

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-II : SUMMER : 2025
SUBJECT: RESEARCH METHODOLOGY

Day : Monday
Date : 26/05/2025

S-22783-2025

Time : 10:00 AM-12:00 PM
Max. Marks : 50

N.B.:

- 1) Attempt ANY THREE questions from Section-I.
- 2) Attempt ANY TWO questions from Section-II.
- 3) Figures to the right indicate FULL marks.
- 4) Answers to both the sections should be written in SAME answer book.

SECTION-I

- Q.1 What do you mean by research? Explain qualities of a good researcher. (10)
- Q.2 Discuss steps in research process with suitable examples. (10)
- Q.3 What is sampling? Explain need and importance of sampling? (10)
- Q.4 Discuss concept of Univariate and Multivariate Analysis of Data. (10)
- Q.5 Write short notes on (ANY TWO): (10)
- a) Research report
 - b) Use of statistical software packages for research
 - c) Chi-square test

SECTION-II

- Q.6 Discuss various sources of data with suitable examples. (10)
- Q.7 Explain steps involved in processing of data. (10)
- Q.8 Discuss use of research in various functional areas of business. (10)

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-II : SUMMER : 2025
SUBJECT: OPERATIONS RESEARCH FOR MANAGERS

Day : Thursday
Date : 22/05/2025

S-25966-2025

Time : 10:00 AM-01:00 PM
Max. Marks : 50

N. B.

- 1) Attempt any FOUR Questions from SECTION-I. Each question carries 7 Marks.
- 2) Q. No. 7 from SECTION-II is COMPULSORY. It carries 12 marks
- 3) Attempt any ONE Question from rest of the two questions from section-II. This question carries 10 mark.
- 4) Answer to both the section should be written in SAME answer book.
- 5) Use of non-programmable CALCULATOR is allowed

SECTION-I

28 Marks

- Q. 1 What is Operations Research? Explain the phases of Operations Research. (07) CO1 BL5
- Q. 2 Solve the following L.P.P. by Graphical method (07) CO2 BL3
- $\text{Minimize } Z = 6x_1 + 14x_2$
 $\text{subject to: } 5x_1 + 4x_2 \geq 60$
 $3x_1 + 7x_2 \geq 84$
 $x_1 + 2x_2 \geq 18$
 $x_1, x_2 \geq 0$
- Q. 3 Describe the applications of Operations Research in detail. (07) CO1 BL6
- Q. 4 Find the I.B.F.S. of the following T.P. by using (07) CO2 BL2
(i) N.W.C.M. (ii) L.C.M.

Warehouses					
Sources	A	B	C	D	Supply
I	19	30	50	10	70
II	70	30	40	60	90
III	40	10	40	20	180
Demand	50	80	70	140	

- Q. 5 Bright Bakery keeps stock of a particular brand of cake. Previous experience indicates the daily demand as given below: (07) CO2 BL3

Daily Demand	0	10	20	30	40	50
Probability	0.01	0.20	0.15	0.50	0.12	0.02

Consider the following sequence of random numbers:
48, 78, 19, 51, 56, 77, 15, 14, 68, 09
Simulate the demand for next 10 days and find average demand.

P.T.O.

Q. 6 Write short note on any TWO of the following:

(07)

- Decision tree
- Maximin criteria
- Unbalanced Assignment problems.

CO1 BL5

CO1 BL5

CO1 BL5

SECTION-II

Q. 7 Obtain the optimum solution for the following T.P. for minimization

22 Marks
(12) CO2 BL3

Sources	Destinations				Supply
	I	II	III	IV	
A	40	30	10	20	125
B	30	25	5	13	250
C	19	21	20	10	175
D	6	5	12	17	160
Demand	100	400	90	60	

Q. 8 For the following project activity and time duration

(10) CO2 BL2

Acti vity	(1-2)	(2-3)	(2-4)	(2-5)	(3-5)	(4-5)	(5-6)	(6-7)	(6-8)	(7-8)
Dura tion hour s	12	10	4	9	15	16	7	4	6	2

