

Total No. of Questions – 10]
(1117)

[Total Pages : 2

9182

M.B.A. Examination

STRATEGIC MANAGEMENT

Paper : 401

(Old Syllabus)

(Semester-IV)

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 are the typical industry's dominant economic features that drive business strategy ?
2. Discuss the usefulness of the BCG matrix as the corporate strategy process.

UNIT-II

3. Identify *four* common organizational structures, and discuss the advantages and disadvantages of each.
4. What is Resource allocation and how is it a vital part of strategy ?

UNIT-III

5. "A strategic change is the movement of the company away from its present state towards some desired state to increase its competitive advantage." Discuss.
6. What is a Strategic change ? How will you implement Strategic change ?

UNIT-IV

7. Should a leader change his style or continue with his style, which is in consonance with his personality ? Discuss.
8. Explain *two* common approaches to leadership style and how they relate to strategy implementation.

UNIT-V

9. Explain the salient techniques of Strategic evaluation and control.
10. What do you mean by Strategic Control ? How is it different from Management Control ?

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

UNIT-I

1. Discuss the steps involved in the process of Strategy Implementation.
2. How do the formation and implementation of Corporate Strategy depend upon each other ?

UNIT-II

- 3.** Discuss the matrix and SBU forms of Organizational Strategy.
- 4.** Explain the nature, advantages and disadvantages of Functional and Multi-divisional Structure.

UNIT-III

- 5.** Discuss kinds of changes that most of the companies pursue for the success of their Strategies.
- 6.** What are different levels of Strategic changes ?

UNIT-IV

- 7.** What are various sources of Organizational power and Politics ?
- 8.** Explain the importance of production and operational policies when implementing Strategies.

UNIT-V

- 9.** Explain the steps in the process of Strategic Control.
 - 10.** Discuss major Strategic Control Systems.
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(1117)

[Total Pages : 2

9186

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 are the legal, ethical and social aspects of Advertising and to Marketers/Advertisers adhere to these all the times ?
2. Discuss Wilbur Schramms Model of Communication in detail.

UNIT-II

3. Discuss the process of simulation of Primary and Selective demand.

9186/300/777/320

[P.T.O.

4. Discuss Objective setting and its realization in context of Advertising.

UNIT-III

5. Discuss the process of building of Advertising Programme in detail.
6. Discuss Media Planning in detail and how it is done.

UNIT-IV

7. Discuss Budgeting Evaluation in context of Advertising.
8. How is an Advertising Agency appraised and compensated ?

UNIT-V

9. How is Electronic Media different from Print and other media types and how does it affect Advertising and Media Planning ?
10. Discuss the role of Creative strategies in successful Advertising campaigns.

Total No. of Questions – 10]
(1117)

[Total Pages : 2

9187

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. State the nature and characteristics of Rural Markets in India.
2. How are Rural consumers different from Urban consumers ? Explain the buying behaviour of Rural consumers.

9187/300/777/321

[P.T.O.]

UNIT-II

- 3.** Explain the key decisions involved in planning of distribution channels to market consumer durables in rural markets.
- 4.** Write a note on marketing of agricultural inputs with special reference to fertilizers, seeds and tractors.

UNIT-III

- 5.** Describe the organization of agriculture marketing in India.
- 6.** Give a detailed classification of agricultural products on the basis of seasonality and perishability.

UNIT-IV

- 7.** Define Warehousing. Describe the role of agriculture price commission in determination of Agricultural Prices.
- 8.** Comment on the role of Central and State government's role in promoting Agriculture Marketing.

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.

Total No. of Questions – 10]
(1117)

[Total Pages : 2

9188

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

UNIT-I

1. Describe the factors of Personal selling strategy, and briefly explain the selling process.
2. Describe briefly the steps involved in designing and executing a sales training programme.

9188/300/777/322

[P.T.O.]

UNIT-II

3. What is Compensation ? How should a manager treat compensation as a tool for motivating sales people.
4. Define Sales Meeting. Discuss its purpose in detail.

