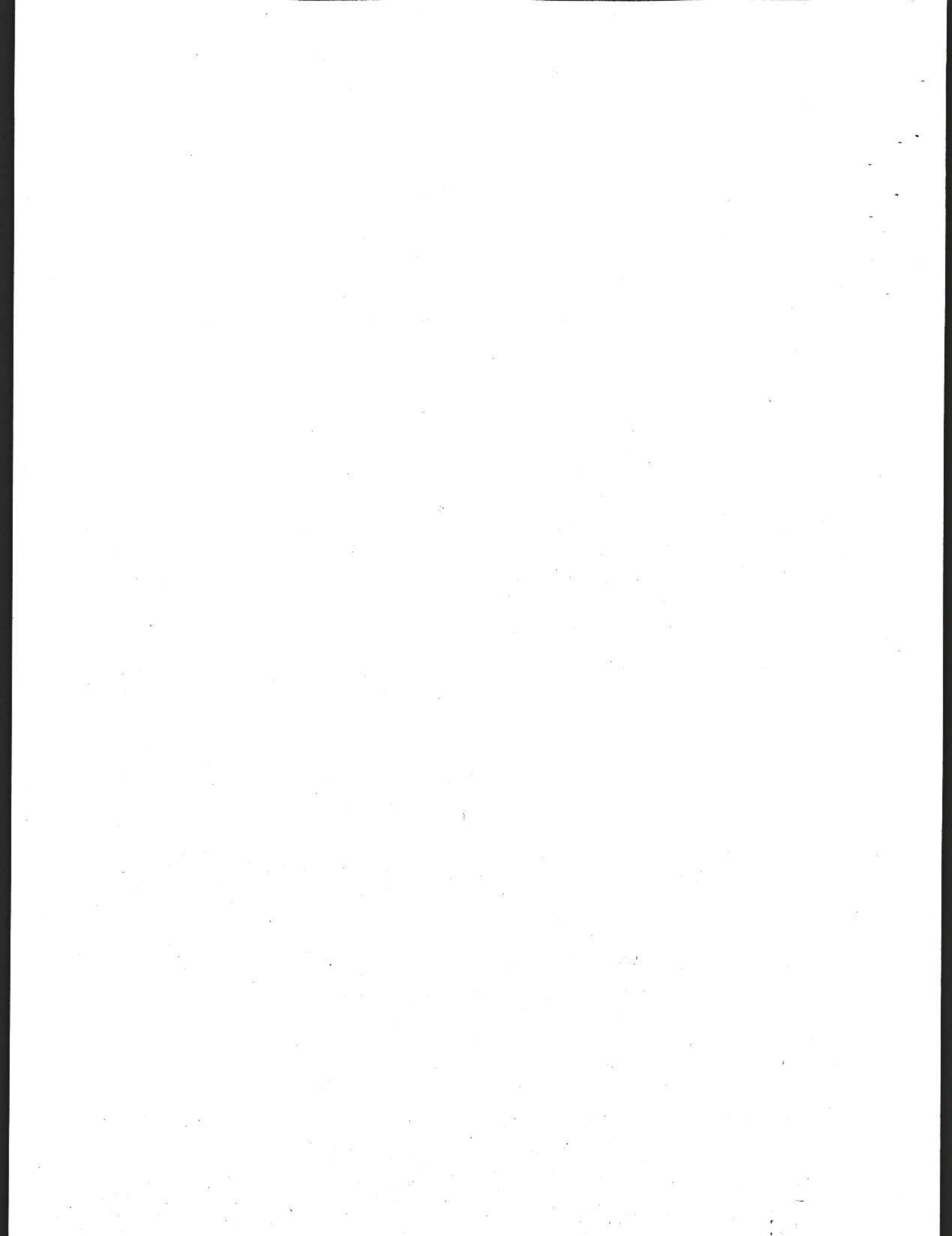
### SECTION - B

Q.7 A portfolio management house approximates the return generating process by a factor model and uses this to construct its passive portfolio. The input table is as follows- [14]

Asset	Expected Return (%)	Beta	Residual Standard Deviation (%)
A	12	1.1	18
B	10	0.9	19
C	13	1.2	20
Market Value	11	1.00	17

The mean risk free rate was 6%.

- (a) Calculate the excess Return Alpha Value, and Residual variance for these stocks.
- (b) Construct the optimal risky portfolio.
- (c) What is the Sharpe's measure for the optional portfolio? How much of it is contributed by active portfolio?



3M3115

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

Total No of Pages: 2

**3M3115**

**M.B.A. III - Sem. (Main / Back) Exam., Dec. - 2018**

**M – 320 Integrated Marketing Communication**

**(Major – II)**

**Time: 3 Hours**

**Maximum Marks: 70**  
**Min. Passing Marks: 28**

***Instructions to Candidates:***

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL

2. NIL

**SECTION - A**

Q.1 Discuss marketing communication mix Elucidate the models of consumer responses. [7+7=14]

Q.2 Discuss the different steps in advertising planning. Write the major objectives of advertising. [10+4=14]

Q.3 What are the different budgeting methods? What is the criteria for selection of agency? [8+6=14]

- Q.4 Write short notes on any two: [7+7=14]
- (a) Appeals and execution styles
  - (b) Advertising art-layout.
  - (c) Ethical and economic aspects of advertising.
  - (d) Public Relations Vs. Interactive Marketing
- Q.5 (a) Discuss different trade-oriented sales promotion tools. [8]
- (b) Differentiate between direct marketing and personal selling. [6]
- Q.6 Explain the meaning of promotional program evaluation. Discuss the pre and post campaign measures to evaluate effectiveness. [4+10=14]

### **SECTION – B**

- Q.7 Prepare an outline of Media Plan for a cola drink proposed to be launched in an Event named “Run for fun”.
- Event is also being sponsored by the same cola drink. Discuss the key elements of this event and its sponsorship. [7+7=14]
-

