

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-IV : SUMMER : 2025
SUBJECT: GLOBAL BUSINESS STRATEGIES

Day : Thursday
Date : 05/06/2025

S-22817-2025

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

N. B. :

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

SECTION – I

- Q. 1 Explain various Global Business Strategies in Import and Export. (10)
- Q. 2 Explain various Control Strategies in Global Business. (10)
- Q. 3 Explain "How location of decision making can be a control strategy?" in Global Business. (10)
- Q. 4 Explain how Corporate Culture can be a control strategy in Global Business. (10)
Explain various methods of Coordinating Corporate Culture.
- Q. 5 Write Short Notes on **ANY TWO** of the following: (10)
- a) Shared ownership in Global Business
 - b) Franchising as Collaborative Strategy
 - c) Collaborative Importance
 - d) Strategic role of third party intermediaries in Global Business

SECTION – II

- Q. 6 Explain control strategies in special situations Acquisitions in Global Business. (10)
- Q. 7 Explain various motives for Collaborative Arrangements. (10)
- Q. 8 Write various steps to know how Innovation breeds collaboration. (10)

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-IV MM+IBM : SUMMER : 2025
SUBJECT: INTERNATIONAL MARKETING

Day : Wednesday
Date : 04/06/2025

S-22816-2025

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

N.B.

1. Attempt **ANY THREE** questions from Section – I and **ANY TWO** questions from Section II
2. Figures to the **RIGHT** indicate **FULL** marks.
3. Answers to both the sections should be written in **SAME** answer book.

SECTION – I

- Q.1** Critically examine relative advantages and disadvantages of alternative forms of International market entry strategies, with examples. (10)
- Q.2** What are the various sources of information? Explain International marketing research. (10)
- Q.3** Explain what is International Marketing? Also explain its importance. (10)
- Q.4** How are retail markets selected? Explain analysis of retailing in global settings? (10)
- Q.5** Write short note on **ANY TWO** of the following : (10)
- a) Cross market subsidization
 - b) Motives of International retailing
 - c) Future of International Marketing

SECTION – II

- Q.6** Discuss the challenges faced by International sellers giving examples. (10)
- Q.7** Comment on "India's presence in International Markets" (10)
- Q.8** KFC, a fast food operator, faced immense resistance from some politically active consumer groups when it opened its operations in India. One group proclaimed that opening KFC outlets in the country would propagate a "junk food" culture. Others proclaimed that this was "the return of imperialistic powers" and was an attempt to "westernize the eating habits" of Indians. Overzealous local authorities in the city of Bangalore used a city law restricting the use of MSG (a food additive used in the chicken served by KFC) over a certain amount as a pretext for temporarily closing down the outlet, despite the fact that the authorities did not even have the equipment's to measure the MSG content in the proportion stated in law. In the capital city of New Delhi, a KFC outlet was temporarily closed down because the food inspector found a "house fly" in the restaurant. Both of these issues got resolved through hectic consultations with these consumer groups and through legal orders issued protecting the interests of the outlets. (10)
- a) In view of the above situation, critically examine the impact of social & political environment on a firm's operations in International Markets.
 - b) After completion of your MBA, suppose you have been appointed as country manager (India Operations) in KFC, what steps would you take to cope up with the situation?

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-IV : SUMMER : 2025
SUBJECT: ENTERPRISE BUSINESS APPLICATIONS

Day : Saturday
Date : 31/05/2025

S-26020-2025

Time : 10:00 AM-01:00 PM
Max. Marks : 100

N.B.

1. Attempt **ANY FOUR** questions from Section-I Each question carries 15 Marks.
2. Attempt **ANY TWO** questions from Section-II Each question carries 20 Marks.
3. Answers to both the sections should be written in **SAME** answer book.

