

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-II : WINTER : 2024
SUBJECT: HUMAN RESOURCE MANAGEMENT

Day : Wednesday
Date : 27/11/2024

W-25962-2024

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) Answer to both the section should be written in the **SAME** answer book.

SECTION - I

- Q.1** Describe the meaning and department structure of Human Resource Management in global context. (15)
- Q.2** Elaborate on Job design approaches used by large scale organisations. (15)
- Q.3** Enumerate sources of recruitment highlighting the advantages and disadvantages of each. (15)
- Q.4** What are fringe benefits? How can organisation benefit from fringe benefits offered to its employees? (15)
- Q.5** Discuss the concept of performance appraisal and provide two best suited methods of appraisal for managerial position. (15)
- Q.6** Write short note on any **TWO** of the following: (15)
- a) Difference between training and development
 - b) Challenges to international HR
 - c) Parties involved in industrial relations.

SECTION - II

- Q.7** Discuss the challenges HR might face in recruiting the talented managers who can drive innovation, lead the team effectively. Explain as HR executive how you will deal with this. (20)
- Q.8** Explain the training initiatives that a business organisation must follow to meet diverse needs of its employees ensuring alignment to individual and organisational goal. (20)
- Q.9** 'HR planning is systematic process to ensure right number of people at right time and at right place'. Explain. (20)

* * * *

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

M.B.A. Sem-II : WINTER : 2024

SUBJECT: HUMAN RESOURCE MANAGEMENT

Day : Wednesday

Date : 27/11/2024

W-25962-2024

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) Answer to both the section should be written in the **SAME** answer book.

SECTION - I

- Q.1** Describe the meaning and department structure of Human Resource Management in global context. (15)
- Q.2** Elaborate on Job design approaches used by large scale organisations. (15)
- Q.3** Enumerate sources of recruitment highlighting the advantages and disadvantages of each. (15)
- Q.4** What are fringe benefits? How can organisation benefit from fringe benefits offered to its employees? (15)
- Q.5** Discuss the concept of performance appraisal and provide two best suited methods of appraisal for managerial position. (15)
- Q.6** Write short note on any **TWO** of the following: (15)
- a) Difference between training and development
 - b) Challenges to international HR
 - c) Parties involved in industrial relations.

SECTION - II

- Q.7** Discuss the challenges HR might face in recruiting the talented managers who can drive innovation, lead the team effectively. Explain as HR executive how you will deal with this. (20)
- Q.8** Explain the training initiatives that a business organisation must follow to meet diverse needs of its employees ensuring alignment to individual and organisational goal. (20)
- Q.9** 'HR planning is systematic process to ensure right number of people at right time and at right place'. Explain. (20)

* * * *

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

M.B.A. Sem-II : WINTER : 2024

SUBJECT: FINANCIAL MANAGEMENT

Day : Friday
Date : 29/11/2024

W-25961-2024

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

N. B.

- 1) Attempt any **FOUR** questions from section-I. & any **TWO** questions from Section-II.
- 2) All questions carry **EQUAL** marks.
- 3) Answers to both the Sections should be written in **SAME** answer book.

SECTION-I

- Q. 1 Elaborate the Profit V/S Wealth Maximization objective of Financial Management. (15)
- Q. 2 State the meaning of Working Capital and Elaborate the various Types of Working Capital in detail. (15)
- Q. 3 Describe the following Sources of Raising Long Term Finance: (15)
i) Equity Shares
ii) Debentures
iii) Retained Earnings
- Q. 4 Explain in detail the Walters' Model of Dividend Theory. (15)
- Q. 5 Illustrate the Concept and Significance of Funds Flow Statement in detail. (15)
- Q. 6 Write Short Notes on ANY TWO of the following: (15)
a) Operating Cycle
b) Profitability Ratios
c) Types of Leverages
d) Principles of Ideal Capital Structure

SECTION-II

- Q. 7 Alphawave Enterprises is considering to invest into two projects A and B, whose following details are available. Initial investment in both the Projects is Rs.3,50,000 and cost of capital is 10%. (20)

Year	Project A	Project B
1	55,000	1,55,000
2	75,000	1,45,000
3	95,000	1,35,000
4	1,25,000	65,000
5	1,45,000	45,000

(Discounting Factors by 10% : 0.909, 0.826, 0.751, 0.683, 0.621)

Appraise the above Two Proposals by using following techniques

- a) Discounted Pay Back Period
- b) Net Present Value
- c) Profitability Index.

Recommend the course of action on the basis of the evaluation.

P.T.O.