3M3135

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

Total No of Pages: 2

**3M3135**

**M.B.A. III - Sem. (Main / Back) Exam., Dec. - 2018**

**M – 351 System Analysis and Design**

**(Major – II)**

**Time: 3 Hours**

**Maximum Marks: 70**

**Min. Passing Marks: 28**

***Instructions to Candidates:***

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL

2. NIL

**SECTION - A**

Q.1 What do you mean by system analysis? Explain various components of Information system. What are the various types of business information systems and its users? [14]

Q.2 Explain the concept of SDLC in detail and compare the SDLC Waterfall Model to Adaptive Models with relevant examples. What are the factors affecting information systems projects? [14]

Q.3 Explain the role of case tools and their role in a fourth generation environment. Define case terms and concepts including various tools. Also explain the future trends in case tools. [14]

Q.4 What are Internet Resource Tools? Explain at least five internet resource tools in detail [14]

Q.5 Write short notes on: [14]

- (a) Joint Application Development (JAD)
- (b) Rapid Application Development (RAD)
- (c) Functional Decomposition Diagram (FDD)
- (d) Unified Modeling Language (UML)

Q.6 What are the basic principles & guidelines for designing user centered interface? What are the various techniques used for designing interface explain with examples. [14]

### **SECTION - B**

Q.7 Explain different types of system maintenance. What are the various techniques for managing systems operations and support? How a company can assess system security at different levels? [14]

-----



3M3116

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

Total No of Pages: 2

**3M3116**

**M.B.A. III - Sem. (Main / Back) Exam., Dec. - 2018**

**M – 321 Retail Management**

**(Major – II)**

**Time: 3 Hours**

**Maximum Marks: 70**  
**Min. Passing Marks: 28**

***Instructions to Candidates:***

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL

2. NIL

**SECTION - A**

- Q.1 Explain the meaning of Retailing. Write the importance and functions of Retailing. [14]
- Q.2 Write the Retail Buying process. Discuss the shopping behaviour of Retail customer with suitable examples. [14]
- Q.3 What are the various elements of Merchandise Management? Explain the retail store location strategies in detail. [14]
- Q.4 What do you mean by customer relation management in relation to retailing? How Human Resource Management is an important function in Retail organization? [14]

Q.5 State the key elements of promotion mix. Explain various promotion strategies for retail organization. [14]

Q.6 What is EDI and Bar coding? Write the various methods of Material Handling in stores. [14]

## SECTION - B

### Case Study

Q.7 All-in-one is a large (2500 sqft.) well established individual retailer in a prominent Delhi locality. He has a regular clientele of hundreds of local citizens. Recently two major national retail chains have opened supermarkets in the same locality. Sushil Arora, owner of All-in-one is worried. Should he enhance the value added services from his store (reducing his profitability) OR should he sell out to a third retail chain which also plans to enter the same area? [14]

What should he do and why?

-----

Total No. of Questions:

Total No. of Pages:

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

**M.B.A. III sem(Main Back) Exam Dec. 2018**  
**M-311(Major-II) International Financial Management**  
**3M3112**

**Time: 3Hours**

**Maximum Marks: 70**  
**Min Passing Marks: 28**

Instructions to Candidates:

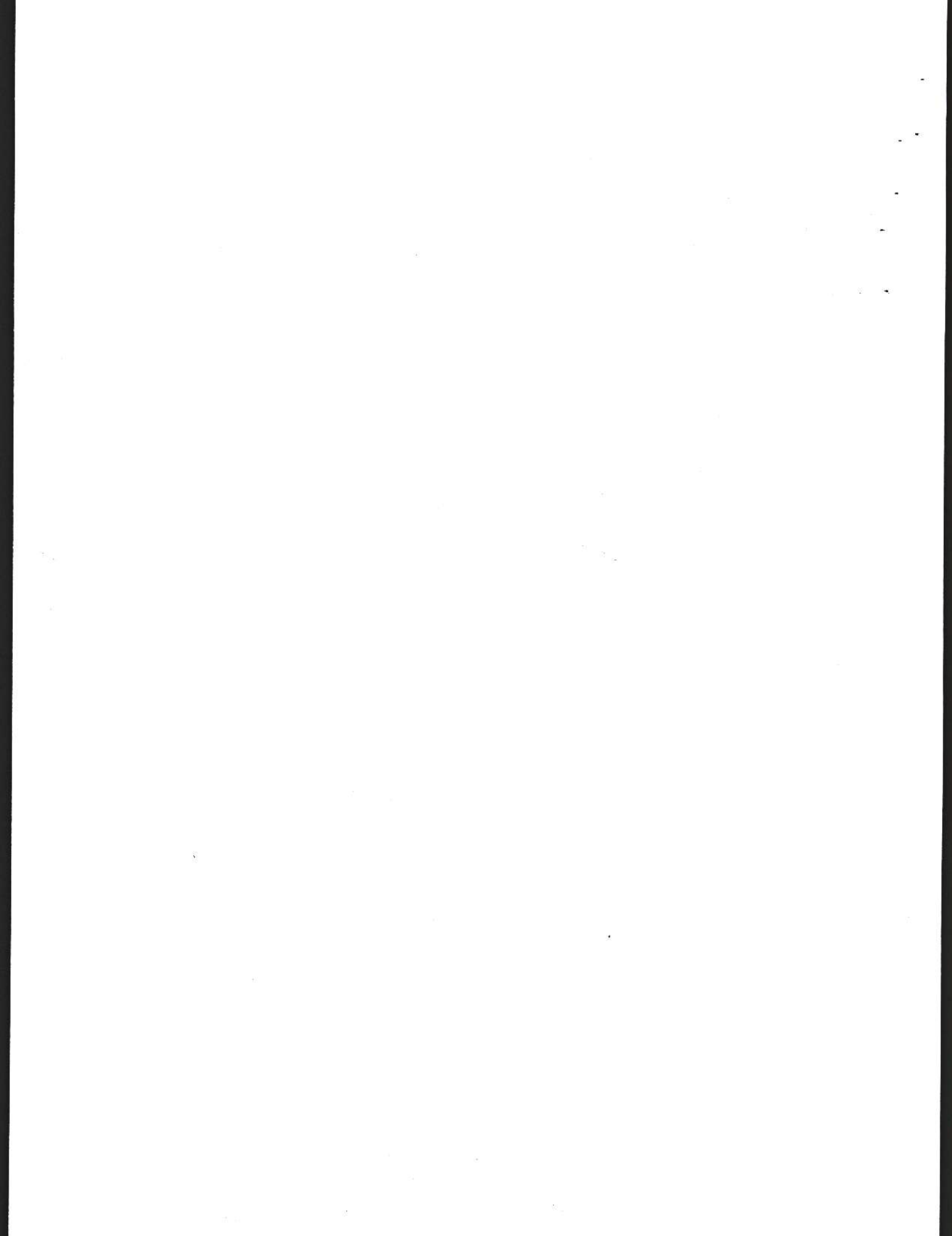
- 1) The question paper is divided in two sections.
- 2) There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study/application base1 question which is **compulsory**.
- 3) All question are carrying **equal** marks.