- Draw a network diagram
- Find critical path and duration of the project

Q. 9 Solve the following A.P for minimization

(10) CO2 BL2

Job	Person				
	I	II	III	IV	V
A	12	15	13	14	15
B	16	18	15	14	16
C	18	16	15	18	20
D	15	20	18	17	19
E	16	15	18	14	15

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-II : SUMMER : 2025
SUBJECT: RESEARCH METHODOLOGY

Day : Tuesday
 Date : 20/05/2025

S-25965-2025

Time : 10:00 AM-01:00 PM

Max. Marks : 50

N.B.:

- 1) Section- I – Attempt any **FOUR** questions. Each question carries **07** marks.
- 2) Section – II- Question 7 is **COMPULSORY**, it carries **12** marks. Attempt any **ONE** question from rest of the **TWO** questions in Section II, it carries **10** marks.
- 3) Answer to both the sections should be written in the **SAME** answer book.
- 4) To the right of each question are mentioned (i) figures, indicating **FULL** marks, (ii) Course Outcome number (CO), and (iii) Blooms Taxonomy level (BL).

SECTION-I

28 Marks

- | | | | | |
|------------|--|------|-----|-----|
| Q.1 | Define research. Explain the importance of research in managerial decision making. | (07) | CO1 | BL1 |
| Q.2 | Discuss the qualities of good researcher. | (07) | CO2 | BL2 |
| Q.3 | What is research design? Explain the characteristics of research design. | (07) | CO3 | BL3 |
| Q.4 | Discuss the steps involved in processing of data. | (07) | CO3 | BL4 |
| Q.5 | Explain the role of ICT in research. | (07) | CO2 | BL3 |
| Q.6 | Explain the procedure of testing of hypothesis. | (07) | CO3 | BL4 |

SECTION-II

22 Marks

- | | | | | |
|------------|--|------|-----|-----|
| Q.7 | Write short note on ANY THREE from the following: | (12) | | |
| | a) Statistical tools used for analysis of data | | CO3 | BL5 |
| | b) Types of Plagiarism | | CO6 | BL2 |
| | c) Precautions while using secondary data | | CO6 | BL6 |
| | d) Pilot surveys | | CO5 | BL3 |
| Q.8 | Briefly describe the different steps involved in research process. | (10) | CO2 | BL2 |
| Q.9 | On the basis of information given below about the treatment of 200 patients suffering from a disease. State whether the new treatment is comparatively superior to the conventional treatment. | (10) | CO3 | BL4 |

No. of Patients		
Treatment	Favorable Response	No Response
New	60	20
Conventional	70	50

For drawing your inference use the value of χ^2 for 1 degree of freedom at 5% level of significance viz. 3.84.

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-II : _____ SUMMER : 2025
SUBJECT: PRODUCTION & OPERATIONS MANAGEMENT

Day : Saturday
Date : 17/05/2025

S-25964-2025

Time : 10:00 AM-01:00 PM
Max. Marks 50

N.B.

- 1) Section – I attempt any **FOUR** questions. Each question carries 07 marks.
- 2) Section – II question 07 is **COMPULSORY**, it carries 12 marks. Attempt any **ONE** question from rest of the **ONE** questions in Section – II, it carries 10 marks.
- 3) Answer to both the sections should be written in the **SAME** answer book.
- 4) To the right of each question are mentioned (i) Figures, indicating **FULL** marks.

SECTION – I

- Q.1 What is Production and Operation Management? Explain difference between Production and Service Operations. [07]
- Q.2 What is production planning and control? Describe its functions. [07]
- Q.3 Explain different factors affecting on plant locations. [07]
- Q.4 What is Maintenance Management? Explain different types of maintenance. [07]
- Q.5 What is Plant Layout? Discuss different types of Plant Layout. [07]
- Q.6 Write a short notes on **ANY TWO** of the following: [07]
- a) TQM (Total Quality Management)
 - b) SCM (Supply chain management)
 - c) Statistical Process Control (SPC)