SECTION – I

- Q.1** Explain the role of ISP (Internet Service Provider) in supporting e-commerce activities. (15)
- Q.2** Compare e-commerce with traditional business. (15)
- Q.3** How digital signature and digital certificates does plays role to establish trust and authenticity in e-commerce? (15)
- Q.4** Discuss the impact of e-commerce on retailing business. (15)
- Q.5** What is firewall? Explain various types of firewall used in secure e-commerce. (15)
- Q.6** Write short note on **ANY THREE** of the following : (15)
- a) EDI
 - b) B2C
 - c) Chryptography
 - d) Smart card

SECTION – II

- Q.7** Explain crucial role of mobile commerce application in banking sector. (20)
- Q.8** Discuss diverse range of security threads faced by e-commerce platforms (20)
- Q.9** What strategies can business employ to establish a strong online brand presence and differentiate themselves in competitive market? (20)

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-IV : SUMMER : 2025
SUBJECT: INTEGRATED MARKETING COMMUNICATIONS

Day : Thursday
Date : 29/05/2025

S-22815-2025

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

N.B.

- 1) Attempt any **THREE** questions from Section - I and any **TWO** questions from Section -II.
- 2) Figures to the right indicates **FULL** marks.
- 3) Answer to both the sections should be written in **SAME** answer books.

SECTION – I

- Q. 1** What are the Advertising Standards Council of India's (ASCI) guidelines for the advertisers? Describe. (10)
- Q. 2** Elaborate on the types scheduling models used by the advertisers for reaching out to their audience effectively. (10)
- Q. 3** Write an illustrative note on Above the Line Promotion (ATL) and Below the Line Promotions (BTL) (10)
- Q. 4** What are the different types of advertising? Give examples. (10)
- Q. 5** Write short notes on **ANY TWO** of the following: (10)
- a) Ad appeals
 - b) Pull strategy
 - c) Types of Public Relations
 - d) Product placement and branding in films

SECTION – II

- Q. 6** Critically comment on Ambush Marketing as a tool of promotion. (10)
- Q. 7** As an In-charge of Marketing Communications of renowned company dealing in cosmetic brands, you are required to prepare a media plan for the said company. State your assumptions clearly, if any. (10)
- Q. 8** Develop a sales promotional campaign for a newly introduced smart locks aimed at improved home security. (10)

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)

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

SUBJECT: SALES & DISTRIBUTION MANAGEMENT & B2B

Day : Wednesday

Date : 28/05/2025

S-22814-2025

Time : 10:00 AM-12:00 PM

Max. Marks : 50

N.B.

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

SECTION – I

- Q.1** What are the different sources of recruitment used for hiring salespersons? (10)
Explain the advantages and disadvantages of internal source of recruitment.
- Q.2** Why there is a need to motivate the salespersons, when they are getting paid adequately for achieving their sales target? Elaborate. (10)
- Q.3** Write an illustrative note on the methods used in salesperson's performance evaluation. (10)
- Q.4** Describe the role and functions of a retailer in the light of current business scenario. (10)
- Q.5** Write short note on any **TWO** of the following: (10)
a) Factors influencing the supply chain
b) Types of channel conflicts
c) Role and skills of modern sales manager
d) Sales analysis

SECTION – II

- Q.6** As a Vice President (Sales) of a leading fast moving consumer goods company (FMCG), you have observed that the sales revenue is decreasing since last couple of quarters. Considering this, you are required to prepare a comprehensive plan covering suitable sales training inputs for the salespersons and motivate them. (10)
- Q.7** As a Sales Manager of a growing tours and travels company, you are required to design a suitable distribution system that helps in increasing its presence in the entire country. State your assumptions clearly if any. (10)
- Q.8** A leading telecom service provider is experiencing a steep fall in its sales and profit due to a price war that erupted in this market. In view of this, As a Regional Sales Manager of this company formulate suitable sales strategies and tactics for arresting this decrease in sales revenue and in turn profit. (10)

