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M.B.A. Examination
STRATEGIC ANALYSIS

Paper-301
(Semester-III)

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. List the Features/Major Dimensions of Strategic Decision Making. Discuss the strengths and weaknesses of formal strategic planning.
2. Write a detailed note on strategic mission and vision formulation. How are objectives and goals derived to the suitability of competition?

UNIT-II

3. (a) What is meant by competitive advantage?
(b) When is a company's competitive advantage most likely to endure overtime?
(c) What measures can we use for assessing resource utilization? How resources influence our strategy?
4. (a) Define and explain Value Chain Analysis (VCA).
(b) What are the benefits of Benchmarking? How Benchmarking helps us to learn from the best of the best.

UNIT-III

5. What is environmental forecasting? Compare and contrast trend extrapolation with the writing of scenarios as forecasting techniques.
6. Explain necessity of Competitor Analysis in today's dynamic environment and also elaborate various aspects and components of Competitor Analysis. What is the process for developing a Competitor Analysis?

UNIT-IV

7. (a) Differentiate Horizontal Integration and Vertical Integration of companies.

- (b) Discuss the nature and the pros and cons of a "friendly merger" versus "hostile takeover" in acquiring another firm. Give examples.
8. What is diversification? Is diversification successful to reduce risk of business? Distinguish between the diversification and divestment.

UNIT-V

9. Write short notes on TOWS Matrix. How can TOWS Matrix be used for analyzing strategic situation of a company?
10. Write short notes on the following :
- (a) Corporate portfolio analysis.
 - (b) Competitors and SWOT analysis for strategic choice.
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M.B.A. Examination

MANAGEMENT INFORMATION SYSTEM

Paper - 302

(Semester-III)

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) How is MIS applied in Financial Management? Discuss in detail its applications including accounting, query, decision analysis etc.
- (b) Explain briefly how computer based information systems can enhance marketing function in a firm.

2. How computers aid MIS in organizations for smooth data collection, storage, extraction, information generation and dissemination?

UNIT-II

3. Explain various applications of Operations research in management.
4. Using following details draw a PERT chart and calculate Project duration :

Activity	Name	Time	Activity	Name	Time (days)
1-2	A	4	5-6	G	4
1-3	B	1	5-7	H	8
2-4	C	1	6-8	I	1
3-4	D	1	7-8	J	2
3-5	E	6	8-10	K	5
4-9	F	5	9-10	L	7

UNIT-III

5. (a) What do you understand by Decision table & Structure chart? Discuss its utility.
- (b) What are the data flow diagrams? How are they different from Structure charts?
6. Why is system maintenance necessary? Discuss the types of system maintenance.

UNIT-IV

7. (a) Explain the purposes of a database.
(b) Explain the process of normalization from 1NF to BCNF stage with example.
(c) Specify the difference between physical and logical data independence.
8. Why would you choose a database system instead of simply storing data in files? When would it make sense not to use a database system?

UNIT-V

9. Discuss various social dimensions of computerization.
 10. (a) "Technology helps to minimize errors, but increases crime"- Comment. Illustrate your answer with examples. Describe legal remedies available to Indian consumer.
(b) What are computer crimes? Also explain the methods of minimizing risk in information system.
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M.B.A. Examination
INDIAN FINANCIAL SYSTEM

Paper : FM-01
(Semester-III)

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 from *five* units, not more than *one* question from each unit. All questions carry equal marks.

UNIT-I

1. Discuss the scenario of financial system in India.
2. Elaborate how financial system is responsible for economic growth of an economy.

UNIT-II

3. Discuss the main features of monetary policy.

4. Discuss the powers and functions of IRDA.

UNIT-III

5. Define capital market and discuss its structure in India.
6. Discuss the evolution of foreign exchange market and its present structure.

UNIT-IV

7. Discuss the scope of financial services in India.
8. Write a note on :
 - (a) Players in stock market.
 - (b) Demat services.

UNIT-V

9. Write a detailed note on Investment Policies of Commercial banks.
 10. Highlight the reforms that have taken place in insurance sector.
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M.B.A. Examination

ADVANCED FINANCIAL MANAGEMENT

Paper : FM-07

(Semester-III)

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 at least *one* question from each Section. All questions carry equal marks.

SECTION-I

1. What is meant by Risk? Differentiate (giving examples) between Systematic and Unsystematic Risk. How does Decision Tree Analysis help in measuring and/or evaluating risk?

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[P.T.O.]