SECTION – II

- Q.7 A company uses 900 numbers of an item per year. Each unit costs the company is paying Rs. 25/- . The cost of putting through each order and inventory carrying changes per year are computed as Rs.36/- and 1.5% of the average inventory investment respectively. In what economic lot size should the item purchased? How many orders should be placed in one year? [12]
- Q.8 "Installing MRP system tends to bring in an integration of the Materials Management, Production Management and other function in the organization." Discuss. [10]
- Q.9 "A planned lubrication system is not only the activity of oiling and greasing but something more". Discuss. [10]

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

M.B.A. Sem-II : SUMMER : 2025

SUBJECT: INTERNATIONAL BUSINESS

Day : Thursday
Date : 15/05/2025

S-25963-2025

Time : 10:00 AM-01:00 PM
Max. Marks : 50

N.B.:

- 1) Section- I – Attempt any **FOUR** questions. Each question carries **07** marks.
- 2) Section – II- Question 7 is **COMPULSORY**, it carries **12** marks. Attempt any **ONE** question from rest of the **TWO** questions in Section II, it carries **10** marks.
- 3) Answer to both the sections should be written in the **SAME** answer book.
- 4) To the right of each question are mentioned (i) figures, indicating **FULL** marks, (ii) Course Outcome number (CO), and (iii) Blooms Taxonomy level (BL).

SECTION-I

28 Marks

- | | | | | |
|-----|---|------|-------------------|-------------------|
| Q.1 | Define the term 'International Business'. Discuss the Nature and Scope of International Business. | (07) | CO
CO1 | BL
BL1 |
| Q.2 | Explain the concept of Globalization of Markets. What are the pros and cons of Globalization. | (07) | CO1 | BL2 |
| Q.3 | Differentiate between GATT and WTO based on its role and functions. | (07) | CO4 | BL4 |
| Q.4 | What is Balance of Payments (BOP)? Explain the Components of BOP. | (07) | CO3 | BL2 |
| Q.5 | What are Exchange Rates? Explain various types of Exchange Rates. | (07) | CO6 | BL2 |
| Q.6 | Write short notes on any TWO :
a) Levels of Trade Integration
b) Ease of Doing Business
c) Absolute Cost Advantage Theory | (07) | CO5
CO1
CO1 | BL1
BL2
BL1 |

22 Marks

SECTION-II

- | | | | | |
|-----|--|------|-----|-----|
| Q.7 | Imagine yourself as a Manager of International Operations for a renowned Shoe manufacturing company. Currently the company operates within India. However, the Board has taken a decision to expand the operations internationally. Which factors will you consider while taking international market entry decision? Justify. | (12) | CO3 | BL6 |
| Q.8 | Discuss the Application of Hofstede's Theory of Cultural Dimensions with relevant example. | (10) | CO1 | BL3 |
| Q.9 | Interpret the General Provisions of Current Foreign Trade Policy and Explain how Indian traders can be benefited out of various schemes under Foreign Trade Policy. | (10) | CO2 | BL5 |

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-II : SUMMER : 2025
SUBJECT: FINANCIAL MANAGEMENT

Day : Tuesday
Date : 13/05/2025

S-25961-2025

Time : 10:00 AM-01:00 PM
Max. Marks : 50

N. B. ;

- 1) Section – I Attempt **ANY FOUR** questions. Each question carries 07 marks.
- 2) Section – II Question 7 is **COMPULSORY**, it carries 12 marks. Attempt **ANY ONE** question from rest of the **TWO** questions in Section II, it carries 10 marks.
- 3) Answer to both the sections should be written in the **SAME** answer book.
- 4) To the right of each question are mentioned (i) figures, indicating **FULL** marks, (ii) Course Outcome number (CO), and (iii) Blooms Taxonomy level (BL).

