

[Total No. of Questions - 10]
(1064)

[Total No. of Printed Pages :2]

2852

MBA Examination
Strategic Management
Paper : 401

Time Allowed : 3 Hours

Maxi 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 : i) Attempt any **five** questions in all , Selecting **one** question from each unit. All questions carry equal marks.

Unit-I

1. "Strategic gap may arise because of poorly designed strategy or poorly executed strategy". Do you agree? Justify your arguments.
2. Strategy implementation involves a number of inter-related components to make a strategy work effectively. Discuss in light of Mckinsey 7s framework.

Unit-II

3. 'Resource allocation decisions are linked to objectives through the strategies being implemented'. Critically examine the statement.

2852/600

[P.T.O.]

4. Organizational structures evolves with formulation of strategies. Explain how structures undergo a change with changes in strategies.

Unit-III

5. Strategies change is on going process for arrival. How can a strategist apply five competitive forces given by Michel Porter in change analysis?
6. Many strategic managers now operate in what has been termed as a global village. Why should they scan national as well as international boundaries for strategic change.

Unit-IV

7. "Organization whose strategists abilities experiences and personalities match the strategy will be more effective." Discuss.
8. 'Strategic leaders are primarily responsible for creating and implementing strategic changes.' Explain

Unit-V

9. The strategic control and evaluation process require the monitoring and feed-back of environmental conditions. Explain the statement.
10. On what basis should managers be rewarded to motivate them to evaluate their strategies?



[Total No. of Questions - 10]
(1064)

[Total No. of Printed Pages :2]

2853

MBA Examination

Project Planning, Analysis & Management

Paper : MM-05

Time Allowed : 3 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. 'Identification of good business opportunities requires imagination, Sensitivity to environmental changes and realistic assessment of what the firm can do: Discuss the statement in detail.
2. What are capital budgeting decisions? Discuss the five broad phases of capital budgeting.

Unit-II

3. Write notes on the following:
 - a) Moving Average method.
 - b) Project implementation schedule.
 - c) Break Even Analysis.

2853/600

[P.T.O.]

4. What are the components of cost of project? Explain in detail.

Unit-III

5. Explain 'Beta'. How is it measured? Explain with a suitable example.
6. What are similarities and differences between the UNIDO approach and little Mirrless approach?

Unit-IV

7. What steps are involved in PERT analysis?
8. Discuss the procedure for determining weather a project should be continued, terminated or divested?

Unit-V

9. Write a detailed note on the procedure for project appraisal by financial institutions in India.
10. What are relevant tax considerations for financial appraisal of project. Discuss with example.



[Total No. of Questions - 10]
(1064)

[Total No. of Printed Pages :2]

2844

MBA Examination

Rural Marketing

Paper : MM-04

Time Allowed : 3 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 questions from each unit. All questions carry equal marks.

Unit-I

1. What do you understand by the term rural markets? How is it different from urban markets? Make a brief analysis of the potential of rural markets in India. **12(20)**
2. What factors influence the rural consumer behavior? Explain with the help of suitable examples. **12(20)**

Unit-II

3. What are the steps you would need to follow in planning a media for rural markets for the promotion of your new range of electric fans? Also suggest the specific promotion tools you would use in this case. **12(20)**
4. What do you mean by consumable and capital agricultural inputs? What marketing strategy would you propose for fertilizers? **12(20)**

2844/300

[P.T.O.]

Unit-III

5. a) What are the main functions of agricultural marketing? **6+6(10+10)**
b) Write in brief about the market structure and performance of agricultural marketing.
6. Make a broad classification of the agricultural products based on seasonality and perishability. Also, discuss in brief about the existing processing facilities for different agricultural products in India. **12(20)**

Unit-IV

7. Explain the following: **6+6(10+10)**
a) Warehousing facilities for agricultural crops.
b) Agricultural price commission in India.
8. How the central/state government's institutions/organizations provide direct and indirect agricultural marketing and allied services in India? Explain the role and function of FCI. **12(20)**

Unit-V

9. What do you mean by co-operative marketing? Evaluate the effectiveness of co-operative marketing in India? **12(20)**
10. Explain the following:
a) Salient features of commodity markets in India.
b) Problems of agricultural marketing. **6+6(10+10)**



[Total No. of Questions - 10]

[Total No. of Printed Pages :2]

1064

2839

M.B.A. Examination

Security Analysis & Investment Management

Paper : FM-02

Time Allowed : 3 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 five questions in all, selecting one question from each unit. All questions carry equal marks.

Unit-I

- Q1. What are the requirements to become the member of the stock exchange? Explain the role of brokers in trading of stock. (12)
- Q2. What is meant by stock Exchange? What are the main functions of stock Exchange? (12)

Unit-II

- Q3. Why do companies issue shares in the primary market? What is the relationship between the new issue market and the secondary market? (12)
- Q4. What are the objectives and functions of SEBI? Explain the organization of SEBI in brief. (12)

2839/300

[P.T.O.]

(2)

2839

Unit-III

Q5. Why the industry analysis is important? How it follows the economic analysis? (12)

Q6. "Stock are considered to be risky but bonds are not" This is not fully correct Elucidate. (12)

Unit-IV

Q7. What do you mean by chart patterns? Discuss these chart patterns along with their interpretations? (12)

Q8. Explain in detail the Dow theory and how is it used to determine the direction of stock market. (12)

Unit-V

Q9. What do you mean by portfolio management? Discuss its Goals and objectives in detail. (12)

Q10. Explain the process of portfolio selection. How is malkowitz model is useful in portfolio selection? (12)

□□□

[Total No. of Questions - 10]
1064

[Total No. of Printed Pages :2]

2847

MBA Examination
Human Resource Development
Paper : HRM-05

Time : 3 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. "HRD is the development of people, organization and society." Discuss the need and importance of HRD in the light of above statement.
2. What are the key principles of learning? Explain operant classical conditioning with its application in HRD.

Unit-II

3. What are the key roles of supervisors in HRD and also discuss the challenges before them in today's changing business environment.

2847/300

[P.T.O.]

4. Write a note on cultural systems and self-renewal systems and their relevance in HRD.

Unit-III

5. Explain how both organizations and individuals can benefit from a well designed Career management system.
6. What are the issues involved in career planning and how can these be achieved through the career planning?

Unit-IV

7. What do you mean by counselling? Discuss steps of counseling process and highlight the significance of performance counseling of organizational productivity.
8. Write the role of nurturing and helping in counselling process.

Unit-V

9. "An optimum level of 'development climate' is essential for facilitating HRD." Discuss.
10. What are the elements of organizational climate? Also describe method of measuring climate.



[Total No. of Questions - 10]

[Total No. of Printed Pages :2]

1064

2846

MBA Examination

Advanced Industrial Psychology

Paper : HRM-02

Time : 3 Hours

Maximum Marks : 60

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. Explain the concept of industrial psychology. Briefly discuss the various problems faced by the industries in India?
2. Discuss any three psychological test used in the industry and highlight their utility.

Unit-II

3. What do you mean by cognitive dissonance theory? Explain.
4. What are the barriers to TQM implementation? How are they eliminated?

2846/300

[P.T.O.]

Unit-III

5. Briefly discuss the classical conditioning and operant conditioning theories.
6. What is the role of learning and development in Industrial psychology? Briefly discuss the conditions of learning development process.

Unit-IV

7. Define the concept of personality. Explain its theories.
8. What do you mean by group decision making? Distinguish between group decision making and individual decision making.

Unit-V

9. Do you think monotony and boredom are two different concepts? If yes, explain it, or not why?
10. What do you mean by work conditions? Do you think work conditions are important for industrial environment?

