

Total No. of Questions - 10]
(1068)

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9639

M.B.A. Examination
STRATEGIC MANAGEMENT

Paper-401
(New Syllabus)
(Semester-IV)

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. Discuss the forward and backward linkages between strategy formulation and strategy implementation.
2. How would you determine the criteria for selection of an implementation approach?

9639/600/777/530

[P.T.O.]

UNIT-II

3. Discuss the most appropriate organizational structure for stable environment and for the strategy of merger and acquisitions.
4. Discuss the role of organizational structure in implementation of a strategy.

UNIT-III

5. Discuss the kinds of strategic changes that most of the companies pursue at least one of them.
6. Discuss different levels of strategic changes.

UNIT-IV

7. Discuss functional strategies related to marketing and finance.
8. Explain research and development policies necessary for implementation of strategies.

UNIT-V

9. What are the building blocks of competitive advantage that the strategic evaluation and control helps managers to create?
10. Discuss the stages involved in the process of strategic control.

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9640

M.B.A. Examination

**SECURITY ANALYSIS AND INVESTMENT
MANAGEMENT**

Paper : FM-02

(Semester-IV)

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. Explain the statement "The stock market acts like a Barometer rather than Thermometer".

OR

2. What are the various functions of a stock market ? Briefly describe the developments in the stock market in India.

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[P.T.O.]

UNIT-II

3. What do you mean by New Issue Market ? What are the challenges faced by new issue market post financial crisis ?

OR

4. Explain the different ways and means by which SEBI is trying to protect a common investor.

UNIT-III

5. How the performance of an Industry assessed for investment decision ? Select an industry that may be ripe for investment because it has significant undervalued assets on its books.

OR

6. Write a brief note on :
- (a) Evaluation of securities bond.
 - (b) Evaluation of debentures.

UNIT-IV

7. Technical analysts believe that investors can use past price changes to predict future price changes. How do you justify this belief ?

OR

8. What are different charting methods used by the technical analyst ? Explain the advantages and limitations of each.

UNIT-V

9. Highlight the difference between a feasible and an efficient portfolio. Is an inefficient portfolio ever a feasible portfolio ?

OR

10. Stock A and B display the following parameters :

	<u>Stock A</u>	<u>Stock B</u>
Expected return	15	20
Expected variance	9	16
Covariance ab	+8	

Does an investor gain any advantage in holding some of A and some of B ? Why ?

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9641

M.B.A. Examination
PROJECT PLANNING, ANALYSIS AND
MANAGEMENT
Paper : FM-10
(Semester-IV)

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. Explain briefly different phases in the generation and screening of project ideas.
2. Highlight the importance of capital expenditure decisions. What obstacles are faced in such decisions?

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[P.T.O.]

UNIT-II

3. What is market demand and situational analysis? How is market survey conducted?
4. What is Technical Analysis? What factors affect the choice of technology, plant capacity and location?

UNIT-III

5. What is Project risk? How is it analyzed?
6. What is the rationale of social cost-benefit analysis? Explain Little Mirrless Approach.

UNIT-IV

7. What is CPM? How is critical path determined?
8. What are the advantages of conducting a project review? What problems are encountered in performance review? How are they overcome?

UNIT-V

9. How are projects financed in India? Explain in detail.
10. Discuss the problem of time and cost over-run in Public sector enterprises in India.

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9642

M.B.A. Examination

ADVERTISING MANAGEMENT

Paper : MM-02

(Semester-IV)

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 is the role of Advertising in Marketing Process ? Discuss in detail.
2. What is Two-step flow communication and what are its elements ?

UNIT-II

3. Discuss theory of Cognitive Dissonance and its significance.
4. What is Market positioning, and how does it affect Advertising campaign ?

UNIT-III

5. How is the determination of Target Audience done, and what are the considerations involved ?
6. What is Campaign planning, and what is its significance ?

UNIT-IV

7. How is Recognition and Recall important in Advertising ?
8. Discuss the rationale of testing Opinion and Aptitude tests.

UNIT-V

9. Differentiate between Advertising and Consumer Behaviour in detail.
 10. Discuss the different types of Advertising and how these are different from each other.
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Total No. of Questions - 10]
(1068)

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9643

M.B.A. Examination
RURAL MARKETING

Paper : MM-04
(Semester-IV)

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. Explain the potential of rural markets to corporate. Also explain the key characteristics of rural markets.
2. Describe the socio-cultural and economic factors that affect rural marketing in India.

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[P.T.O.]

UNIT-II

3. What are the key decisions involved in product and media planning while marketing consumer non-durables to rural markets.
4. Write a note on marketing of agricultural inputs with special reference to fertilizers, seeds and tractors.

UNIT-III

5. Give a detailed classification of agricultural products on the basis of seasonality and perishability.
6. What do you understand by food processing? Explain the state of food processing facilities in India.

UNIT-IV

7. Define warehouse. What is the role of warehousing in agricultural-marketing? Explain.
8. Write short note on the following :
 - (a) Determination of agricultural prices.
 - (b) Role of agriculture price commission.

UNIT-V

9. Discuss the problems faced by the Agricultural Marketers in India. Give your suggestions to overcome these problems.
 10. Discuss the role, significance and challenges of Co-operative marketing in India.
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Total No. of Questions - 10]
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9644

M.B.A. Examination

SALES AND DISTRIBUTION MANAGEMENT

Paper : MM-05

(Semester-IV)

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 : The question paper comprises *ten* questions in all. Students will be required to attempt *five* questions in all, selecting one question from each unit.