Q. 8

Estimate the requirement of Working Capital for Synergy Ltd,

(20)

	Per Unit (Rs.)
Raw Material	26
Direct labour	18
Overheads	14
Total cost	58
Profit	22
Selling Price	80

The following information is available

1. The production capacity is 4,500 units
2. The stock of raw materials is to be maintained for one month
3. The stock of work in process remains in stock for one month
4. The stock of finished goods remains in stock for half month
5. Cash balance is of 6,000 to be maintained.
6. Credit period allowed to Customers is 4 weeks
7. Suppliers have allowed 2 weeks of credit period
8. Lag in payment of Wages is One month
9. 10% Contingency Reserve to be maintained

Q. 9

You are required to assess the after tax, Cost of Capital for the following:

(20)

- a) Equity Share selling at Market Price of Rs. 100 and Current Dividend of Rs. 12 per share, which is expected to grow at 5%
- b) Perpetual Bond 9% Rate of Interest. Tax rate is 30%
- c) 10% Preference Share sold at par, of face value Rs. 100 redeemable after 4 years
- d) 4 years, 7% Rs. 1,000 Debenture, sold at Rs. 900, with 2% underwriting commission

* * * * *

291124-m-ion

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-II : WINTER : 2024
SUBJECT: INTERNATIONAL BUSINESS

Day : Monday
Date : 02/12/2024

W-25963-2024

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 indicates FULL marks.
- 3) Answer to both the sections should be written in SAME answer book.

SECTION: -I

- Q.1 Define the term "International Business". Discuss nature and scope of International business. (15)
- Q.2 What is Globalization? How has globalization impacted the Indian businesses? Justify your opinion with examples. (15)
- Q.3 Discuss the Comparative Cost Advantage Theory of International Trade with suitable example. (15)
- Q.4 What is the difference between Balance of Trade (BOT) and Balance of Payments (BOP)? Explain the components of BOP. (15)
- Q.5 WTO is playing a vital role in promotion of International Trade amongst the nations. Elucidate the statement. (15)
- Q.6 Write Short notes on (ANY THREE) : (15)
- a) Hofstede Theory
 - b) Incentives offered under FTP
 - c) FEMA
 - d) Fixed Vs Flexible Exchange Rate

SECTION: -II

- Q.7 OLA Electric, a company engaged into manufacturing Electric Motor bikes, approaches you to advise them on entering African market. As a consultant, suggest different market entry strategies for expansion of the business along with their pros and cons. (20)
- Q.8 Discuss in detail the Dispute Settlement Mechanism of WTO. (20)
- Q.9 Define the concept of Foreign Exchange Market. Explain the functions of FOREX market. Who are the participants of FOREX Market? (20)

* * * *

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-II : WINTER : 2024
SUBJECT: PRODUCTION & OPERATIONS MANAGEMENT

Day : Wednesday
Date : 04/12/2024

W-25964-2024

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** Define Production and Operation Management. And explain importance and Functions of Production and Operations Management. (15)
- Q.2** What is plant location? Explain different factors affecting on plant location. (15)
- Q.3** What is plant layout? Describe different types of plant layout. (15)
- Q.4** Define Maintenance Management. And explain Need of Maintenance in organization. (15)
- Q.5** Describe classification of inventory system. (15)
- Q.6** Write Short Note on **ANY TWO** of the following : (15)
- a) Total Quality Management (TQM)
 - b) Enterprise Resource Planning (ERP)
 - c) Quality Assurance (QA)

SECTION – II

- Q.7** Can the plant layout principles be applied to forming a layout of an office? What criteria would you use in designing such a layout? (20)
- Q.8** ABC corporation has got a demand for particular part at 10,000 units per year. The cost per unit is Rs. 2 and it costs Rs. 36 to place an order and to process the delivery. The inventory carrying cost is estimated at 9% of a average inventory investment. Determine. (20)
- i) Economic Order Quantity
 - ii) Optimum number of orders to be placed/annum.
- Q.9** How would operations strategy for a service industry be different if any, from that for a manufacturing industry? Cite an example and explain. (20)

* * * * *

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-II : WINTER : 2024
SUBJECT: RESEARCH METHODOLOGY

Day : Friday
Date : 06/12/2024

W-25965-2024

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.
- 4) Use of non-programmable **CALCULATOR** is allowed.

SECTION – I

- Q.1** Describe the advantages and importance of Research Design in detail. (15)
- Q.2** Explain role of ICT in research. (15)
- Q.3** What precautions should be required by researcher while handling the secondary data? Explain with suitable examples. (15)
- Q.4** How do you define a research problem? Give three examples to illustrate your answer. (15)
- Q.5** What is Plagiarism? Explain the types of Plagiarism. (15)
- Q.6** Write short notes on **ANY THREE** of the following : (15)
- a) Statistical Software Packages for research
 - b) Ethical Issues in conducting research
 - c) Types of reports
 - d) Pilot Surveys

SECTION – II

- Q.7** Discuss various steps involved in Research Process. (20)
- Q.8** Prepare in detail a research proposal on the topic, "To Study the effect of Diversity in the workplace." (20)
- Q.9** You poll 420 voters in a simple random sample to find out which political party they prefer? (20)
The results of the survey are shown in the table below:

Gender	Republican	Democrat	Independent	Total
Male	100	70	30	200
Female	140	60	20	220
Total	240	130	50	420

Perform a Chi-Square of independence and test is there association between gender and political party preference?

