

Total No. of Questions – 10]
(2031)

[Total Pages : 2

8216

M.B.A. Examination

STRATEGIC MANAGEMENT

Paper-401

(Semester-IV)

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

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 forward and backward linkage? Discuss the role of corporate headquarters in managing linkages.
2. Discuss the relationship between strategy formulation and strategy implementation. What are the main differences between strategy formulation and strategy implementation?

UNIT-II

3. How does the analysis of a company's organization structure allow you to propose changes in the organizational structure to improve performance?
4. What is the relationship between structure and strategy? Discuss the procedure for fitting structure to strategy.

UNIT-III

5. What is the need for strategic change? Discuss different types of strategic change.
6. Explain important organization development interventions. Discuss the basis of selecting appropriate OD interventions.

UNIT-IV

7. Explain different sources of organizational power and politics. What is the role of organizational power and politics in functional implementation of strategy?
8. Discuss important functional strategies in the form of marketing policies and production policies.

UNIT-V

9. Explain the process of strategic control.
10. What is the procedure implementing strategic control?

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8217

M.B.A. Examination

**SECURITY ANALYSIS AND INVESTMENT
MANAGEMENT**

Paper-FM-02

(Semester-IV)

Time : 3 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 at least *one* question from each Unit. All questions carry equal marks.

UNIT-I

1. Write an essay on the growth of Stock Exchanges in India. Also describe various departments of a Stock Exchange.

8217/600/777/486

[P. T. O.]

OR

Explain the role of Stock Exchange in context of Share Markets.

UNIT-II

2. Explain the investor's protection measures taken by the regulatory authorities in the primary market.

OR

How does book building differ from private placement?

UNIT-III

3. What are the methods adopted to analyse the financial statements of a company?

OR

How does debt brings about financial leverage in the earnings of common stock? What are the advantages and disadvantages of leverage from the point of view of equity holders?

UNIT-IV

4. What is a point and figure chart and how is it used?

OR

The nature of the triangles gives different indications.
Comment.

UNIT-V

5. What do you mean by Portfolio Formation? What are the steps involved in a suitable portfolio formation?

OR

State the traditional approach in the construction of a portfolio.

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8218

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. Discuss the considerations and guidelines helpful in generating and screening of project ideas.
2. What do you mean by capital budgeting decisions? Discuss its importance.

8218/600/777/495

[P.T.O.]

UNIT-II

3. Define Market demand analysis. Briefly explain the methods for demand forecasting.
4. What are the components of cost of project? Discuss them in detail.

UNIT-III

5. Discuss the different approaches to perform Risk Analysis and Assessment? Compare and contrast.
6. Explain the principal sources of discrepancy between social costs and benefits on the one hand and monetary costs and benefits on the other.

UNIT-IV

7. How would you calculate the variability of project duration and probability of completion at a specified time? Illustrate.
8. What do you mean by project review? Explain various facets of project review.

UNIT-V

9. What do you mean by Project financing? Describe briefly the various means of financing a project.

 10. What do you understand by Environment appraisal of Project? Explain various factors affecting Environment appraisal?
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Total No. of Questions – 10]
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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. All questions carry equal marks.

UNIT-I

1. Explain Wilbur Schramms Model.

2. Write short notes on :
 - (a) Advertising.
 - (b) Sales promotion.
 - (c) Telemarketing.
 - (d) Corporate advertising.
 - (e) Media mix.

(2×6=12)

8219/600/777/493

[P.T.O.]

UNIT-II

3. Define Cognitive Dissonance. Explain with example.
4. How Advertisement influences primary demand? Discuss.

UNIT-III

5. Media planning involves a trade-off between reach and frequency. Discuss the role of optimizers in media planning.
6. Design an advertising campaign planning for Apple Jam produce from Kinnaur.

UNIT-IV

7. Critics of the percentage-of-sales method of budget setting contend that this method "reverses the advertising and sales relationship" and that it "treats advertising as an expense rather than an investment". Explain what these arguments mean and discuss their merits.
8. What is meant by a qualitative media effect? Choose a specific magazine and discuss the nature of the media environment in that publication.

UNIT-V

9. Discuss the role of sales promotion as a part of the promotional mix and how it can be integrated with other marketing communication tools.

 10. Explain how various support media be used as part of an Integrated Marketing Communication (IMC) program. Take any *three* of the media of your choice and explain how they might be used in an IMC program for automobiles, cellular telephones, and Internet services?
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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. What are the challenges for markets in rural India?
2. What are the social and cultural environmental factors that are affecting rural marketing?

UNIT-II

3. Describe the problems encountered by rural marketers in distribution channels.
4. What do you mean by marketing of agricultural inputs? Discuss.

UNIT-III

5. Discuss the organisation and functions of agricultural marketing in India.
6. Explain the processing facilities for different agricultural products.

UNIT-IV

7. Explain the role of agricultural price commission in agricultural market.
8. Discuss the importance of institutions and organisations in agricultural marketing.

UNIT-V

9. Explain the unique features of commodity markets in India.
10. Discuss the benefits and limitations of Co-operative Marketing in India.

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M.B.A. IVth Semester Examination
ADVANCE INDUSTRIAL PSYCHOLOGY

Paper–HRM-02

(New Syllabus)

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.

UNIT-I

1. Discuss the aim and scope of Industrial Psychology and where do we apply the Industrial Psychology?
2. What are the various kinds of Psychological tests undertaken to test the Industrial Psychology?

UNIT-II

3. How do we use the A-B relationship in attitude and how it is related to the cognitive dissonance theory of attitude measurement?
4. Explain the Job analysis, job enlargement and job enrichment. How these three are significant in Human engineering?

UNIT-III

5. Discuss in detail the Pavlov condition theory. Discuss in detail about the conditions of learning and development process.
6. How the cognitive learning of an individual is differentiated from the development of the individual?

UNIT-IV

7. Discuss in detail the various theories given by psychoanalysts of personality?
8. What is the difference between formal and informal groups? State various features of the formal and informal groups found in the organisations.

UNIT-V

9. What are the major reasons behind stress and discuss the various strategies used to cope with the stress?
 10. What are the various kinds of working conditions faced by the organisations and what are the measures used by the organisations to improve the working conditions?
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Total No. of Questions : 10]

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M.B.A. Examination

STRATEGIC HUMAN RESOURCE DEVELOPMENT

Paper-HRM-05

(Semester-IV)

(New Syllabus)

Time : 3 Hours]

[Max. Marks : { Regular : 60
Private/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 Unit. All questions carry equal marks.

UNIT-I

1. Discuss the role of human resource management in strategic management.

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[P. T. O.]

2. What are the objectives of strategic human resource management? Discuss the evolution of strategic human resource management.

UNIT-II

3. Explain the meaning and importance of human resource development.
4. Write down the instruments and outcomes of human resource development.

UNIT-III

5. What is career planning process? How can the career planning process be made effective?
6. Write short notes on :
 - (a) Competency Mapping.
 - (b) Career Management.

UNIT-IV

7. Write down the determinants of human resource development climate in detail.

8. What is counselling? Discuss the types of counselling.

UNIT-V

9. Discuss the meaning and significance of strategic human resource development.
10. What do you mean by human resource development Audit and why is it important?
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