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M.B.A. Examination
ADVERTISING MANAGEMENT
Paper : MM-02

Time : Three Hours] [Max. Marks : { Regular : 60
Pvt./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 at least *one* question from each unit. Each question carries equal marks.

UNIT-I

1. What do you mean by advertising? In what way does it help the procedures and middlemen?
2. Write notes on the following :
 - (a) Two model step of communication
 - (b) Legal ethical, and social aspect of advertising.

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[P.T.O.]

UNIT-II

3. Discuss the theory of cognitive dissonance?
4. "The whole idea of market positioning is to meet the market requirements better than the competitors' can". Express your views on the statement".

UNIT-III

5. Explain the process of building of advertising programme with the help of suitable example?
6. Distinguish between campaign planning and media planning?

UNIT-IV

7. Discuss the rational of testing opinion and aptitude tests in budget evaluation process?
8. Write notes on the following :
 - (a) Define recalling experimental design.
 - (b) Compensation and appraisal of an agency.

UNIT-V

9. Write a note on Consumer behaviour and Advertising. What is consumer decision making process? What are the steps?
10. What is the role of electronic media in modern advertising campaign ?

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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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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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MBA Examination

ADVANCED INDUSTRIAL PSYCHOLOGY

Paper : HRM-02

Time : Three Hours] [Maximum 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 do you mean by industrial psychology ? Explain its contribution to organizational development. 12
2. Discuss problems faced by organizations in modern business environment. How does psychology help to solve such problems ? Explain. 12

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UNIT-II

3. Discuss the concept attitude. What are its implications to organizational development ? 12
4. Write short notes on the following :
 - (a) Time study 6
 - (b) Total quality people. 6

UNIT-III

5. What is learning ? Explain operant conditioning theory of learning. 12
6. How does classical conditioning differ from operant conditioning ? Explain with suitable examples. 12

UNIT-IV

7. Discuss the role of personality in decision making and organization development. 12
8. What is group dynamics ? Explain its implications to organizational performance. 12

UNIT-V

9. Define the concept eustress. Explain strategies to manage it effectively. 12
10. Discuss monotony. What factors affect monotony in an organization ? 12

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MBA Examination

HUMAN RESOURCE DEVELOPMENT

Paper : HRM-05

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. "HRD must become more strategic." What does this statement mean and what can HRD professionals do to practise strategic HRD ?
2. Explain the concept and nature of HRD. What are HRD instruments ?

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UNIT-II

3. Do line managers have HRD responsibilities? If so, how do they coordinate these with HRD professionals?
4. Write a note on Appraisal system and HRD.

UNIT-III

5. What is Career? What roles should employees, managers and HRD professionals play in managing employees career?
6. Explain traditional model of Career development.

UNIT-IV

7. Explain why Employee counselling services can be considered as HRD programme. Describe two elements which counselling programme have in common with HRD programme.

8. Write note on the following :

- (a) Objectives of Monitoring.
- (b) Listening and Asking.

UNIT-V

9. Explain the concept of HRD climate. Also discuss its relevance and measurement in an organisation.

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10. Write notes on the following :

- (a) HRD culture.
- (b) Determinants of HRD climate.

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MBA Examination
STRATEGIC MANAGEMENT

Paper : 401

Time : Three Hours] [Maximum 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. "Strategic decisions are more or less market driven."
Comment.
2. 'A good strategy without effective implementation has a lower probability of success than if implementation decisions match strategic choices.' Explain.

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UNIT-II

3. 'Strategic management suggests that the organization structure should change if strategy changes or if organisation experiences problems.' Justify the statement.
4. 'To the extent that the PLC influences strategy, budgets tied to such a cycle will affect the product strategy.' Explain.

UNIT-III

5. What basics of strategic management are changed through use of Internet facilities? Discuss.
6. What do you understand by Strategic change? What is the purpose of such an analysis?

UNIT-IV

7. 'Leaders who apply Organization development concepts will implement strategic change more effectively.' Examine the statement.
8. 'Organization climate can be viewed in terms of leadership, motivation, decision-making, communication and also development of a corporate culture.' Discuss.

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UNIT-V

9. Why is evaluation of strategy and its implementation necessary?
10. Management by objectives system in its idealized form is a management tool which can help managers accomplish strategic management effectively. Explain.

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MBA Examination

PROJECT PLANNING, ANALYSIS & MANAGEMENT

Paper : FM-10

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 can a firm do to stimulate the flow of project ideas ? Discuss suggestions helpful in scouting for project ideas.
2. Explain Michael Porter's Five basic forces model of industry competitiveness and various aspects of project screening.

UNIT-II

3. What aspects are considered in technical analysis ? What are the various ways of acquiring technology ?

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4. (a) Write notes on NPV and IRR method of evaluating a new project.
- (b) Describe what do you mean by Situational analysis. How is it carried out?

UNIT-III

5. Make a critical appraisal of the methods of Risk analysis used in practice.
6. Write notes on the following :
 - (a) Rationale for SCBA.
 - (b) UNIDO Approach.

UNIT-IV

7. Discuss the basic principles of Network cost system. What kind of periodic monitoring is done in a network cost system?
8. What is an Effective group ? What are the stages in the formation of an effective group ?

UNIT-V

9. Write notes on the following :
 - (a) Project environment elements.
 - (b) Time and Cost over-run in PSU.
 - (c) Assessment of the Tax burden.

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10. How you would assess Working capital requirements of a new project ? Also describe some ways to finance new project in our country.

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MBA Examination

SALES AND DISTRIBUTION MANAGEMENT

Paper : MM-05

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. (a) Discuss the scope of Sales Management in a manufacturing and marketing organization.
(b) In the light of the changing role of the salesperson, explain the qualities of good sales personnel.
2. What are the external and internal sources of recruitment? If you have to recruit sales professionals for a highly technical product, what sources would you consider and why?

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UNIT-II

3. What are the basic components of a compensation package for sales people? Explain.
4. How the salesmen are supervised in the organization? Discuss the stages of supervision.

UNIT-III

5. Explain the meaning and significance of 'Sales quotas'. What are the attributes of a good sales quota plan?
6. What are the objectives of managing and developing sales evaluation programme? Is it helpful to increase the efficiency of salesmen? Discuss.

UNIT-IV

7. What do you mean by Marketing? How wholesaler and retailer play role in marketing of product? Illustrate.
8. What are the obstacles in managing the marketing channels and how these obstacles can be overcome?

UNIT-V

9. Discuss the role of IT in marketing with suitable examples.
10. Explain the legal, social and political issues involved in marketing channel policies.