Section A

- Q.1 Discuss the concept of International financial Management. Explain the major challenges before India with respect to International finance. Discuss the major steps being taken in this regard. [7+4+3=14]
- Q.2 a) Trace the evolution of Indian Monetary System. [7]  
b) How are inflation rates and foreign exchange rates related ? Illustrate with the help of an example. [7]
- Q.3 a) Briefly explain different methods of exchange rate forecasting. Discuss their suitability in Indian context. [7]  
b) Spot and forward exchange rates are based on interest rate parity theorem. Discuss with suitable examples. [7]
- Q.4 a) What is money market hedge? Explain the types of swaps. How are they useful to hedge the currency expensure. [7]  
b) Define balance of payments(BOP) and explain recent trends in BOP. [7]
- Q.5 Write short notes on following:  
a) Measure for correcting disequilibrium in BOPs  
b) REER  
c) IMF  
d) Global Foreign Exchange Markets. [3.5 x4=14]
- Q.6 Explain various methods used to raise capital from International financial Market. Briefly explain exchange rate mechanism [8+6=14]

Section-B

- Q.7 a) The inflation rate in Great Britain is expected to be 4% per year. and the inflation



3M3113

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

Total No of Pages: 2

**3M3113**

**M.B.A. III - Sem. (Main / Back) Exam., Dec. - 2018**

**M – 312 Management of Financial Services**

**(Major – II)**

**Time: 3 Hours**

**Maximum Marks: 70**

**Min. Passing Marks: 28**

***Instructions to Candidates:***

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL

2. NIL

**SECTION - A**

Q.1 Discuss the evolution and objectives of Financial services in India. Highlight the major problems faced by finance services industry in India. [7+7=14]

Q.2 (a) Elaborate the role of Central Bank in regulating money market in India. [7]

(b) Discuss the recent trends and issue in money market. [7]

Q.3 Explain the meaning and types of Insurance. Briefly introduce the major companies in insurance sector in India. [7+7=14]

Q.4 Write short notes on- [3.5×4=14]

- (a) IRDA and AMF
- (b) Plastic money
- (c) Factory and forfeiting
- (d) Credit rating

Q.5 (a) Define leasing. What are its features? [7]

- (b) Compare and contrast leasing and hire purchasing. Why do companies go for hire purchasing? [3.5+3.5=7]

Q.6 (a) What do you mean by international banking? Discuss its issues and challenges. [3+4=7]

- (b) Briefly discuss the various instruments of money market. [7]

### **SECTION – B**

Q.7 (a) If you are a merchant banker, what issues will you consider before accepting a public issue proposal of a company? [7]

- (b) What services would you provide as a merchant banker to the company coming up with the public issue? [7]

-----

3M3117

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

Total No of Pages: 2

**3M3117**

**M.B.A. III - Sem. (Main / Back) Exam., Dec. - 2018**  
**M – 322 Sales Distribution and Logistics Management**  
**(Major – II)**

**Time: 3 Hours**

**Maximum Marks: 70**  
**Min. Passing Marks: 28**

***Instructions to Candidates:***

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL

2. NIL

**SECTION - A**

- Q.1 How does a sales Manager design a sales territory and what are the different shapes of territory design? Discuss. [14]
- Q.2 What do you understand by the term sales force? Why is controlling and motivation essential for sales force? [14]
- Q.3 Write short notes on any two: [7+7=14]
- (a) Sales force evaluation and Control
  - (b) Sales Contests
  - (c) Selling of Financial Services
  - (d) Qualities of Salesman

Q.4 Explain how Sales Management becomes an integral Part of Marketing Management and why it occupies an important role in success of an organization? [14]

Q.5 (a) Personal selling is a two way communication best suited to a company marketing consumer products with a poor brand loyalty. Discuss. [7]

(b) How would you handled these objections raised at the end of the presentation? [7]

(i) Your product quality is not good

(ii) Price of the product is not competitive

(iii) No after-sales-services

Q.6 (a) "Companies give more importance for training of Sales Force". Elaborate the statement. [7]

(b) Write Sales process and explain the various steps involved in the process. [7]

### **SECTION - B**

Q.7 "Compensating Sales Persons is different from employees of other departments in the organization". Explain the reasons as per statement and also write various methods of compensation. [14]



3M3124

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

Total No of Pages: 3

3M3124

M.B.A. III - Sem. (Main / Back) Exam., Dec. - 2018

M – 332 Leadership Skills & Change Management  
(Major – II)

Time: 3 Hours

Maximum Marks: 70  
Min. Passing Marks: 28

**Instructions to Candidates:**

- (i) The question paper is divided in two sections.
- (ii) There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.
- (iii) All questions carry equal marks.

