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M.B.A. Examination

**ORGANISATIONAL EFFECTIVENESS, CHANGE AND
ORGANISATIONAL DEVELOPMENT**

Paper : 201

(Semester-II)

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. Discuss the various dimensions of Change. Explain in detail Change process in the Corporate sector.

2. What is meant by Organisational culture ? Discuss the functional and dysfunctional effects of organisational culture. How is culture transmitted to employees ?

UNIT-II

3. Discuss the various approaches of Organisational effectiveness. What are the merits of each ?
4. What are the effects of Organisational stress on employees in the organisations ? What are the causes of stress ?

UNIT-III

5. What are the stages of OD programme ? Discuss the underlying assumptions and values.
6. Explain briefly various models of OD. What are the merits of these models ?

UNIT-IV

7. Discuss Organisational mirroring and Third party peace making OD interventions.
8. Explain the following :
 - (a) Life and Career Planning.
 - (b) Role Analysis Technique.

UNIT-V

9. What is meant by Survey feedback ? What are its four major distinct steps ? Discuss the necessary conditions for the success of this intervention.

 10. Define Process consultation. What are its assumptions ? Discuss various steps in Process consultation. Explain the limitations of this OD approach.
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M.B.A. Examination
MANAGEMENT SCIENCE-(ii)

Paper : 202

(Semester-II).

Time : Three Hours] [Max. Marks : $\begin{cases} \text{Regular : 60} \\ \text{Pvt./ICDEOL : 100} \end{cases}$

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) $\lim_{x \rightarrow 1} \frac{x^3 - 1}{x - 1} = 3.$

(b) $\lim_{x \rightarrow 0} \frac{4x + |x|}{3x - 2|x|}.$

2. A monopolist has a demand curve $x = 106 - zp$ and the average cost curve $AC = 5 + x/50$ where p is the price per unit output and x is the number of units of output. If the total revenue is $R = xp$, determine the most profitable output and the maximum profit.

UNIT-II

3. Define a simple function for the integral representation. Explain the use of discrete functions using business example in inter-correlation of a function.
4. Integrate the following w.r.t. x :

(a) $\int (x^2 + 1)(2x^3 - 3) dx$.

(b) $\int e^{4x} dx$.

(c) $\int (2x + 5)^5 dx$.

UNIT-III

5. Define the models of OR in detail as given :
- (a) Deterministic model.
- (b) Hybrid model.
- (c) Stochastic model.

6. Explain the history of OR during World War II and Post-World War II. Explain how the concept, scope and tools of OR are applicable in Decision-making.

UNIT-IV

7. (a) A car-hire company has one car at each of five depots a, b, c, d and e. A customer requires a car in each town, namely A, B, C, D and E. Distances (in km) between depots (origins) and towns (destinations) are given in the following distance matrix :

	a	b	c	d	e
A	160	130	175	190	200
B	135	120	130	160	175
C	140	110	155	170	185
D	50	50	80	80	110
E	55	35	70	80	105

Find the assignment of depots to destinations that will result in minimum distance covered.

- (b) Solve the following problem by Linear Programming method :

$$\text{Max. } Z = 5x_1 + 4x_2$$

subject to

$$x_1 + x_2 \leq 5$$

$$10x_1 + 6x_2 \leq 45$$

x_1, x_2 non-negative integer.

8. Solve the following transportation problem in which cell entries represent unit costs :

	D ₁	D ₂	D ₃	D ₄	D ₅	Supply
S ₁	5	8	6	6	3	8
S ₂	4	7	7	6	5	5
S ₃	8	4	6	6	4	9
Demand	4	4	5	4	8	

UNIT-V

9. (a) Solve the game whose pay-off matrix is

$$\begin{bmatrix} -1 & -2 & 8 \\ 7 & 5 & -1 \\ 6 & 1 & 12 \end{bmatrix}$$

- (i) Find the optimal strategies for A and B.
 (ii) Value of game to A.
- (b) Define the following :
- (i) Competitive Game.
 (ii) Finite Zero Sum Rectangular Game.

10. Solve the following game using Graphical method :

		B's Strategy			
A's Strategy		b ₁	b ₂	b ₃	b ₄
a ₁		8	5	-7	9
a ₂		-6	6	4	-2

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M.B.A. Examination

HUMAN RESOURCE MANAGEMENT

Paper : 203

(Semester-II)

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, select *one* question from each Unit. All questions carry equal marks.

UNIT-I

1. How evolution of Human Resource Management took place ?
What are its functions and challenges ? Explain.
2. Write note on the following :
 - (a) Types of interviews and its importance.
 - (b) Difference between promotion and transfers.

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[P.T.O.]

UNIT-II

3. Explain On the Job and Off the Job training programmes ? Give a detailed note.
4. Why Executives of an organization needs training programme ? How the process of executive development is being carried out ?

UNIT-III

5. What is the difference between the term 'Wage' and 'Salary' ? How wages and salary administration is being processed within an organization ?
6. Write about :
 - (a) Job evaluation.
 - (b) Factors that affect wage and salary fixation in an organization.