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-IV : SUMMER : 2025
SUBJECT: GLOBAL BUSINESS STRATEGIES

Day : Tuesday
Date : 27/05/2025

S-26012-2025

Time : 10:00 AM-01:00 PM
Max. Marks : 100

N. B. :

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

SECTION – I

- Q. 1** What are the benefits and challenges of adopting a global sourcing strategy (15)
for manufacturing inputs?
- Q. 2** How do sustainability and environmental considerations influence global (15)
manufacturing strategies?
- Q. 3** What role does communication play in the control process during (15)
internationalization and how can companies overcome communication
barriers?
- Q. 4** How can a multinational company use legal structures to optimize tax (15)
efficiency while maintaining robust control mechanisms?
- Q. 5** What are the potential risks related to Intellectual Property (IP) in (15)
international collaborative arrangements and how can companies protect
their IP?
- Q. 6** Write short notes on **ANY TWO** of the following: (15)
- a) Joint Ventures
 - b) Licensing / Franchising
 - c) Supplier relation approach that yields best result

SECTION – II

- Q. 7** How can businesses develop effective governance structures to manage and (20)
monitor international collaborations and partnerships?
- Q. 8** How can companies ensure sustainability and ethical practices within their (20)
global supply chains?
- Q. 9** How do cultural differences lead to ethical dilemmas in international business (20)
practices?

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

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

SUBJECT: RDBMS WITH ORACLE

Day : Friday

Date : 30/05/2025

S-26019-2025

Time : 10:00 AM-01:00 PM

Max. Marks : 100

N.B.

1. Attempt **ANY FOUR** questions from Section – I and **ANY TWO** questions from Section II
2. Figures to the **RIGHT** indicate **FULL** marks.
3. Answers to both the sections should be written in **SAME** answer book.

SECTION – I

- Q.1 a) What is RDBMS? Explain its characteristics (07)
b) Differentiate between SQL and PL/SQL (08)
- Q.2 Explain any five DML Commands with suitable examples (15)
- Q.3 Explain following with suitable example (15)
a) Primary key
b) Foreign Key
c) UNIQUE
- Q.4 What is set operations? Explain types of set operations with suitable example (15)
- Q.5 What is sequence ? Explain with suitable example (15)
- Q.6 Write Short Notes on **ANY TWO** of the following : (15)
a) While Loop
b) For Loop
c) If Statement

SECTION – II

- Q.7 Write PL/SQL block of statement for following (20)
a) To find the factorial of given number
b) To accept number and display reverse number
- Q.8 a) Explain any five numeric functions with example (10)
b) Explain any five string function with example (10)
- Q.9 Consider following database structure (20)
Department (dno (PK), dname)
Employee (empno (PK), ename, birthdate, city, salary, dno (FK))
Write SQL queries for following
a) Create above tables with proper constraints
b) Insert any five records in both the tables
c) Display employees in ascending order on column salary
d) Display count of employees working in department 'Production'
e) List of employees from city 'Mumbai'

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-IV : SUMMER : 2025
SUBJECT: PROJECT MANAGEMENT

Day : Tuesday
Date : 27/05/2025

S-22813-2025

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

N.B.

1. Attempt **ANY THREE** questions from Section – I and **ANY TWO** questions from Section II
2. Figures to the **RIGHT** indicate **FULL** marks.
3. Answers to both the sections should be written in **SAME** answer book.

SECTION – I

- Q.1** List and explain the phases of project management life cycle. (10)
- Q.2** Discuss the ISO standards and CMM (Capability Maturity Model) standards in quality management. (10)
- Q.3** Explain the project planning process. Describe the term WBS (Work Breakdown Structure). (10)
- Q.4** List and state the steps in risk management. (10)
- Q.5** Write Short Note on **ANY TWO** of the following : (10)
- a) Conflict Resolution
 - b) Quality assurance document
 - c) Cost forecasts
 - d) PMBOK (Project Management Body of Knowledge)

SECTION – II

- Q.6** What are the common features available in project management software? How does MS project help in project management? (10)
- Q.7** What are the steps in developing a high performance project team? (10)
- Q.8** Explain the following terms: (10)
- i) Critical path analysis
 - ii) PERT (Program Evaluation Review Technique)

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

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

SUBJECT: INTERNATIONAL MARKETING

Day : Monday
Date : 26/05/2025

S-26011-2025

Time : 10:00 AM-01:00 PM
Max. Marks : 100

N.B.