1. NIL

2. NIL

**SECTION - A**

- Q.1 What do you understand by the term 'Leadership'? Explain the various attributes of effective leaders. [14]
- Q.2 Explain in detail the different styles of leadership. Also explain its impact on work climate. [14]
- Q.3 (a) Write a short note on leader as a coach. [7]  
(b) What are the principles of great teams? [7]
- Q.4 Explain the nature of change. Discuss the factors or forces that lead to change in market. [14]

Q.5 Write short note on – [14]

(a) Business Cycle

(b) Organizational learning

Q.6 How can an organization mobilize support and execute change in their organization? [14]

## **SECTION - B**

### **Case Study**

Q.7 Read the case carefully and answer the following - [14]

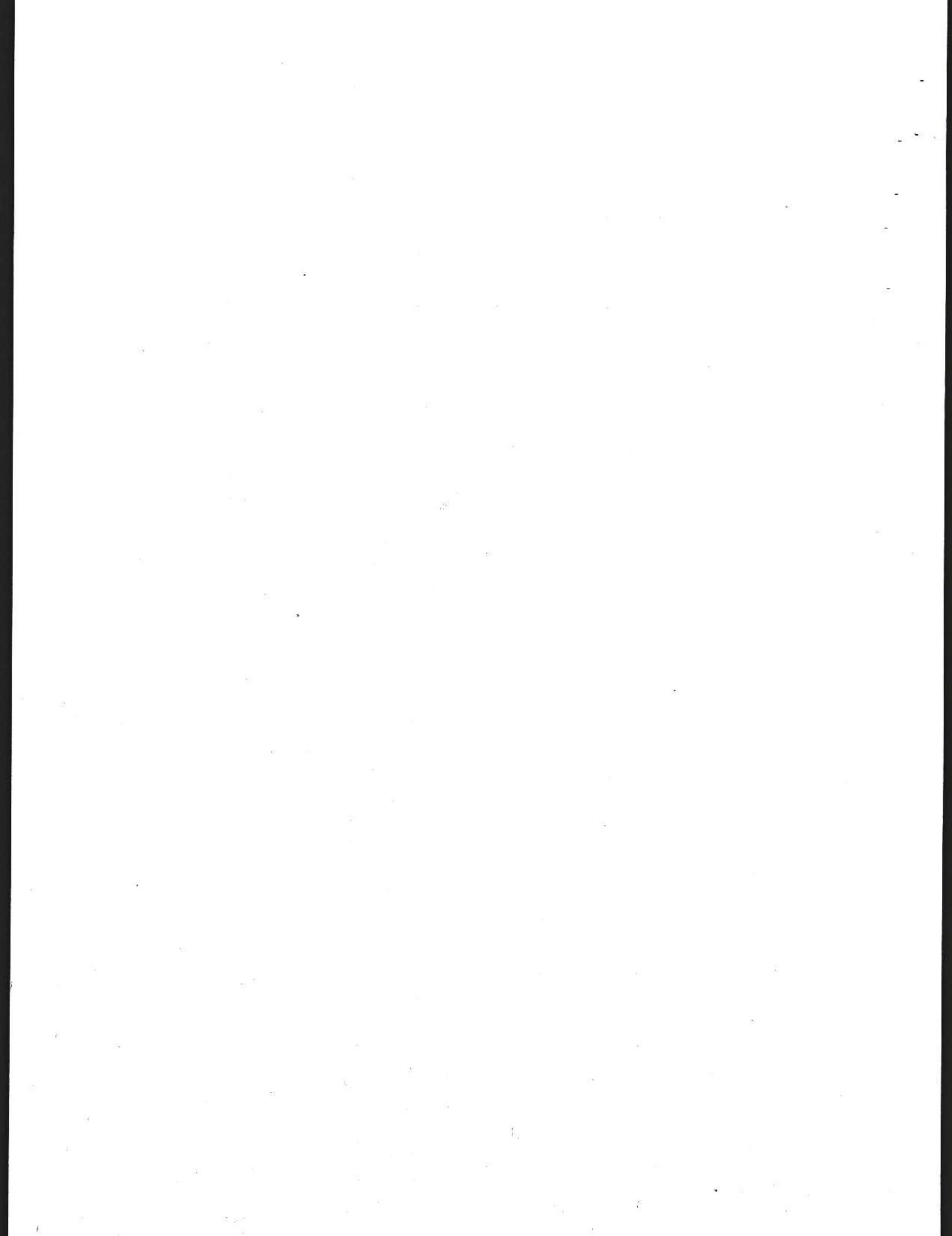
There are not many women in the position of leadership in corporate India. The growth of women in the corporate world has been slow, probably due to the glass ceiling and role stereotypes. Barring a few females who have made it to the top, others have only reached till the middle/senior level of management. Family and social support and education level are important factors for leadership in the business world. Besides, family has priority over career for women in India. Thus, few women cut through all the barriers and reach the top. One such example is Naina Lal Kidwani, Chairperson and Managing Director, The Hong Kong and Shanghai Corporation's (HSBC) investment banking and securities business in India. According to her, in India, "There is an extended family of mothers, sisters, and mother-in-law ready to step in along with the easily available domestic help. However, despite these advantages in the urban middle class in India, women are only now entering the corporate world."