2. A company is considering two mutually exclusive projects X & Y. Project X costs Rs. 30,000 and Project Y costs Rs. 36,000. You have been given below the net present value and probability distribution for each project:

Project X		Project Y	
NPV estimate (Rs)	Probability	NPV Estimate (Rs)	Probability
3,000	0.1	3,000	0.2
6,000	0.4	6,000	0.3
12,000	0.4	12,000	0.3
15,000	0.1	15,000	0.2

- (i) Compute the expected NPV of project X & project Y.
- (ii) Compute risk attached to each project i.e. standard deviation of each probability distribution.
- (iii) Which project do you consider more risky and why?

SECTION-II

3. What is meant by Working Capital? What are the various components of Working Capital? What are the various sources to finance the Working Capital requirements of a firm?
4. "Working Capital Management is nothing more than deciding about the level, structure and financing of current assets". In light of the above statement explain the need and approaches of Working Capital Management.

SECTION-III

5. What do you mean by inventory management? Explain and illustrate various techniques of inventory management.
6. For better management of receivables and avoidance of bad debts, what points should a company consider while Credit Rating a customer and fixing its credit policy?

SECTION-IV

7. Clarify the concept of Acquisition and Takeover, and explain the strategies suited for the two.
8. What is Merger? Enumerate different types of Merger. What are the potential economic advantages to a firm from Mergers?

SECTION-V

9. What is meant by Corporate Valuation? When is it needed? What are the major factors that should be kept in mind while valuing a firm? Discuss & illustrate.
 10. "The Discounted Cash Flow (DCF) approach is conceptually the most ideal among various approaches for business valuation". Do you agree? Explain your answer.
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M.B.A. Examination

MARKETING RESEARCH

Paper : MM-01

(Semester-III)

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

UNIT-I

1. What do you understand by Marketing Research? Explain its scope and significance.
2. Write down various steps in the process of Marketing Research.

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[P.T.O.

UNIT-II

3. Define Research Design and explain its types.
4. Differentiate Quasi-Experimental and Experimental research designs with suitable examples.

UNIT-III

5. What are the basic methods of data collection? Explain.
6. Write down different steps involved in the questionnaire preparation.

UNIT-IV

7. Define sampling and elaborate its designs.
8. Distinguish between Probability and Non-Probability Sampling Methods.

UNIT-V

9. Write down the applications of Marketing Research.
 10. Discuss different steps for preparing the Marketing Research Report.
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M.B.A. Examination
STRATEGIC MARKETING

Paper-MM-03

(Semester-III)

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. "Strategic marketing is considered as a more complex process in comparison to marketing". Do you agree with this statement? Explain.
2. Describe the market situation tactics employed by firm. Highlight the approaches to be used in each of the different types of such tactics.

UNIT-II

3. "It is argued that in some situations, standardization strategy is better than adaptation strategy in international marketing". Justify the above statement with appropriate examples.
4. What do you understand by market challenge? What would be suitable market challenger strategy for the electronic industry?

UNIT-III

5. For each of these business strategies, describe how they are used, under which conditions they are used, and associated benefits and risks ?
6. Write your opinion on the topic of: "Market Follower Strategy". Also give examples.

UNIT-IV

7. What is an importance of role played by competitive market strategies for emerging industries at international market? Explain with suitable examples.
8. What are the major challenges before an emerging industry and discuss the appropriate strategy to excel at this stage ?

UNIT-V

9. Argue the best strategy at international marketers needs to consider when setting prices outside the home country?
 10. Write a detailed note on the usefulness and selection of trade fair as a promotional tool in international marketing.
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M.B.A. Examination
INDUSTRIAL RELATIONS

Paper : HRM-01
(Semester-III)

Time : Three Hours] [Max. Marks : { Regular : 80
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 do you mean by Industrial Relations? Discuss the main approaches to the study of Industrial Relations. 12(20)
2. Write notes on the following :
 - (a) Factors determining the Industrial Relations. 6(10)
 - (b) Significance of Industrial Relations. 6(10)

UNIT-II

3. "Trade Union in India have failed to serve the objectives for which they were formed." Do you agree ? Give reasons. 12(20)
4. "Trade Union movement in India has not developed on healthy lines." Discuss. 12(20)

UNIT-III

5. Explain the machinery provided under the Industrial disputes Act for the settlement of Industrial disputes. Is this machinery adequate ? 12(20)
6. Define Industrial disputes. What are the main causes of Industrial disputes in India ? 12(20)

UNIT-IV

7. What is meant by collective bargaining ? What are its objectives ? 12(20)
8. Write notes on the following :
 - (a) Approaches of collective bargaining. 6(10)
 - (b) Growth of collective bargaining management. 6(10)

UNIT-V

9. "Workers participation in management has failed in India."
Do you agree ? Give reasons. 12(20)
10. What do you understand by workers participation in
management ? Explain its objectives and methods in detail.
12(20)
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