UNIT-III

5. What factors affect the size of Sales territories ? Explain the best method of setting and revising Sales territories.
6. Write short notes on the following :
 - (a) Sales Cost.
 - (b) Cost Analysis.

UNIT-IV

7. Enumerate the functions performed by Marketing channels.
8. Does the concept of Wholesaling apply to service industries ? If not, why not ?

UNIT-V

9. What are the factors to be considered in formulating Channel policies ? Explain each of them.
10. What are the steps in developing a Channel Information System ?

Total No. of Questions – 10] [Total Pages : 3
(1117)

9189

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. Discuss the major problems of Industrial Psychology in Indian context.
2. Explain in detail the importance and limitations of Psychological tests.

9189/300/777/323

[P.T.O.]

UNIT-II

3. Define TQM, its principles and concept of continuous improvement by Total Quality Management.
4. Write notes on the following :
 - (a) Cognitive Dissonance Theory.
 - (b) Measurement of A-B Relationship.

UNIT-III

5. How do Operant conditioning and Observational learning operate in the workplace ?
6. What are the fundamental principles of learning and how are they involved in organisations ?

UNIT-IV

7. Explain in detail the Five Stage Model and Punctuated Equilibrium Model of Group dynamics.
8. Explain the factors responsible for the failure of some teams to operate as effectively as possible, and identify things that can be done to build successful teams.

UNIT-V

9. What are the differences among Stressors, Stress and Strain ? What steps can be taken to minimize the potentially harmful effects of stress on the job ?

 10. Write a detailed note on Safety Management at workplace.
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Total No. of Questions – 10]
(1117)

[Total Pages : 2

9185

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. How is monitoring of environment done in the generation of ideas ? What steps are involved in the preliminary screening ?
2. Explain the difficulties faced in capital expenditure decisions ? What is the importance of these decisions ?

UNIT-II

3. How is secondary information gathered ? What are the techniques to forecast demand ?
4. What is Financial Analysis ? Explain the various means of finance.

UNIT-III

5. Explain the portfolio risk in case of (i) two securities and (ii) n securities.
6. What is social cost-benefit analysis ? Explain UNIDO Approach.

UNIT-IV

7. Define PERT. What are the steps involved in PERT Analysis ?
8. How is initial review done ? What is the general procedure for abandonment analysis ?

UNIT-V

9. How is environmental appraisal of project done ? Explain in detail.
10. Discuss the problem of time and cost over-run in Public Sector Enterprises in India.

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(1117)

[Total Pages : 3

9184

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. Select *one* question from each Unit.

UNIT-I

1. Why listing of securities with recognized security exchanges is done by companies ? In which circumstances delisting may be done by exchanges ?
2. What are the salient features of stock exchange ? Which major functions are performed in stock exchange ?

UNIT-II

3. "SEBI is a merely a watchdog not a bloodhound."
Comment.
4. What are the merits and demerits of (a) Private Placement
(b) Public issue through prospectus.

UNIT-III

5. How E.I.C. Analysis is done in fundamental analysis ?
Why such analysis is significant ?
6. (a) ABC Company Ltd. operates a large readymade garment business in textile industry. Assume that its common stock can be purchased in the beginning of 2013 at Rs. 40. The dividend per share would be Rs. 2 for the next three years. It is estimated that at the end of 2016, the stock will be sold for Rs. 55. What is the rate of return for the shares of company ?
(b) An Investor owns the share of XYZ Company whose current cash dividend is Rs. 3. The constant growth rate in dividend is 16% per year and the required rate of return is 20%. What is the value of the Company's share ?

UNIT-IV

7. What is Dow Theory ? What are its primary, secondary and minor trends ?

8. Do stock prices have a support and resistance level ?
If so, explain.

UNIT-V

9. What is the significance of Portfolio Management ?
What is the process of portfolio construction ?
10. How the portfolio can be constructed through Sharpe
Single Index Model ?
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