A graduate from HBS, Naina Joined ANZ Grindlays Bank in India 1982. Having done her stints in a variety of jobs in merchant, retail and investment banking, she moved to Morgan and Stanley in 1994 to manage its operations in India. She has been a high achiever throughout. Naina was ranked 3<sup>rd</sup> by Fortune Magazine in their maiden list of the world's top women in business in Asia (2000), and later it placed her among the top 50 Women in Business in three successive years. Time Magazine selected her as one of 2002's fifteen emerging 'Global influentials'. She is Chairperson of various committees of Industry Associations.

Naina is not only successful in professional life, but in her personal life too; she is married with two children.

Questions: -

- (a) What are the barriers for women to become corporate leaders?
  - (b) What competencies are needed by women to succeed in corporate life? Are those same or different than men?
-



3M3121

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

Total No of Pages: 2

**3M3121**

**M.B.A. III - Sem. (Main / Back) Exam., Dec. - 2018**

**M – 326 Managing Corporate Relations**

**(Major – II)**

**Time: 3 Hours**

**Maximum Marks: 70**

**Min. Passing Marks: 28**

***Instructions to Candidates:***

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL

2. NIL

**SECTION - A**

- Q.1 Discuss scope of corporate relations management. How CRM is essential in current scenario? [14]
- Q.2 (a) Explain business value chain. Write process of business value chain. [7]  
(b) What are the approaches to IT alignment technology? [7]
- Q.3 (a) What are the various steps used in the process of corporate relationship management? [7]  
(b) Discuss Generic requirement of CRM tool sets. [7]
- Q.4 Write short notes on:  
(a) Protection of the reputation of organization [7]  
(b) Sources of reputation [7]

Q.5 What are the indicators and success factors of reporting activities contributing to corporate relationship management? [14]

Q.6 Write in brief about –

(a) Preventions are taken by organization for crises management. [7]

(b) Discuss SWOT analysis of corporate relations. [7]

## **SECTION - B**

### **Case Study**

Q.7 Even when Samsung was the most preferred brand for smart-phones over a passage of time several other brands captured the market and it became difficult for the company to retain their customers as most of their customers switched to other brands. The marketing team identified that the root cause of the customer brand switching was the add on features and application provided by the competitors.

To overcome the problem Samsung added several features created more customer value launched “application Contests” where the customer who downloaded the maximum number of times in their smart phone would be gifted a Samsung smart phone. These efforts helped Samsung to acquire new customer and retain the existing ones.

Questions :

(a) Discuss the CRM concept used in this case. [7]

(b) Explain how customer profit chain can be beneficial to Samsung? [7]

3M3127

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

Total No of Pages: 2

**3M3127**

**M.B.A. III - Sem. (Main / Back) Exam., Dec. - 2018**

**M-335 Retail Recruitment and Selection**

**(Major – II)**

**Time: 3 Hours**

**Maximum Marks: 70**

**Min. Passing Marks: 28**

***Instructions to Candidates:***

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL

2. NIL

**SECTION - A**

- Q.1 Mention the purpose and uses of Job Analysis for HR department. Explain the term Position Analysis Questionnaire. Write short notes on task analysis inventory and Critical Incident Technique
- Q.2 Explain the criteria employed in choosing an appropriate medium of Recruitment with relevant illustrations. Explain the various social Recruiting platforms highlighting the advantages of each of them.
- Q.3 (a) What is shortlisting?  
(b) Describe the assessment center activities and highlight the structure and criteria of measuring the effectiveness of an assessment center.
- Q.4 A new employee is about to join your company as an “assistant manager” operations”. Design an induction programme covering the contents of the formal orientation.

Q.5 Write short notes on the following:

- (a) Job reservations for weaker sections of society
- (b) Employment of foreign workers and visa restrictions
- (c) Contents of an appointment order
- (d) Joining day formalities

Q.6 (a) Define Interview. Explain the factors that undermine the effectiveness of an employment interview.

- (b) Explain the methods of forecasting internal supply of human resources in an organization.

## **SECTION - B**

### **Case Study**

Q.7 You are the HR director at health source, the drug store chain in the U.S. which is preparing to open new stores in Dallas and Houston. Each of the store will require about fifteen clerks. Your recruiting efforts have been successful and each store has attracted about hundred applicants for those fifteen jobs.

You have performed a job analysis and concluded that the clerks must be able to learn to operate cash registers and make changes accurately. The clerks are expected to take the initiative in providing friendly assistance to customers and show up for work on time. In addition, because of the presence of controlled drugs on the premises, you want clerks who have no history of drug problems or theft.

In view of recommending a complete selection system for health source, answer the following questions:

- (a) What specific selection tools would you use for selecting the clerks? Justify the cost effectiveness of the same.
- (b) How would you test or assess the reliability of your selection system?
- (c) What effect will your selection system have on both the hired and rejected candidates attitudes towards health source?



3M3119

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

Total No of Pages: 2

**3M3119**

**M.B.A. III - Sem. (Main / Back) Exam., Dec. - 2018**

**M – 324 Business to Business Marketing**

**(Major – II)**

**Time: 3 Hours**

**Maximum Marks: 70**  
**Min. Passing Marks: 28**

***Instructions to Candidates:***

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL

2. NIL

**SECTION - A**

Q.1 Write in brief about concept of the Industrial marketing environment. As a manager of a luxury resort classifying your firm's products. [14]

Q.2 Explain any one model of Industrial buying. Discuss few ethical characteristics of purchasing. [14]

Q.3 Differentiate between:

(a) Concentrated and Niche market [7]

(b) Differentiated and un-differentiated markets. [7]

Q.4 What is meant by developing product strategy? Explain special challenges of developing strategies for existing products. [4+10=14]

Q.5 Write short notes on:

(a) Role of sales agents [7]

(b) Types of bidding [7]

Q.6 (a) What are the advantages of Trade shows as a B2B promotional strategy? [7]

(b) Write uses of E-commerce in promotion of FMGC products. [7]