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

SECTION – I

- Q.1** Elaborate on: (15)
- i) Why firms go for international marketing decision?
 - ii) What is the selection criteria followed for choosing foreign market?
- Q.2** What is international market environment? Explain any four components of international market environment. (15)
- Q.3** Why is it more difficult to do marketing research in multi-country settings? What is the role of desk research in conducting international marketing research? What criteria would you use for evaluating sources of secondary data? (15)
- Q.4** When entering a new market, how can one "lean" the culture? What aspects of the culture would influence the marketing of women's designer blue jeans in different countries? (15)
- Q.5** Write Short Note on ANY THREE of the following : (15)
- a) Domestic marketing planning vs international marketing planning
 - b) International Marketing Research Process
 - c) Corporate Social Responsibility
 - d) Global e commerce

SECTION – II

- Q.6** An Indian automobile company decided to enter international markets. The company is ready to invest in marketing arrangements abroad, but not in production facilities. Suggest any two suitable modes of market entry and explain their merits and demerits and limitations. (20)
- Q.7** Suggest a suitable 'Foreign Market Entry Strategy' for following Justify your answer. (20)
- i) An Indian mobile handset company planning to get into Overseas markets.
 - ii) An Indian small-scale Toys Manufacturer willing to enter European market.
- Q.8** What are the factors that prompt international business concerns to invest in foreign countries? Discuss giving suitable example. (20)

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-IV : SUMMER : 2025
SUBJECT: COMPETENCY MAPPING & PERFORMANCE MANAGEMENT

Day : Friday
Date : 23/05/2025

S-26018-2025

Time : 10:00 AM-01:00 PM
Max. Marks : 100

N. B.:

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

SECTION – I

- Q. 1** How can competencies be leveraged for performance development in an organisation? (15)
- Q. 2** What is the concept of competency mapping and how does it differ from traditional approach in HRM? (15)
- Q. 3** How would you define performance management in the context of organisational success? (15)
- Q. 4** What role does continuous feedback play in the success of performance management? (15)
- Q. 5** What is the significance of performance management planning in achieving organisational objectives? (15)
- Q. 6** Write short notes on **ANY THREE** of the following: (15)
- a) Holland theory
 - b) PJ job fit theory
 - c) Balanced Score Card
 - d) Role of competency mapping in career development

SECTION – II

- Q. 7** You are working with leading FMCG company as a HR Head, design an effective performance management system. (20)
- Q. 8** Prepare a detailed note on how do modern methods of appraisal address the limitations of traditional approaches in performance management. (20)
- Q. 9** As a HR Head of manufacturing company how you will use competency appraisal data to design additional training for developing employee career. (20)

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-IV : SUMMER : 2025
SUBJECT: COMPENSATION & BENEFITS MANAGEMENT

Day : Wednesday
Date : 21/05/2025

S-26017-2025

Time : 10:00 AM-01:00 PM
Max. Marks : 100

N.B.

- 1) Attempt any **FOUR** questions from Section I and any **TWO** questions from Section – II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the section should be written in the **SAME** answer book.

SECTION – I

- Q.1** Elaborate the scope of compensation and benefits management in Industry. (15)
- Q.2** Define labour cost. Explain in detail components of compensation package. (15)
- Q.3** Describe in brief aligning compensation to organization culture. (15)
- Q.4** Explain the process of wage determination process. (15)
- Q.5** What is labour market? Explain the types of labour market. (15)
- Q.6** Write short notes on: (15)
- a) Labour turnover
 - b) External equity
 - c) Pay grades

SECTION – II

- Q.7** What is competency based pay? What are its advantages and disadvantages. (20)
- Q.8** Explain the various causes of labour turnover and their implications. (20)
- Q.9** Explain the process of job evaluation in detail. (20)

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-IV : SUMMER : 2025
SUBJECT: CORPORATE FINANCE

Day : Wednesday
Date : 14/05/2025

S-26013-2025

Time : 10:00 AM-01:00 PM
Max. Marks : 100

N.B :

- 1) Attempt **ANY FOUR** questions from **Section - I** and **ANY TWO** questions from **Section - II**.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in the **SAME** answer book.
- 4) Use of non-programmable **CALCULATOR** is allowed.

