

Total No. of Questions - 10]

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(1114)

3331

MBA Examination

MANAGEMENT INFORMATION SYSTEM

Paper : 302

Time : Three Hours]

[Max. Marks :

{ Regular: 60
ICDEOL : 100

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : Attempt *five* questions in all selecting *one* question from each unit.

UNIT-I

1. What do you mean by MIS ? How its importance has emerged like never before ? What is the role of computers in MIS ?
2. Write in detail about Inventory control system.

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[P.T.O.]

UNIT-II

3. What is Decision-making ? Describe Decision-making process. How OR techniques help in Managerial decision-making ?

4. Write in detail about Transportation models.

UNIT-III

5. Define System. What is the role of a System analyst ? What is System Development life-cycle ?

6. Write short notes on the following :

- (a) Data Dictionary.
- (b) Input / Output form designs.
- (c) Control of projects.

UNIT-IV

7. What is DBMS ? What are the different types and levels of DBMS ?

8. Write short notes on the following :

- (a) Relational data models.
- (b) Functional dependencies.
- (c) Normalization of data.

UNIT-V

- 9. (a) What are social dimensions of computers ?
(b) What is Computer virus ?

10. Write in detail about Cyber laws.

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[Total Pages : 2

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M.B.A. Examination

INDIAN FINANCIAL SYSTEM

Paper : FM-01

Time : Three Hours]

[Max. Marks : { Regular : 60
ICDEOL : 100

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : Attempt *five* questions selecting *one* question from each unit. All questions carry equal marks.

UNIT-I

1. What do you mean by financial institution? Explain the role of financial institution in economic development?
2. Write short notes on the following :
 - (a) Money market
 - (b) Public banks

UNIT-II

3. Explain financial sector reform in India since 1992?

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[P.T.O.]

4. Write short notes on the following :
- (a) Narasimham committee report-I
 - (b) Primary market.

UNIT-III

5. Define fiscal policy? Critically evaluate it?
6. What are the tools in the hands of government to control the credit?

UNIT-IV

7. Write short notes on the following :
- (a) LIC
 - (b) GIC
8. Discuss the role of UTI in industrial finance?

UNIT-V

9. Define money? Explain its functions in detail?
10. Write short notes on the following :
- (a) Interest rate.
 - (b) Call money market.

Total No. of Questions - 10]
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MBA Examination
ADVANCED FINANCIAL MANAGEMENT
Paper : FM-07

Time : Three Hours]

[Max. Marks : { Regular : 60
ICDEOL : 100

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : Attempt *five* questions in all, selecting *one* question from each unit. All questions carry equal marks.

UNIT-I

1. What makes risk important in the selection of projects ? Explain briefly the various methods of evaluating risky projects.

OR

2. Why are cash flow estimates for distant years usually less reliable than for more immediate years ? How can this time factor be accommodated when evaluating the riskiness of a project ?

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[P.T.O.]

UNIT-II

3. How can changes in ratio of current liabilities to total assets affect its profitability and risk ?
4. Explain and illustrate the turnover method of assessing working capital requirements of borrowers.

OR

UNIT-III

5. What are credit standards ? What key variables should be considered in evaluating possible changes in credit standards ?
6. What purpose do safety stock serve ? What are the benefits and costs associated with safety stock ?

OR

UNIT-IV

7. List the criteria for classifying lease as finance lease. What are the features around which it is structured ?
8. Briefly discuss the framework for evaluation of lease from the viewpoint of a lessor.

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UNIT-V

9. How can issues of securities be priced by the issuing companies ?
10. How are mergers financed ? Analyse the impact of the various modes of finance on a company's EPS.

OR

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Total No. of Questions - 10]
(1114)

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MBA Examination
STRATEGIC MARKETING
Paper : MM-03

Time : Three Hours]

[Max. Marks : { Regular : 60
ICDEOL : 100

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : Attempt *five* questions in all, selecting *one* question from each unit. All questions carry equal marks.

UNIT-I

1. What is Strategic market situation analysis? Explain the range of attributes to identify Strategic groups.
2. Suppose you are a manager at a new LPG (Liquid Petroleum Gas) company. How will you conduct analysis of your competitors and estimate their reaction pattern?

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[P.T.O.]

UNIT-II

3. What are the characteristics of a market leader company? How will you expand and protect your market share simultaneously?
4. Explain the various market attack strategies in detail with the help of suitable examples.

UNIT-III

5. What will be your strategy in a situation when you are CEO of a market follower company?
6. What are Market niche strategies? How these strategies can be used in specific conditions?

UNIT-IV

7. How will you draft competitive strategy for your company which is part of a emerging industry?
8. How the best balance can be struck between customer and competitor orientations?

UNIT-V

9. What is Competitive advantage? What are the techniques to attain competitive advantage?
10. What is Brand positioning research? What are the various steps involved in Brand positioning research?

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3338

MBA Examination
RURAL MARKETING
Paper : MM-04

Time : Three Hours]

[Max. Marks : { Regular : 60
ICDEOL : 100

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : Attempt *five* questions in all, selecting *one* question from each unit. All questions carry equal marks.

UNIT-I

1. "Rural markets in India are full of potential and are still largely untapped." Do you agree with this statement ? Elaborate your view-point with the help of suitable examples.
12(20)
2. With the help of suitable examples, explain how socio-cultural, economic and other environmental factors affect Rural marketing.
12(20)

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[P.T.O.

UNIT-II

3. How will you market services in Rural India ? What will be your Marketing mix ? Explain by taking example of a service of your choice. 12(20)
4. Provide a brief account of marketing of various agricultural inputs in India. 12(20)

UNIT-III

5. Clarify the concept of Agricultural marketing. Discuss the organization and functions of Agricultural marketing in India. 12(20)
6. How will you classify Agricultural products with particular reference to seasonality and perishability etc. ? Explain. 12(20)

UNIT-IV

7. In the context of Indian Agriculture, discuss the role of Ware-housing and also that of Agricultural Price Commission. 12(20)
8. Briefly describe the objectives and roles of various institutions and organizations that promote and facilitate Agricultural marketing in India. 12(20)

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UNIT-V

9. Discuss the following briefly :
 - (a) Unique features of Commodity markets in India. 6(10)
 - (b) Problems of Agricultural marketing. 6(10)
10. Throw light on the nature, scope and role of Co-operative marketing in India. 12(20)

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Total No. of Questions - 10]
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MBA Examination
INDUSTRIAL RELATIONS
Paper : HRM-01

Time : Three Hours] [Max. Marks : { Regular : 60
ICDEOL : 100

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : Attempt any *five* questions in all selecting *one* question from each unit. All questions carry equal marks.

UNIT-I

1. Discuss the role of IR in organizational development. What are its challenges ? Explain. 12
2. What is industrial peace ? Explain emerging profile of IR in present business environment. 12

UNIT-II

3. Describe historical development of labour movement in India. What are major changes after independence ? Explain. 12

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[P.T.O.]

4. Discuss the role of trade union in maintaining good industrial relations. 12

UNIT-III

5. What are industrial disputes ? Explain the mechanisms to settle such disputes in organizations. 12
6. Discuss the forms of industrial disputes. Explain the roles of dispute settlement bodies on maintaining good relations between employees and employer. 12

UNIT-IV

7. What is collective bargaining ? Explain the process to settle disputes under collective bargaining. 12
8. Describe the functions of collective bargaining and explain its impact on organizational performance. 12

UNIT-V

9. What is JMC ? Discuss its role in settling disputes. 12
10. Enumerate the role of ILO in Indian industrial environment. 12