### **SECTION – B**

Q.7 Firm's like Oracle and Microsoft have experienced a burst for some of their innovative products. Discuss the changes in marketing strategy such firms must follow at different stages of the technology adoption life cycle. [14]

-----

3M3138

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

Total No of Pages: 3

**3M3138**

**M.B.A. III - Sem. (Main / Back) Exam., Dec. - 2018**

**M – 354 Client Server Application Management**

**(Major – II)**

**Time: 3 Hours**

**Maximum Marks: 70**  
**Min. Passing Marks: 28**

***Instructions to Candidates:***

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL

2. NIL

**SECTION - A**

- Q.1 (a) What is DNS? Discuss and explain its utility in website hosting and mail services. [4]
- (b) What are Server and Network Operating Systems? Explain the various components of Server Network System. [10]
- Q.2 (a) Explain the architecture of Distributed System Application? [6]
- (b) Write a short note on:-
- (i) Microsoft ® Management Console [3]
- (ii) Internet Information Services (IIS) Admin [3]
- (iii) Wide Area Network [2]

- Q.3 (a) Explain the basic backup and restore techniques in Windows Server Operating System? [7]
- (b) What are the core components of the active Directory service? [3]
- (c) Discuss the process of integration of Active Directory and Exchange Server 2007. And also explain if they work together. [4]
- Q.4 (a) Explain the process of preparing the environment for an Exchange Server 2007 installation and how Recipient Objects can manage during this process? [7]
- (b) Explain how to configure the following-
- (i) Mailing Server [3]
- (ii) Storage Groups & Database files [2]
- (iii) A public folder and Stores referrals. [2]
- Q.5 (a) Explain how business and personal email address policies can configure along with Address list. [5]
- (b) What do you understand by Public Folders? How can it be managed? [5]
- (c) Explain how Recipient Bulk Management task can perform and its use? [4]
- Q.6 (a) Explain the process of implementing Outlook Web Access. And how its connectivity is managed? [5]
- (b) What is the significance of Backup and Recovery of Mailing Server? Also discuss how to manage Backup Solutions and Recovery Solution? [5]
- (c) What is the importance of implementing Change management in maintaining Messaging System and updating Exchange Server? [4]

## SECTION - B

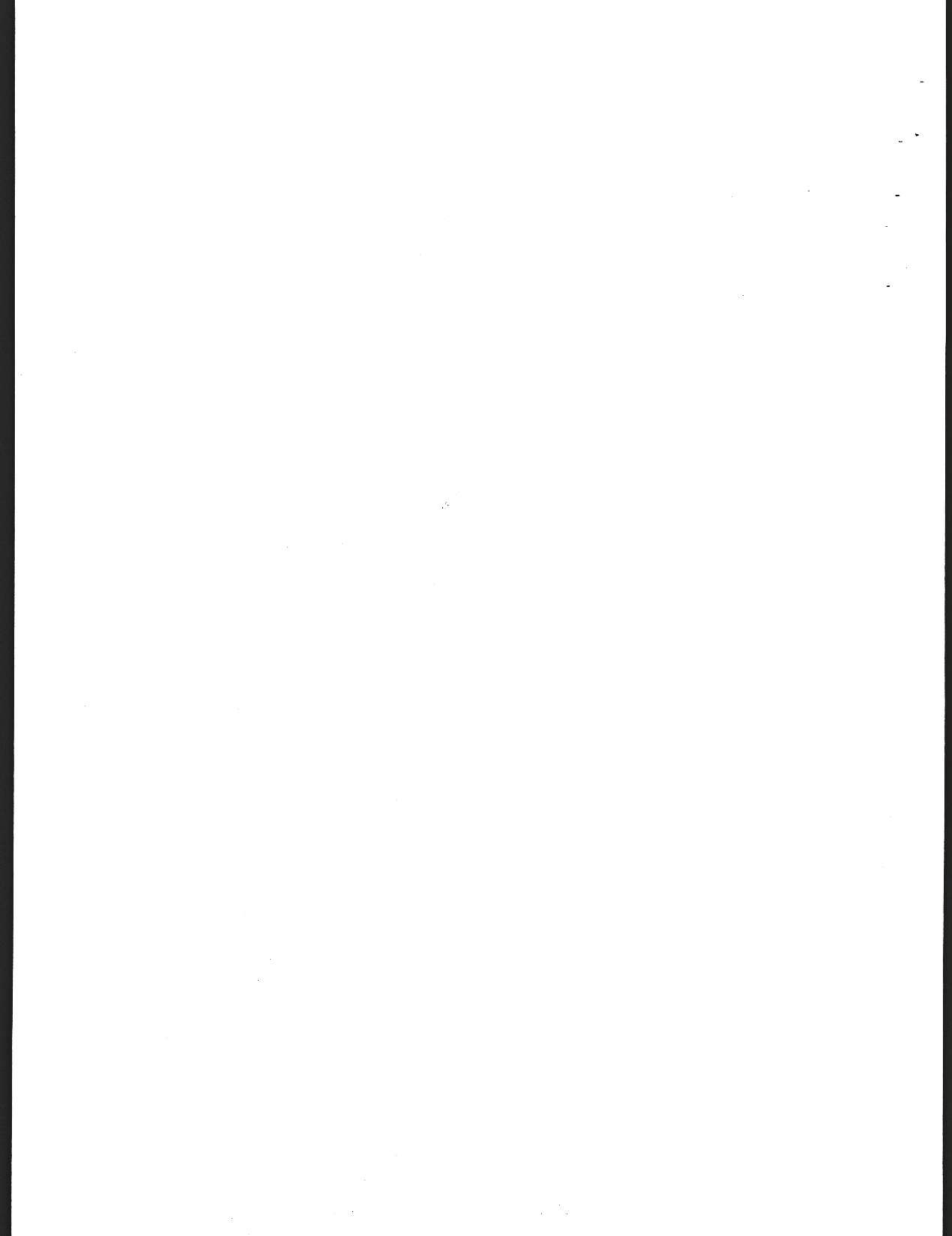
### Case Study

Q.7 You are required to design and implement Client Server System for multiple concurrent user access. A database engine must be able to manage this access to maintain the system integrity and consistency.

