

Total No. of Questions - 10]
(2081)

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M.B.A. Examination

STRATEGIC MANAGEMENT

Paper - 401

(Semester-IV)

Time : Three Hours]

[Maximum Marks : 60

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. 'Strategy Formulation is a rational process while Strategy Implementation is basically an operational process'. Discuss.
2. Discuss different steps involved in the Strategy Implementation Process.

UNIT-II

3. What role does an organization structure play in the Implementation of Strategy of a firm?

4. Discuss the business situation in which the multidivisional structure is most appropriate?

UNIT-III

5. What do you understand by 'strategic change'? Discuss three kinds of strategic changes that most of the companies pursue at least *one* of them.
6. Discuss the process of determining the need for Strategic change.

UNIT-IV

7. What is Leadership Implementation? What are different sources of organization power and politics?
8. How is staffing is related to Strategy? What are major production policies important for strategy implementation?

UNIT-V

9. Differentiate between Organizational Control and Strategic Control.
10. Discuss different steps involved in the process of Strategic Control.

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M.B.A. Examination

**SECURITY ANALYSIS AND INVESTMENT
MANAGEMENT**

**Paper – FM-02
(Semester–IV)**

Time : Three Hours]

[Maximum Marks : 60

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 unit. All questions carry equal marks.

UNIT-I

- 1.** How stock exchanges are organized in India? Which main functions are performed by stock exchanges in India?
- 2.** What is the procedure of getting listed with stock exchange/s? What are the benefits of such listing to the companies?

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[P.T.O.]

UNIT-II

3. What are different methods of issuing shares through New Issue Market? Write merits and demerits of any *three* methods.
4. What is the process of underwriting? What are the benefits of availing the facility of underwriting to the companies?

UNIT-III

5. (a) What is intrinsic value method of valuation of share? Write with example.
(b) The shares of Suryaveer Company Ltd. are purchased by Mr. Bobby. The capitalization rate is 15% and the current dividend is Rs. 2 per share. The dividend growth is at an average rate of 7%. Compute the value of equity share.
6. Why company analysis is done? How financial analysis is done for proper company analysis?

UNIT-IV

7. "Technical Analysis is the forecasting of future financial price movements based on an examination of past price movements." Explain the statement considering the need of technical analysis.

8. Explain the Dow Jones theory. How far it is useful in security analysis and investment management?

UNIT-V

9. What is portfolio management process? Why portfolio management is necessary?
10. (a) What are systematic and unsystematic risks in portfolio management?
- (b) What is the need of Income portfolio strategies?
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M.B.A. Examination

**PROJECT PLANNING ANALYSIS AND
MANAGEMENT**

Paper - FM-10

(Semester-IV)

Time : Three Hours]

[Maximum Marks : 60

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 Project management? Explain various steps of generation and screening of project idea.
2. Why is capital expenditure considered as the most important decision taken by a firm?

UNIT-II

3. Explain Technical analysis. What are the various problems in technical analysis and give suggestions to overcome these problems?
4. Define break-even point. How is it calculated for a new project?

UNIT-III

5. Compare and contrast the UNIDO approach and Litter-Mirrlees approach of social cost benefit analysis.
6. Explain the *three* stages of project risk analysis.

UNIT-IV

7. What is CPM? Explain its significance of Project management and differentiate between PERT and CPM.
8. What is crashing activity? What type of activities are considered for crashing? How should one prioritize the activities for crashing?

UNIT-V

9. What do you understand by Environment appraisal of Project? Explain various methods of Environment appraisal and their relevance.

10. What are the problems currently faced by public sector enterprises in India with regard to time and cost overrun? How can such problems be overcome?

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M.B.A. Examination
ADVERTISING MANAGEMENT

Paper – MM-02

(Semester-IV)

Time : Three Hours]

[Maximum Marks : 60

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 advertising for good cause with *two* examples.
2. Define Advertising. Discuss some of the aspects of the communication program that advertisers may wish to test. Provide some examples.

UNIT-II

3. Selective Demand can be created by advertising. Explain with *two* examples.

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[P.T.O.]

4. 'Advertisement campaign affects market positioning'. Criticize.

UNIT-III

5. Write short notes on :
- (a) Copyright.
 - (b) Logo.
 - (c) Integrated Marketing Communication (IMC).
 - (d) Media planning.
 - (e) Publicity.
6. Design step by step advertisement programme for apple juice produce from Chamba.