UNIT-IV

7. What is Human Resource Accounting ? Write and describe social security and welfare practices prevalent within an organization.
8. Briefly discuss :
 - (a) Talent Retention Practices.
 - (b) Employees grievances and discipline management.

UNIT-V

9. Describe the procedure of compensation to be provided to host country employees and managers and expatriate employees and managers.
 10. What is the points of difference between domestic and international HRM and write in detail about their planning process ?
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M.B.A. Examination

FINANCIAL MANAGEMENT

Paper-204

(Semester-II)

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 atleast one question from each unit. All questions carry equal marks.

UNIT-I

1. How does the modern financial manager's role differ from the large diversified firm and the small to medium size firm?
2. What do you mean by long-term decision ? Distinguish between long-term and short-term decisions or functions of a firm ?

UNIT-II

3. What do you mean by capital budgeting? Explain and illustrate the payback period method of capital budgeting.
4. Define and distinguish between net present value and internal rate of return method of capital budgeting.

UNIT-III

5. Define financial leverage and operating leverage. Explain the relationship between total leverage and total risk of a firm.
6. What do you mean by capital structure? Explain the Net Operating Income (NOI) approach of the capital structure.

UNIT-IV

7. What is dividend policy? Describe the determinants of the dividend policy.
8. What are the essentials of Walter's dividend model? Explain its shortcomings.

UNIT-V

9. Explain the concept of working capital. Discuss the mechanism of determining the working capital.

10. Distinguish between the following :

- (a) Permanent Working Capital and Temporary Working Capital.
 - (b) Gross and Net Working Capital.
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M.B.A. Examination

MARKETING MANAGEMENT

Paper-205

(Semester-II)

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. What is marketing research ? How does it help in modern era of Marketing Management ?
2. Define different types of Micro-marketing environment with suitable example. How is MIS helpful to marketing managers ?

UNIT-II

3. How does segmentation helps in marketing strategies? Why targeting and positioning important while launching the product or services?
4. How many types of market prevail ? Define Industrial Market and importance of B2B & B2G.

UNIT-III

5. Define Product Concept of Marketing. How many types of marketing concepts prevail?
6. How brands affect pricing decisions? Define product mix and explain the model of PLC.

UNIT-IV

7. Define DAGMAR Approach. What are the basic differences between publicity and advertising?
8. Define the following :
 - (a) Conflict Management.
 - (b) Vertical Marketing System.

UNIT-V

9. Define the significance of marketing control. How does marketing helps in developing organization?

10. Explain the following :

- (a) Consumerism.
 - (b) Green Marketing.
 - (c) Internet-Based Marketing.
 - (d) Web-Based Advertising.
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M.B.A. Examination
OPERATIONS MANAGEMENT

Paper : 206
(Semester-II)

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 : Answer *one* question from each unit as directed. All questions carry equal marks.

UNIT-I

1. Explain the concept of Operations Management System by highlighting its role and functions.

OR

2. Describe the various responsibilities of each personnel who are part of Operations department.

UNIT-II

3. Explain various factors need to be consider during purchasing the materials and other resources.

OR

4. From the given data, forecast the value of sales for 6th week by using Linear Regression method :

Week	1	2	3	4	5
Sales ('000)	150	157	162	166	177

UNIT-III

5. Define Production Control System, and explain its importance in Operations management.

OR

6. From the following table, calculate the values of CPM, EST and LST :

Activity	1-2	1-3	2-4	2-5	3-4	4-6	5-6	6-7
Duration	6	4	5	3	6	8	4	3

UNIT-IV

7. What is Control Chart ? Explain its types.

OR

8. From the following observations, construct Mean and Range charts, and comment :

Sample No.	A	B	C	D
Mean	2.05	2.12	2.07	2.19
Range	0.1	0.15	0.23	0.62

Note : Each sample having five observations.

(For $n = 5$, $A_2 = 0.58$, $D_3 = 0$, $D_4 = 2.115$)

UNIT-V

9. Explain the different stages of developing the product layout.

OR

10. Highlight the various factors need to be considered while planning the facility location.
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M.B.A. Examination
RESEARCH METHODOLOGY

Paper-207
(Semester-II)

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. Discuss the utility of research methods in Management and Commerce.

OR

2. What is the difference between research method and research methodology ?

UNIT-II

3. What are characteristics of good research design ?

OR

4. Write a short note on the following :

- (a) Cluster sampling.
- (b) Multi-stage sampling.

UNIT-III

5. Examine the merits and limitations of the observation method in collecting material. Illustrate your answer with suitable examples.

OR

6. Enumerate the different methods of collecting data. Which one is the most suitable for conducting an enquiry regarding family welfare programme in India? Explain its merits and demerits.

UNIT-IV

7. Define multiple regression. Discuss its applications with the help of examples from atleast two functional areas of Management.

OR

8. Write a short note on the following :

- (a) ANOVA.
- (b) Discriminant Analysis.

UNIT-V

9. Discuss the utility of tables and graphs for analysing primary as well as secondary data with the help of examples.

OR

10. What are the various types of research reports ? Write down the stepwise procedure of preparation of final research report.