Q.1 You are required to develop a SRS document and protocol statements for implementing & for maintaining the Client Server System. [7]

Q.2 Also suggest by supplement or auxiliary system, how this architecture can be improvised in future. And how you can assure its safety and security for unauthorized access? [7]

-----



Total No. of Questions:

Total No. of Pages:

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

**M.B.A. III Sem(Main/Back) Exam Dec. 2018**  
**M-334 (Major-II) Compensation Management**  
**3M3126**

Time: 3Hours

Maximum Marks: 70

Min Passing Marks: 28

Instructions to Candidates:

- 1) The question paper is divided in two sections.
- 2) There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study/application base1 question which is **compulsory**.
- 3) All questions are carrying **equal** marks.

**Start writing from here**

**Section-A**

Q.1 (a) Discuss the various compensation approaches in compensation management. Explain in detail.

(b) What are the characteristics of a best compensation plans. (10\*2)

Q.2 (a) Describe executive compensation plan & package in detail.

(b) Elaborate the various methods of rewarding of sales personnel. (10\*2)

Q.3. Write short notes on the following:

(a) Marginal productivity Theory vs Residual claimant Theory.

(b) CTC method

(c) Emerging trends in incentives

(d) Severance pay for executives

(5\*4)

Q.4. Analyze the various employee benefit programmes. Explain its advantages. (20)

Q.5. State the salient features of

(a) Equal remuneration Act, 1976.

(b) Payment of Bonus Act, 1965. (10\*2)

Q.6. (a) Explain the responsibilities of employer and employee in complying with taxation law.

(b) Explain the internal & external factors considered while dividing compensation. (10\*2)

Q.7 CASE

Mr. C.S. Sharma joined in 1970 in Indian Institute of Technology - a premier educational institution in the country imparting higher level education in technology. His job demands higher level and latest knowledge, higher level teaching skill, and other skills in introducing and practising different teaching methods and bringing coordination between the institute and industry. The institute implemented the pay scales in 1976 recommended by the University Grants Commission which were at par with the pay scales of teachers in Universities and Colleges. The demands of the jobs in Universities and Colleges are quite low compared to those of the Institute.

The pay of Mr. Sharma has been fixed at that level of Mr. Singh, who joined the Institute in 1974 as the University Grants Commission did not recommend any weightages for the teachers who put up less than five year's experience. Mr. Sharma was quite unhappy over the parity of salary of the teachers of the institute with those of University teachers and College teachers on the one hand and equalising his pay with his junior Mr. Singh on the other hand.

The Institute again revised the pay scales of the teachers in 1987 based on the pay scales recommended by the University Grants Commission in 1986. University Grants Commission again maintained parity in pay scales of Institute teachers, University teachers and College teachers. The pay scale of Mr. Sharma was revised and it was fixed at Rs. 2,700 which was equal to the pay of