SECTION - I

- Q.1** Discuss changing role of Corporate Finance in Global Economic Environment? (15)
- Q.2** Elaborate the meaning, causes and remedial measures of Undercapitalization with suitable examples. (15)
- Q.3** What do you mean by Merger? Explain the process of Merger Integration. (15)
- Q.4** Explain the concept of Demerger and Leveraged Buyout (LBO) with appropriate examples. (15)
- Q.5** Discuss the Opportunities and Threats in International Mergers and Acquisitions. (15)
- Q.6** Write short notes on **ANY TWO** of the following: (15)
- a) Recommendations for effective Cross Border Mergers and Acquisitions
 - b) Preference Shares
 - c) Corporate Governance

SECTION - II

- Q.7** What do you mean by Financial Planning? Discuss steps involved in preparation of Sound Financial Plan with suitable examples. (20)
- Q.8**
- a) An investor is considering the purchase of a nine year, Rs.10,000 par value bond, bearing a rate of interest of 9 per cent per annum. The investor's required rate of return is 10 per cent. What should be he willing to pay now to purchase the bond if it matures at par? (10)
 - b) Reha Ltd equity share is expected to provide a dividend of Rs 12 after one year, Rs13 in second year, Rs 12 in third year, Rs 10 in fourth year and Rs 15 in fifth year. The share price after five years is Rs 150. What price would it sell for now if investors required rate of return is 12 percent. (10)

P.T.O.

Q.9

Rama Fertilizers Company is merging with Jaya Petrochemical Company (20) through exchange of shares in proportion of the market value per share. Post-merger Rama Fertilizers Company will be in the existence. The following are the financial data of two companies.

Particulars	Rama Fertilizers	Jaya Petrochemical
Profit after tax (Rs. In crores)	90	60
Number of shares (crores)	6	5
EPS (Rs.)	15	12
Market Value per Share (Rs.)	90	54
Price Earnings ratio (times)	6	4.5

For the combined Company (post-merger), you are required to calculate

- EPS
- P/E Ratio
- Market Value per Share
- Number of Shares
- Total Market Capitalization

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140525-m-iom-kolhapur

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

Day : Monday
Date : 12/05/2025

S-26014-2025

Time : 10:00 AM-01:00 PM
Max. Marks : 100

N.B.

- 1) Attempt any **FOUR** questions from Section – I and any **TWO** questions from Section- II
- 2) Figures to the **RIGHT** indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.

SECTION – I

- Q.1** Discuss the importance and challenges of International Financial Management. (15)
- Q.2** Explain the following: (15)
i) Flexible Exchange Rate Regime ii) International Arbitrage
- Q.3** What is Foreign Exchange Market? Explain the structure and functions of Foreign Exchange Market. (15)
- Q.4** What is International Trade? Elaborate objectives of International Trade. (15)
- Q.5** Explain the Settlement Methods of International Trade. (15)
- Q.6** Write Short Notes on Any **TWO** of the following : (15)
a) Gold Standard
b) Tax Havens
c) Purchasing Power Parity

SECTION – II

- Q.7** Explain the concept and components of Balance of Payment. Discuss it with reference to India. (20)
- Q.8** Differentiate between Domestic Finance and International Finance with suitable example. (20)
- Q.9** Write detailed note on International Capital Budgeting with Adjusted Present Value Model. (20)
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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-IV : SUMMER : 2025
SUBJECT: INTEGRATED MARKETING COMMUNICATIONS

Day : Friday
Date : 09/05/2025

S-26010-2025

Time : 10:00 AM-01:00 PM
Max. Marks : 100

N.B.:

