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**8197**

**M.B.A. (IInd Semester) Examination**

**ORGANIZATIONAL EFFECTIVENESS CHANGE &  
ORGANIZATIONAL DEVELOPMENT**

**Paper-201**

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. Deliberate on the role and skills of change agent. Explain the critical role of top management in the change management process.
2. Discuss the strategies for bringing change in a organization.

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## UNIT-II

3. Explain the concept of organizational effectiveness. Discuss the various approaches to organizational Effectiveness.
4. Discuss the process of organizational diagnosis.

## UNIT-III

5. Define Organization Development. Discuss the Action Research Model.
6. Discuss the basic assumptions about people as individuals, in groups and in total systems in organization underlying organization development activities.

## UNIT-IV

7. Explain how sensitivity training intervention enables personal growth and development of individuals. Discuss how third party peacemaking intervention can control or resolve the conflict.
8. Write short notes on the following :
  - (a) Transactional Analysis.
  - (b) Life and Career Planning Interventions.

## UNIT-V

9. Technology has made organizational life more complex, therefore building effective teams is becoming necessary. Discuss the Team Building interventions that can be used to create effective teams.
10. Write notes on the following :
- (a) Managerial Grid.
  - (b) MBO.
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**8198**

**M.B.A. Examination**

**MANAGEMENT SCIENCE-II**

**Paper-202**

**(Semester-II)**

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. Write a note on executive problems and scope for quantification. (12)
2. Explain inequalities and their representation on graphs with example. (12)

## UNIT-II

3. "Operation Research is an aid for the executives in decision making by providing the needed quantitative information based on the scientific method of analysis." (12)
4. Discuss how Operations Research techniques are helpful in decision-making. (12)

## UNIT-III

5. "Most of the Quantitative Techniques (including Linear Programming) are sophisticated and cannot really be used for real managerial decision." Do you agree? Also justify your view point. (12)
6. Outline the steps involved in the simplex algorithm for solving a linear programming maximization problem. Also define the technical terms used therein. (12)

## UNIT-IV

7. Discuss the similarities and differences between the stepping-stone method and the MODI overcome the problem. (12)
8. What is an unbalanced assignment problem? How is the Hungarian Assignment Method applied in respect of such a problem? (12)

## UNIT-V

9. The primary contribution of game theory has been its concept rather than its format application to solving real-life problems." Do you agree? Justify your view point. (12)
10. Two firms A and B make colour and black and white television sets. Firm A can make either 150 colour sets in a week or an equal number of black and white sets and make a profit of Rs. 400 per colour set and Rs. 300 per black and white set. Firm B can, on the other hand, make either 300 colour sets, or 150 colour and 150 black and white sets, or 300 black and white sets per week. It also has the same profit margin on the two sets as A. Each week there is a market of 150 colour sets and 300 black and white sets and the manufacturers would share market in the proportion in which they manufacture a particular type of set.

Write the pay-off matrix of A per week. Obtain graphically A's and B's optimum strategies and value of the game.

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**8199**

**M.B.A. Examination**

**HUMAN RESOURCE MANAGEMENT**

Paper : 203

(Semester-II)

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 Section. All questions carry equal marks.

**SECTION-A**

1. Explain the various approaches to HRM.
2. What do you mean by the dimensions of HRP? Explain Prof. Daniels concept.

### **SECTION-B**

3. Define selection and outline the steps in a selection process.
4. Briefly explain the various appraisal methods that are currently in use in the corporate world.

### **SECTION-C**

5. What are the factors influencing the wage and salary structure of a firm?
6. "Executives are livewires in any organization". Explain the statement with reference to executive compensation to keep them motivated and effective.

### **SECTION-D**

7. "The scope of labour welfare needs to be examined pragmatically and has to be dynamic and elastic". Do you agree or disagree? Give reasons.
8. "Disciplinary proceedings must be treated as the means for an end". Explain the statement clearly identifying the 'means' and the 'ends'.