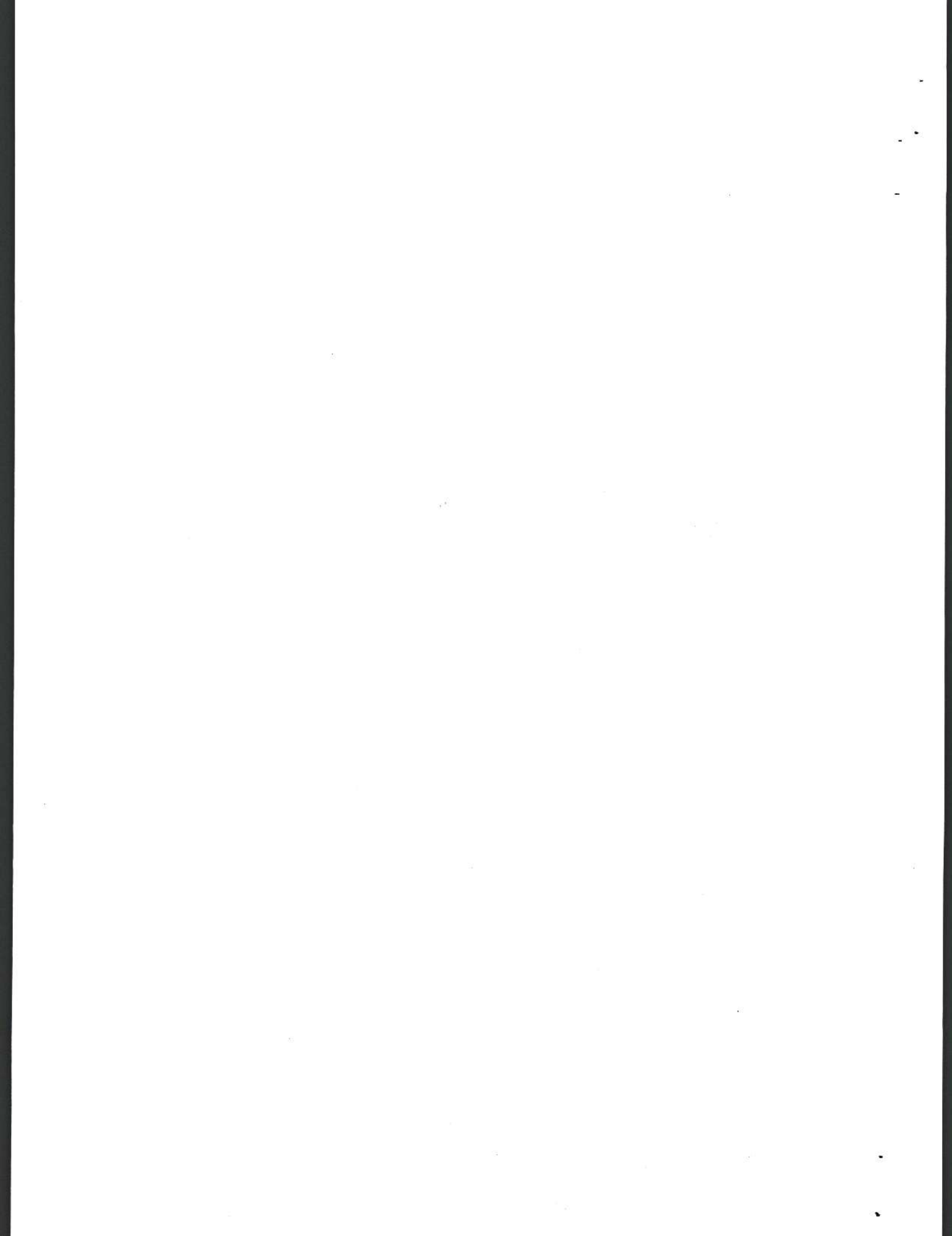


Mr. Singh, Mr. Kulkarni, who joined the institute in 1984 and Mr. Prasad, who joined the Institute in 1986. Mr. Sharma rushed to the chambers of the Director of the Indian Institute of Technology on 20th July, 1988 and told him he was quitting the job in the Institute and he was going to join Government Degree College, Rajahmundry. He further said that he was going to get the same salary in a small town. The Director was shocked after listening to Mr. Sharma.

**Questions:**

- (a) Do you justify the decision made by Mr. Sharma?
- (b) Do you suggest any measures to stop Mr. Sharma from quitting the job?
- (c) Do you think that there is something wrong with the Institute pay practices and the University Grants Commission's recommendations? If yes, what are they? How do you rectify them?

(20)



3M3137

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

Total No of Pages: 2

**3M3137**

**M.B.A. III - Sem. (Main / Back) Exam., Dec. - 2018**

**M – 353 Database Management**

**(Major – II)**

**Time: 3 Hours**

**Maximum Marks: 70**

**Min. Passing Marks: 28**

***Instructions to Candidates:***

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) All questions carry **equal** marks.

1. NIL

2. NIL

**SECTION - A**

- Q.1 (a) What are main the functions of Database Administrator? [4]  
(b) Explain ACID properties using suitable example. [7]  
(c) Define DBMS, Primary key, Candidate key and Super key. [3]
- Q.2 (a) Define view. Explain with appropriate example. [4]  
(b) Explain the notations of relational algebra with suitable example. [4]  
(c) Draw E-R Diagram for Bank Management System. [6]
- Q.3 (a) Explain the following- [3×3=9]  
(i) Exceptional Handling  
(ii) Use of Views  
(iii) GRANT and REVOKE commands.
- (b) Explain three concurrency problem. How does the strict two-phase locking protocol solve three problem of concurrency? Explain with suitable example. [5]

- Q.4 (a) What is Redundancy? Explain the anomalies in relational Database? [7]  
 (b) Write query for the following- [7]  
 (i) Create a table from a table  
 (ii) To join two existing tables  
 (iii) To view system date  
 (iv) To drop a view.
- Q.5 (a) What is Join and explain various types of joins? [7]  
 (b) What is Functional Dependency? How is it eliminated in data? [7]
- Q.6 (a) What is the Database Trigger? Explain its use in DBMS? [7]  
 (b) To eliminate data redundancy, what techniques can be used? Explain with example. [7]

## **SECTION - B**

### **Case Study**

Q.7 In academic world, a Researcher can either be employed as a professor or a Lab Assistant. There are three kinds of professors: Assistant, Associate and full Professor. The following should be solved-

- (a) For each researcher, his/her name, year of birth, and current position (if any).
- (b) For each institute, its name, country and inauguration year.
- (c) For each institution, the name of its school (e.g. school of Law, School of Business, School of Computer Science,.....). A school belong to exactly on institute.
- (d) An Employment History, including information on all employments (start date, end date, position and what school).
- (e) Information about co-authorships to which researcher have co-authored a research paper. The titles of common research papers should also be stored.
- (f) For each researcher, information on his/her highest degree (B.Sc, M.Sc or Ph.d), including who was the main supervisor, and of what school.
- (g) For each professor, information on what research projects (title, start date and end date) he/she is involved in, and the total amount of grant money for which he/she was the main applicant.

Draw an E-R Diagram for data set described above. Make sure to indicate all cardinality constraints specified above. The E-R diagram should contain redundant entity sets, relationships, or attributes. Also, use relationships whenever appropriate. [14]

3M3125

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

Total No of Pages: 1

**3M3125**

**M.B.A. III - Sem. (Main / Back) Exam., Dec. - 2018**

**M – 333 Human Resource Planning**

**(Major – II)**

**Time: 3 Hours**

**Maximum Marks: 70**

**Min. Passing Marks: 28**

***Instructions to Candidates:***

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL

2. NIL

**SECTION - A**

- Q.1 What do you mean by manpower planning? Explain the macro level manpower planning & labour market analysis. [14]
- Q.2 What is Strategic Human Resource? Explain in brief the strategic HR planning model. [14]
- Q.3 Explain the models & techniques of manpower demand & supply forecasting. [14]
- Q.4 What do you understand by the term Recruitment? State the differences between recruitment & selection. [14]
- Q.5 What is the significance of Interview? State the steps & types of Interview. [14]
- Q.6 What is the changing perspective in the field of recruitment & selection in the information age? [14]

**SECTION - B**

- Q.7 What is Career Development? Explain its process & Organizational HR policies? [14]
-