SECTION – I

28 Marks

- | | | | | |
|------------|--|------|--------------------------|--------------------------|
| Q.1 | Discuss the key objectives of Financial Management. Compare and Contrast Profit Maximization and Wealth Maximization as financial goals. | (07) | CO
CO1 | BL
BL3 |
| Q.2 | Elaborate the various factors determining the level of Working Capital Requirement in an organisation. | (07) | CO3 | BL4 |
| Q.3 | Explain the various sources of Raising Long Term Finance by highlighting merits of each of the source. | (07) | CO1 | BL2 |
| Q.4 | Describe the concept and significance of Funds Flow Statement. | (07) | CO2 | BL2 |
| Q.5 | Assuming that a Company pays income tax @ 25 %. Calculate the after – tax cost of capital in following cases:
a) A Perpetual Bond with 7 % rate of Interest.
b) A 4 years 8 %, Rs. 1,000/- debenture sold at Rs. 950 less 4.5 % underwriting commission.
c) An ordinary share selling at a market price of Rs. 120/- and current Dividend of Rs. 9 per Share, which is expected to grow at 8 %. | (07) | CO3 | BL4 |
| Q.6 | Write short notes on any TWO :
a) Ratio Analysis
b) Time Value of Money
c) Walter's Model of Dividend Theory
d) Capital Structure | (07) | CO2
CO3
CO1
CO3 | BL2
BL2
BL2
BL2 |

P. T. O.

SECTION – II

22 Marks

- Q.7** Anant Solutions has identified Two Projects P and Q, following details are available. Initial Investment in both the projects is Rs. 8,50,000 Cost of Capital is 12 %. (12) CO2 BL4

Year	Project P	Project Q
1	2,13,000	2,90,000
2	3,22,000	3,22,000
3	4,21,000	2,40,000
4	3,23,000	2,20,000
5	1,30,000	1,35,000

(Discounting Factors by 12 % are : 0.893, 0.797, 0.712, 0.636, 0.567)

Recommend the most suitable project for investment by using the following techniques:

- Discounted Pay Back Period
- Net Present Value
- Profitability Index

- Q.8** The Sunshine Ltd. Company provides the following particulars: (10) CO3 BL3

Particulars	Cost per unit (Rs.)
Raw Material	30
Directive Labour	10
Over Heads	6
Total Cost	46
Profit	6
Selling Price	52

Other particulars are available as below:

- The stock of raw materials to be maintained for one month.
- Work in process on an average, is half a month.
- Finished goods are in stock on an average one month.
- Credit allowed to debtors is two months.
- Credit allowed by creditors is one month.
- Lag in payment of wages in one and half week.
- Lag in payment of overhead expenses is one month.
- The cash balance expected to be Rs. 4,000/-
- 12 % Contingency reserve to be maintained.

You are required to prepare a statement showing the Working Capital needed to finance a level of activity of 2,600 units.

- Q.9** An analytical statement of the Beta Company is shown below: (10) CO3 BL5

It is based on an output (Sales)

Level of 35,000 units

Selling Price Per Unit Rs 15/- Tax 20 %

Fixed Cost = 1,00,000

Interest Rs. 40,000

Variable Cost 3,00,000

Calculate:

- Operating Leverage
- Financial Leverage
- Combined Leverage from above data

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

M.B.A. Sem-II : SUMMER : 2025

SUBJECT: HUMAN RESOURCE MANAGEMENT

Day : Thursday
Date : 08/05/2025

S-25962-2025

Time : 10:00 AM-01:00 PM
Max. Marks : 50

N.B.:

- 1) Section – I Attempt ANY FOUR questions. Each question carries 07 marks.
- 2) Section – II Question 7 is **COMPULSORY**, it carries 12 marks. Attempt ANY ONE question from rest of the TWO questions in Section II, it carries 10 marks.
- 3) Answer to both the sections should be written in the **SAME** answer book.
- 4) To the right of each question are mentioned (i) figures, indicating **FULL** marks, (ii) Course Outcome number (CO), and (iii) Blooms Taxonomy level (BL).