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

SECTION – I

- Q.1** Which type of advertising laws and ethics are used for advertising and social media? [15]
- Q.2** Explain Advertising. Write down types of advertising with Advertising appeals. [15]
- Q.3** What is media management? Write in detail types of media. [15]
- Q.4** Explain the term Public Relation (PR) with its types. [15]
- Q.5** Define Integrated Marketing Communication (IMC) promotional tasks. [15]
- Q.6** Write short notes on **ANY TWO** of the following: [15]
- a) Film based merchandising
 - b) Online and mobile media
 - c) ASCI

SECTION – II

- Q.7** How has the Integration of product placement within television programs impacted consumer behaviour and brand perception? Solve a case study illustrating the effectiveness of product placement in driving sales and brand awareness within a specific television show or series. [20]
- Q.8** How do sponsorship deals for reality shows and TV serials influence audience engagement, brand visibility? Select a recent reality show or TV serial and analyse the impact of sponsorship on the show's content, audience demographics and sponsoring brands marketing objectives and outcomes. [20]
- Q.9** In what ways do advertising campaigns on social media platforms affect brand visibility, engagement metrics and consumer behaviour? Choose a recent successful social media advertising campaign and evaluate its effectiveness in reaching target audiences, during conversions and fostering brand loyalty. [20]

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-IV : SUMMER : 2025
SUBJECT: SALES & DISTRIBUTION MANAGEMENT & B2B

Day : Wednesday
Date : 07/05/2025

S-26009-2025

Time : 10:00 AM-01:00 PM
Max. Marks : 100

N.B.:

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

SECTION – I

- Q.1** What are some effective sales strategies for reaching new customers in today's digital age? [15]
- Q.2** How does the company foster a positive and supportive work environment for the Salesforce? [15]
- Q.3** What is sales budget? Explain purpose of sales budget. [15]
- Q.4** Define the role and skills of modern sales manager. [15]
- Q.5** Explain in detail sales training process. [15]
- Q.6** Write short notes on ANY TWO of the following: [15]
- a) Types of sales quotas
 - b) Sales budgeting process
 - c) Sales audit

SECTION – II

- Q.7** What are the key characteristics and features of each type of retailer and how do they cater to the needs and preferences of consumers? [20]
- Q.8** How do retailers manage inventory and supply chain operations to ensure product availability and minimize stockouts / overstock situations? [20]
- Q.9** How do external factors such as economic conditions, market trends and government regulations impact the supply chain operations of your organizations? [20]

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

Day : Monday
Date : 05/05/2025

S-26008-2025

Time : 10:00 AM-01:00 PM
Max. Marks : 100

N.B.:

- 1) Attempt **ANY FOUR** questions from Section – I and **ANY TWO** questions from Section – II.
- 2) Answers to both the section should be written in **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1 a) Define project management. Explain problems associated with projects. [08]
b) Discuss role of PMI in project management. [07]
- Q.2 Explain various organizational structures with their merits and demerits. [15]
- Q.3 What is risk? Why risk management? Explain top ten risks in project. [15]
- Q.4 Discuss various ISO quality standards in detail. [15]
- Q.5 What are the advantages of using project management software? Explain common features available in most of the project management software's. [15]
- Q.6 Write short notes on **ANY THREE** of the following: [15]
a) Six Sigma
b) Working in groups
c) Team building process
d) Project manager

SECTION – II

- Q.7 Draw the activity network diagram and find earliest start time, earliest finish time, latest start time and latest finish time. Also identify the critical path. [20]

Activity	Predecessor	Duration (days)
A	--	5
B	--	4
C	A	6
D	B	4
E	B	5
F	D, E	4
G	C, F	6
H	D	7
I	G, H	7

- Q.8 a) In which circumstances the project may be terminated? Justify your answer with some real time examples. [10]
b) How conflict may arise in project organization? How same will be resolved? [10]
- Q.9 What is quality assurance? Give the outline of quality assurance document. Explain benefits of it. [20]