UNIT-IV

7. In meeting with your new boss, he informs you that the only goal of advertising and promotion is to generate sales. Present your argument as to why communications objectives must also be considered.
8. Some of the reasons advertising agencies continue to set budgets using "top-down" budgeting methods. Discuss.

UNIT-V

9. What are promotional products? List some of the advantages and disadvantages of this medium. Provide examples where the use of this medium would be appropriate.

10. Explain what is meant by creative strategy and creative tactics in advertising ? Discuss with an example of an advertising campaign and evaluate the creative strategy and tactics used in the ads.
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M.B.A. Examination
RURAL MARKETING

Paper – MM-04
(Semester-IV)

Time : Three Hours]

[Maximum Marks : 60

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 opportunities in the Rural Markets in India ?
2. Discuss the various factors affecting Rural Marketing environment.

UNIT-II

3. What do you mean by Media Planning ? How it is even more useful for a company in targeting rural market.

4. What is marketing of agricultural inputs ? Discuss.

UNIT-III

5. Discuss the classification of agricultural products with particular reference to reasonability and perish ability.
6. Write a note on marketing structure and performance.

UNIT-IV

7. Discuss the role of central and state governments in Agricultural Marketing.
8. Write short notes on :
- (a) Determination of Agricultural Prices.
 - (b) Marketing Margins.

UNIT-V

9. Discuss the problems of agricultural marketing in India.
10. Explain the scope and role of co-operative marketing in India.
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M.B.A. IVth Semester Examination
ADVANCED INDUSTRIAL PSYCHOLOGY
Paper-HRM-02
(New Syllabus)

Time : Three Hours]

[Maximum Marks : 60

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 concept of Industrial Psychology. Discuss the evolution and development of Industrial Psychology.
2. Explain different types of Psychological Tests along with their limitations.

UNIT-II

3. Explain Components of Attitude. Explain different methods to measure Attitude.
4. With the help of example explain the cognitive dissonance theory. How can we measure A-B relationship?

UNIT-III

5. Discuss Classical Conditioning in detail with example.
6. Discuss Operant Conditioning. Throw some light on its practical applications.

UNIT-IV

7. Define Personality. Discuss MBTI and Type A and Type B Personality.
8. What is Group Decision-Making? Explain techniques of Group Decision-Making with their merits and demerits. What are the characteristics of Formal Group and Informal Group?

UNIT-V

9. Explain Organizational Stress and its causes. Discuss various ways in coping with stress.

10. Why "working conditions" are important for Organization?
What measures organization can take to avoid boredom and
monotony among employees ?

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M.B.A. Examination

STRATEGIC HUMAN RESOURCE DEVELOPMENT

Paper – HRM-05

(Semester-IV)

(New Syllabus)

Time : Three Hours]

[Maximum Marks : 60

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. Differentiate between traditional and strategic HRM. What are the challenges of strategic HRM in present scenario ?
2. Define Human resource planning and its objectives. State the various types of Human resource planning in SHRM.

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UNIT-II

3. "Implementation of HR strategies can enhance organisational performance". Explain and state the various steps in implementation of HRD programs. 12
4. Write short notes on :
 - (a) HRD Matrix.
 - (b) HRD Scorecard.
 - (c) Importance of HRD.

UNIT-III

5. Elaborate the term Career Planning and Succession Planning. Discuss the relationship between both of them and also state various HR strategies for the development of Individual and Organisational Performance. 12
6. Discuss the competency mapping models of HRM. Explain the various career path an employee can follow for a good career management. Illustrate with an example.

UNIT-IV

7. How self-management and emotional intelligence play a crucial role in developing HRD climate. Explain this statement in the light of various determinants of HRD climate, which influence organisational performance. 12

8. Write short notes on :

- (a) HRD Culture and Climate.
- (b) Emotional Intelligence.
- (c) Counselling and Mentoring.

UNIT-V

9. Discuss the strategic framework for HRD and also state how these framework play a significant role in making benchmark and HRD Audit. 12

10. Write short notes on any *two* of the following :

- (a) HRD Audit.
 - (b) HRD and Diversity.
 - (c) HRD and Business Strategy.
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