

Total No. of Questions – 10]
(1117)

[Total Pages : 3

9173

M.B.A. Examination
STRATEGIC ANALYSIS
Paper – 301
(New Syllabus)
(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) Explain the strategy formulation process with example.
(b) Explain the concept of Goal Setting. Why does Goal Setting generally fail ?
2. Define strategic decision-making process. How strategic decisions are different from other kinds of decisions ?

UNIT-II

3. (a) Explain Balanced Score Card technique.
(b) Define core competencies. How can a corporation identify its core competencies and its distinctive competencies ?
4. Explain the steps involved in value chain analysis. How can value-chain analysis help to identify a company's strengths and weaknesses ?

UNIT-III

5. What is environmental uncertainty ? Discuss in brief that how a corporation identify strategic factors in the external international environment.
6. Distinguish between general and relevant environment and differentiate between external and internal components of environment and how these are described ?

UNIT-IV

7. What is turnaround strategy ? In which situations, this strategy must be applied ? Distinguish the turnaround strategy with combination strategy.
8. (a) Differentiate Horizontal Integration and Vertical Integration.
(b) "Capital budgeting technique of evaluating merger proposition is the most appropriate." Do you agree with this ? Elucidate the statement.

UNIT-V

9. (a) SWOT analysis, by itself, is not a panacea – discuss.
(b) "Should we invest more in our strengths to make them even stronger or should we invest in our weaknesses to at least make them competitive ?" Elucidate the statement.
10. What are the major factors used in Corporate Portfolio Analysis ? Discuss in detail.
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Total No. of Questions – 10]
(1117)

[Total Pages : 3

9174

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. Explain in detail what is meant by Management Information System. Also, provide the detail about sub-systems of MIS.
2. (a) Explain in brief the emergence of MIS.
(b) What are computer-based systems ? Explain the relation between different types of computer-based systems.

UNIT-II

3. Explain the management decision-making. Explain different types of decisions.
4. What are the decision-making techniques. Explain GDSS in detail with examples.

UNIT-III

5.
 - (a) Give an overview of System development life cycle.
 - (b) What are the different characteristics and elements of a system ?
6.
 - (a) What is Structure Analysis ? Explain its importance in the system analysis.
 - (b) What is meant by Unstructured Analysis ? Explain with the help of at least *two* techniques used for unstructured analysis.

UNIT-IV

7. What are the different types of Database Management Systems ?
8.
 - (a) Why is Normalization of data required ? What are the different normalization forms ?
 - (b) Explain Hierarchical and relational data models with examples.

UNIT-V

9. (a) Define cyber crime and how a user can avoid being a victim of such crimes.
- (b) What are the ethical and legal issues which have cropped up in management information system because of the computerization ?
10. (a) What should a user do if he/she is a victim of a cyber-crime ?
- (b) In what ways computer viruses can harm a Management Information System ? Give examples of some viruses which have impacted the systems adversely in the past. Also, list out some of the measures which should be taken to minimize such risks.
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Total No. of Questions – 10]

[Total Pages : 2

(1117)

9175

M.B.A. Examination

INDIAN FINANCIAL SYSTEM

Paper : FM-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 *five* questions in all, selecting *one* question from each Unit. All questions carry equal marks.

UNIT-I

- 1. Elaborate the structure of Financial system in India.**
- 2. Highlight the role of Financial system in capital formation of an economy.**

9175/700/777/309

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UNIT-II

3. Discuss in detail the main functions of RBI.
4. Elaborate the main regulations of SEBI issued for regulating Securities markets in India.

UNIT-III

5. Define Money market. Discuss its components and sub-components.
6. Write notes on the following :
 - (i) Exchange Rate Management.
 - (ii) Reforms in Capital Market.

UNIT-IV

7. Discuss the nature and scope of Financial services.
8. What is E-trading ? Write the benefits of Scripless trading.

UNIT-V

9. Elaborate the recent trends in Commercial banks.
10. What is the role of Development banking in Industrial financing in India ?

Total No. of Questions – 10]
(1117)

[Total Pages : 3

9176

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

SECTION-I

1. What is meant by Capital Budgeting ? What are the various types of risks that affect the Capital Budgeting decisions of a firm ? What are the critical factors that need to be observed while making Capital Budgeting decisions under 'risk' ?
2. Elucidate with illustrations measurement of risk using Standard Deviation, Coefficient of variation and decision tree analysis ?

9176/700/777/310

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SECTION-II

3. What is meant by Working Capital Management ? Why is it essential ? What are the factors which should be considered while determining the working capital requirement of a company ?
4. Prepare an estimate of the Working Capital requirement from the following information of a trading concern :
- | | |
|---|----------------|
| (a) Projected annual sales | 1,00,000 units |
| (b) Selling price | Rs. 8 per unit |
| (c) Profit margin on sales | 25% |
| (d) Average credit period allowed to customers | 8 weeks |
| (e) Average credit period allowed by suppliers | 4 weeks |
| (f) Average stock holding in terms of sales requirement | 12 weeks |
| (g) Allow 10% for contingencies | |

SECTION-III

5. What is meant by Inventory Management ? What are its objectives ? How are different inventory levels fixed by a firm ?
6. What is Cash Management ? Explain with examples various models of Cash Management.