SECTION – I

28 Marks

- | | | | CO | BL |
|-----|---|------|-----|-----|
| Q.1 | Define Human Resource Management and trace the evolution of HRM to modern HR practices. | (07) | CO1 | BL1 |
| Q.2 | What are the differences between job analysis and Job design? How do these impact the employee productivity? | (07) | CO1 | BL2 |
| Q.3 | State the meaning of recruitment and explain different sources through which recruitment can be carried out? | (07) | CO2 | BL2 |
| Q.4 | Explain the methods of Job evaluation using sample examples. | (07) | CO4 | BL4 |
| Q.5 | Discuss the 360° feedback method of performance appraisal and evaluate its effectiveness in organizational setting. | (07) | CO4 | BL5 |
| Q.6 | Write short notes on any TWO: | (07) | | |
| a) | Role of HR Manager in maintaining employee relations | | CO5 | BL2 |
| b) | Issues in employee relations | | CO5 | BL2 |
| c) | Need and importance employee relations management. | | CO5 | BL2 |

SECTION – II

22 Marks

- | | | | | |
|-----|--|------|-----|-----|
| Q.7 | Consider yourself as HR Manager of a growing organization. How will you design effective training program for inducting new employees (Assume necessary details). | (12) | CO3 | BL5 |
| Q.8 | As an HR Manager in a manufacturing company, how would you determine time-rate or piece-rate wage is appropriate for different categories of employees? Justify your answer. | (10) | CO4 | BL6 |
| Q.9 | Your company is planning to expand into a new market. As the HR Executive, how would you forecast manpower requirements for the next year? | (10) | CO2 | BL5 |

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

M.B.A. Sem-II : SUMMER : 2025

SUBJECT: MARKETING MANAGEMENT

Day : Tuesday

Date : 06/05/2025

S-25960-2025

Time : 10:00 AM-01:00 PM

Max. Marks : 50

N.B.:

- 1) Section- I – Attempt any **FOUR** questions. Each question carries **07** marks.
- 2) Section – II- Question 7 is **COMPULSORY**, it carries **12** marks. Attempt any **ONE** question from rest of the **TWO** questions in Section II, it carries **10** marks.
- 3) Answer to both the sections should be written in the **SAME** answer book.
- 4) To the right of each question are mentioned (i) figures, indicating **FULL** marks, (ii) Course Outcome number (CO), and (iii) Blooms Taxonomy level (BL).

SECTION-I

28 Marks

		CO	BL
Q.1	Elaborate on the pricing strategies used by companies for achieving its marketing objectives? Give examples. (07)	04	03
Q.2	Which criteria would you use to assess the effectiveness of the identified segments? List the bases used for segmenting a consumer market. (07)	02	05
Q.3	Write an illustrative note on Marketing Research. (07)	06	03
Q.4	How would you explain the product life cycle (PLC) stages and its influence on the marketing mix decisions? (07)	4	5
Q.5	By taking the example of buying an electric vehicle, explain the consumer buying decision making process. (07)	01	02
Q.6	Write short notes on any TWO: (07)		
a)	Product mix decisions	02	03
b)	Personal selling process	01	02
c)	Types of channel conflicts	02	03
d)	Brand positioning	02	03

SECTION-II

22 Marks

- Q.7 What could be the sales promotion objectives for the following products/services? List the tools for doing such promotions. (12)
- i) A newly introduced delivery service.
- ii) An affordable, durable and stylish noise cancellation headphones, buds etc.

P.T.O.

Q.8

Fresh-hot Robotics a Hyderabad-based start-up has developed a fully automated cooking and vending bots, called as food bots started its operations in 2022. It cooks packs and dispenses popular south Indian breakfast food such as Idli along with Vada chutney, Sambar etc. These food items are made available 24*7 through its Idli ATMs. The company wants to increase its foot prints in the southern market initially. In view of this, what would be your suggestions in respect of suitable distribution channels to do so?

(10)

03

04

Q.9

A regional food aggregator operating in the state of Goa wants to introduce its services in tier one and tier two cities of India. In furtherance of its plan, it wishes to understand the consumers likes, dislikes, needs, expectations etc. thoroughly. Considering this, you are required to design a research plan for this service firm.

(10)

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