UNIT-I

1. Describe the various sales training methods. Which method/ methods would you apply to train the salespeople of FMCG companies and why?
2. What are the major stages in the sales force staffing process? Which activity or part is considered by you as the most difficult in the entire staffing process and why?

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[P.T.O.

UNIT-II

3. Which compensation plan allows an organisation the most control on sales people and which plan is better for obtaining high sales? Justify your answer.
4. If you were an area sales manager, how would you motivate the following salespersons:
 - (a) A high performing salesperson, whose morale is down because he did not get an expected promotion as a marketing executive (promotion is time bound in the company), although he has been consistently exceeding his sales targets for the past four years. The main responsibilities of marketing executives are selling to a few key accounts, and coaching some sales trainees on the job.
 - (b) An older sales person whose performance has been below expectations for past few years, although he had performed well in the past. He seems to have lost enthusiasm, although he has developed excellent relationship with a few key accounts, from whom the company gets good sales volume.

UNIT-III

5. A company wants to control its sales force performance on both selling and non-selling activities. The major factors to control selling performance are sales volume (in Rupees)

and average number of sales calls per day. The major non-selling parameter is payment collection from customers. Design a suitable sales quota system and show it with an example. You may make suitable assumptions.

6. Assume you are appointed as head of marketing of Himalaya Aluminium Company, which is a new company, manufacturing and marketing aluminium extruded products, such as door, window, and partition aluminium frames, heat sinks, and control panels. Customers include household and business organizations. The factory is located in Una district of H.P., about 65 kms from Chandigarh. You have discussed with your CEO to initially focus sales and distribution efforts in central and western markets of H.P. and nearer markets of Chandigarh. You are required to design sales territories to cover the above markets. Describe how would you go about your task?

UNIT-IV

7. Are intermediaries necessary? Justify your answer. What roles intermediaries play in the marketing of products?
8. What are the expectations of a company from its distributors and how do the distributors discharge these responsibilities? How does the company ensure that distributors deliver the expectations?

UNIT-V

9. "If you don't negotiate aggressively, you won't get anything. You have to push for what you want with channel members, and you have to negotiate hard." Debate this statement. What are the best conflict resolution styles, and when is each style likely to be used?

 10. What parameters would you consider to evaluate the performance of a distributor? Explain by taking examples of consumer products.
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9645

M.B.A. Examination
ADVANCED INDUSTRIAL PSYCHOLOGY
Paper : HRM-02
(Semester-IV)

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 are the characteristics of Psychological tests and also discuss the types of Psychological Tests.
2. Explain in detail the concept of Industrial Psychology and also discuss its scope and development from Indian perspectives.

UNIT-II

3. Explain the work Study Techniques as pioneering technique of improving value of money and productivity.

9645/600/777/535

[P.T.O.]

4. Write note on :
 - (a) Total quality People.
 - (b) Components of attitude.

UNIT-III

5. Define learning and explain the theories of learning with examples in detail.
6. Explain in detail the whole process of learning development.

UNIT-IV

7. Define personality. Identify the Big five dimensions of personality in detail with examples.
8. Write detailed note on following :
 - (a) Group Think.
 - (b) Group shift.

UNIT-V

9. What do you mean by organisational stress ? What are the causes and consequences of the organisation stress ?
 10. Write a detailed note on providing and work equipment safely on work place.
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Total No. of Questions - 10]
(1068)

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9646

M.B.A. Examination

HUMAN RESOURCE DEVELOPMENT

Paper : HRM-05

(Old Syllabus)

(Semester-IV)

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. State the meaning, need and importance of HRD. Also highlight the significance and trends in HRD.
2. Define HRD. Describe HRD mechanisms used in the organisations.

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[P.T.O.]

UNIT-II

3. Give an overview of HRD. Describe the role of Line Managers in organisations.
4. Write short notes on the following :
 - (a) Appraisal systems.
 - (b) Cultural systems.

UNIT-III

5. Define the concept of Career planning. Describe the process of Career planning, discussing both the advantages and limitations of Career planning.
6. Describe the steps involved in establishing a Career development system.

UNIT-IV

7. Discuss the need and functions of Counselling. State the conditions for effective counselling.
8. Briefly describe the following terms :
 - (a) Nurturing and Helping.
 - (b) Listening and Asking.

UNIT-V

9. Give the concept and elements of HRD climate. State the factors that affect HRD climate.
 10. Write short notes on the following :
 - (a) Organisational Climate.
 - (b) OCTAPAC.
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Total No. of Questions - 10]
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M.B.A. Examination

STRATEGIC HUMAN RESOURCE DEVELOPMENT

Paper : HRM-05

(New Syllabus)

(Semester-IV)

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

UNIT-I

1. How will you develop a strategic human resource plan ?
Discuss.
2. Explain in detail the reasons for the emergence of international human resource management.

9647/600/777/537

[P.T.O.]

UNIT-II

3. Discuss the concept of HRD. Why there is a need to develop human resources in the organizations.
4. What is HRD matrix ? Explain.

UNIT-III

5. Explain in detail the various career stages.
6. What is meant by competency ? Explain the methods to assess it.

UNIT-IV

7. Define the concept of employee mentoring. How it contributes to individual and organizational effectiveness.
8. Explain the causes of Job stress. Enlist the ways to overcome it.

UNIT-V

9. Explain the linkage between business strategies and HRD.
 10. Explain the various facilitators which contributes in strategic human resource development practices of the organization.
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