SECTION-IV

7. What do you mean by a Corporate Merger ? What can be the probable reasons for the same ? Outline various steps involved in a Merger.
8. Differentiate between a Merger and Acquisition ? Explain Legal and Procedural aspect of mergers in India.

SECTION-V

9. Explain and differentiate between Book Value and Market Value. Explain and illustrate the adjusted Book Value approach of corporate valuation.
 10. Explain the following with example :
 - (i) Stock and Debt Approach.
 - (ii) Free Cash Flow to firm and its components.
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Total No. of Questions – 10]
(1117)

[Total Pages : 2

9177

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 five questions in all, selecting *one* question from each Unit. Each question carries equal marks.

UNIT-I

1. What is Marketing Research ? What are the possible areas of Marketing Research.
2. Explain the steps of Marketing Research process in detail.

UNIT-II

3. What do you understand by the term Research Design ? What are the different types of Research Design ?

9177/700/777/311

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4. Discuss the various types of Experimental Research Designs.

UNIT-III

5. What problems are faced by the researcher regarding the Cross-tabulation Analysis ?
6. Discuss the various steps in Questionnaire Design.

UNIT-IV

7. Discuss the advantages and limitations of Sampling.
8. What is Stratified Sampling ? When would you use a disproportionate stratified sample ? How does it differ from proportionate sampling ?

UNIT-V

9. Discuss the scope, relevance and significance of product research function in the Current Market Scenario.
10. Discuss Sales Promotion Research in detail.

Total No. of Questions – 10]
(1117)

[Total Pages : 2

9178

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. What are the changes taking place in the Indian environment which support the study of business policy ?
2. Discuss various objectives of strategic marketing along with challenges involved at international market.

UNIT-II

3. Enumerate the various challenges to be faced while formulating a strategy for market leader.

9178/700/777/312

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4. Explain the various marketing strategies and also give your opinion in the favour of best marketing strategy by giving some examples.

UNIT-III

5. Based on the idea of the business definition of a company of your choice, identify the business strategies that company could adopt.
6. Write your opinion on the topic of : "Market Nicher Strategy". Also give examples.

UNIT-IV

7. What should be the effective strategy for declining industry ? Give your views.
8. What role would competitive market strategies play at international market ? Explain with suitable examples.

UNIT-V

9. Build up an argument to demonstrate how most competitive interaction occurs at the level of business strategy and where competitive advantage in an industry is won or lost by a company.
10. Define the role of sales promotion in competitive marketing. Explain with the example of automobile industry.

Total No. of Questions – 10]
(1117)

[Total Pages : 3

9179

M.B.A. Examination

INDUSTRIAL RELATIONS

Paper : HRM-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 *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 ? Explain the objectives of Industrial Relations. 12(20)
2. "Industrial Relations in India are largely regulated, shaped and structured by the state." Comment. 12(20)

UNIT-II

3. What are the weaknesses of Trade Unions in India ? Suggest measures to improve Trade Union Movement in the country. 12(20)
4. Explain briefly the Trade Union Movement in India. 12(20)

UNIT-III

5. Write notes on the following :
 - (a) Impact of Industrial Disputes on the Production and Economic development of the Country. 6(10)
 - (b) Forms of Industrial Disputes. 6(10)
6. Distinguish between Arbitration and Adjudication. Give reasons for the failure of arbitration in India. 12(20)

UNIT-IV

7. Explain the process of Collective bargaining. Outline the pre-requisites for the success of collective bargaining. 12(20)
8. What is meant by Collective bargaining ? Explain its approaches and functions in detail. 12(20)

UNIT-V

9. Define Joint Management Council. Explain the progress and working of Joint Management Council (JMC) in India. 12(20)
10. Write notes on the following :
- (a) Labour Welfare. 6(10)
 - (b) Workers' Participation in Management. 6(10)
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Total No. of Questions – 10]
(1117)

[Total Pages : 3

9181

M.B.A. Examination
LABOUR LEGISLATION

Paper – HRM-06

(New Syllabus)

(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. Select *one* question from each Unit.

UNIT-I

1. What is a factory as per Factories Act, 1948 ? Discuss the provisions of Factories Act, 1948 regarding safety and welfare of workers.
2. Write notes on the following :
 - (a) Schemes sanctioned under Provident Fund Act, 1952.
 - (b) Agencies looking after Provident Fund, 1952.

9181/700/777/315

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UNIT-II

3. Describe the salient features of Minimum Wages Act, 1948.
4. Discuss the different provisions of Payment of Wages Act, 1936 w.r.t. following :
 - (a) Responsibility for payment of wages.
 - (b) Fixation of wage periods and Time of Payment of Wages.
 - (c) Permissible deduction under the Act.
 - (d) Power of Inspector.

UNIT-III

5. Describe the various dispute settlement methods given in the Industrial Dispute Act, 1947.
6. What constitutes an industrial dispute as per the Industrial Dispute Act, 1947 ? Who is a workman under the given Act ? Explain the concept of retrenchment and layoff as per the Act.

UNIT-IV

7. Discuss the salient features of Maternity Benefit Act, 1961.
8. Describe the provisions concerned with the Registration and Licensing as per Contract Labour Act, 1970. What are the welfare services a contract labour is to be given in the Aforementioned Act ?

UNIT-V

9. Write a detailed note on the types of benefits worker covered under The Employees State Insurance Act, 1948 can avail.

 10. Discuss the various provisions of Trade Union Act, 1926.
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