Given : $\chi^2_{0.05}$ at 2 degree of freedom = 5.991

* * * * *

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-II : WINTER : 2024
SUBJECT: OPERATIONS RESEARCH FOR MANAGERS

Day : Monday
Date : 09/12/2024

W-25966-2024

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.
- 4) Use of non-programmable CALCULATOR is allowed.

SECTION – I

Q.1 Describe briefly the applications of Operations Research in Business and Management. (15)

Q.2 Solve the following L.P.P. by Graphical Method. (15)

$$\text{Max } Z = x_1 + x_2$$

Subject to :

$$x_1 - x_2 \geq 0$$

$$3x_1 - x_2 \leq -3$$

$$\text{and } x_1, x_2 \geq 0$$

Q.3 A bakery keeps stock of a popular brand of toasts. Previous experience shows the daily demand pattern for the item with associated probabilities as given below. (15)

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

Use the following sequence of random numbers to simulate the demand for next 10 days.

Random Numbers: 25, 39, 65, 76, 12, 05, 73, 89, 19, 49

Also estimate the daily average demand for the toasts on the basis of simulated data.

Q.4 Find I.B.F.S. of the following transportation problem by using. (15)

- i) North-West Corner Rule (NWCR)
- ii) Vogel's Approximation Method (VAM)
- iii) Least-Cost Method (LCM)

Sources	Destinations				Supply
	D ₁	D ₂	D ₃	D ₄	
A	15	14	13	20	250
B	17	12	19	10	300
C	36	26	25	13	400
Demand	200	225	275	250	

P.T.O.

- Q.5 Five men are available to do five different jobs. From past records the time (in hours) that each man takes to do each job is known and given in the following table. (15)

Men	Jobs				
	A	B	C	D	E
I	160	130	115	190	200
II	135	120	130	160	175
III	140	110	125	170	185
IV	50	50	80	80	110
V	55	35	80	80	105

Determine the optimum assignment schedule to minimize the total time taken.

- Q.6 Write Short Note on ANY THREE of the following : (15)
- Phase of Operations Research
 - Hungarian Method
 - Decision tree
 - Network Analysis

SECTION - II

- Q.7 Find the optimum solution for the following transportation problem. The table shows the transportation cost per unit in Rs. (20)

Sources	Destinations				Supply
	A	B	C	D	
I	6	7	8	10	300
II	4	10	7	6	360
III	3	22	2	11	190
Demand	165	175	205	165	

- Q.8 Solve the following assignment problem for Maximization. (20)

Salesmen	Districts			
	D ₁	D ₂	D ₃	D ₄
S ₁	20	25	22	18
S ₂	25	24	19	21
S ₃	18	20	22	20
S ₄	25	20	17	22

- Q.9 A project schedule contains of the following activities and time duration. (20)

Activity	Time in weeks
(1-2)	5
(1-3)	2
(2-4)	3
(3-4)	8
(3-5)	6
(4-9)	4
(5-6)	8
(5-7)	3
(6-8)	2
(7-8)	6
(8-9)	8
(8-10)	5
(9-10)	7

Draw a network diagram and

- Compute earliest times and latest times for each activity.
- Determine the critical path along with the total project duration.

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

M.B.A. Sem-II : WINTER : 2024

SUBJECT: MARKETING MANAGEMENT

Day : Monday
Date : 25/11/2024

W-25960-2024

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 Elaborate on the product line decisions taken by marketers for furthering their company's business interests? Give suitable examples. (15)
- Q. 2 Write an illustrative note on the segmentation, targeting and positioning concerning consumer market. (15)
- Q. 3 Why it is necessary for marketers to study consumers' behaviour? Explain by citing appropriate examples. (15)
- Q. 4 How does the stages of Product Life Cycle (PLC) influence the marketing mix decisions? Illustrate by giving examples. (15)
- Q. 5 What are the different types of channel conflicts? Discuss the ways to resolve such conflicts in a cordial manner. (15)
- Q. 6 Write short notes on ANY THREE of the following: (15)
 - a) Difference between marketing and selling
 - b) Types of control
 - c) Personal selling
 - d) Levels of products

SECTION – II

- Q. 7 A well-known FMCG company known for its confectionery products, is planning to launch a new brand of 'dark chocolates' in Indian market. Dark chocolates will be available nationwide in orange, classic dark flavours. How would you promote this product in the Indian market? State your assumptions clearly, if any. (20)
- Q. 8 A renowned food aggregator brand operating in India wants to start its services in tier two cities of India. In the pursuit 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. (20)
- Q. 9 What could be the sales promotion objectives for the following products / services? Justify. (20)
 - a) A newly introduced food delivery service.
 - b) An affordable, durable and stylish audio products such as headphones, buds, portable speakers etc.

* * * * *