## SECTION--E

9. Explain the organizational and individual purposes of expatriation. Why do these need to be incorporated as a part of a strategic approach to managing international assignments?
  
  10. Explain the different selection approaches for selecting employess for overseas assignment.
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**8200**

**M.B.A. Examination**  
**FINANCIAL MANAGEMENT**  
Paper-204  
(Semester-II)

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 primary objectives of corporate management in India. Critically discuss each of the objective.
2. How is the finance function typically organised in a large organisation? Also give an overview of financial management.

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## UNIT-II

3. Discuss in detail the pay-back period and net present value techniques of evaluating capital budgeting decisions. Give pros and cons of each method.
4. The shares of a chemical company are selling at Rs. 20 per share. The firm had paid dividend @ Rs. 2 per share last year. The estimated growth of the company is approximately 5 percent per year.
  - (a) Determine the cost of equity capital.
  - (b) Determine the estimated market price of the equity shares if the anticipate growth rate of the firm rises to 8 percent and (ii) falls to 3 percent.

## UNIT-III

5. What is meant by the term 'leverage'? What are its types? Give suitable examples for each type of leverage.
6. Critically explain the Modigliani-Miller and traditional approach of capital structure.

## UNIT-IV

7. Explain and illustrate the Walter and Gordon Model of dividend decisions. Also give assumptions of each of the model.
8. Discuss in detail the legal and procedural aspect in the payment of dividends.

## UNIT-V

9. Diagrammatically explain the various approaches of working capital management.
  
  10. What do you understand by the concept of 'Working Capital'? Discuss the various sources to fund working capital in any organization.
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**8201**

**M.B.A. Examination**

**MARKETING MANAGEMENT**

Paper : 205

(Semester-II)

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. "Marketing Research is Vital for the evaluation of a sound marketing strategy". Explain this statement.
2. Explain various environmental factors which affects the marketing environment.

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## **UNIT-II**

3. What is market segmentation? Explain various elements of market segmentation.
4. "Positioning is not what you do to your product but to your customer". Discuss.

## **UNIT-III**

5. What do you understand by product planning? Discuss briefly the problems of introducing new products.
6. What is pricing? What are the needs, scope, and importance of pricing strategy?

## **UNIT-IV**

7. Enumerate the causes of poor sales and suggest the measure for the increase in sales through effective promotional activities.
8. What is vertical marketing? Discuss advantages and disadvantages of vertical marketing system.

## UNIT-V

9. Discuss the importance of evaluation and control of marketing efforts.
  
  10. Write short notes on :
    - (a) Globalization.
    - (b) Green marketing.
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**8202**

**M.B.A. Examination**

**OPERATION MANAGEMENT**

**Paper-206**

**(Semester-II)**

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. How operational management system is different from Operations Research? What is key aspect and role of operational management system?
2. Define intermitted processes and continuous floor processes in detail and describe their role in production control system.

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## UNIT-II

3. Write short notes on the following :
- (a) Source Selection.
  - (b) Vendor Rating.
  - (c) Value Analysis.
4. What is Economic order quantity in inventory control system and how you calculate Economic order quantity with formula?

## UNIT-III

5. What is role of facility location planning in the process and product layout?
6. Developing the Process layout and product layout with suitable example.

## UNIT-IV

7. Attempt :
- (i) Find critical path, total duration and slack time for the following data :

Activity	Duration (days)	Activity	Duration (days)
1-2	2	4-8	8
1-4	2	5-6	4
1-7	1	6-9	3
2-3	4	7-8	3
3-6	1	8-9	5
4-5	5	9-10	2

8. How managerial decisions are influenced by of PERT/CPM project scheduling methods, Explain with the suitable example. What is difference between PERT method and Gantt method in operation management?

#### UNIT-V

9. What is Control chart and its significance in production? Explain Average chart and Range Chart in control chart with case study.
10. What is control chart for variable? Explain fraction defective and numbers defective. Support your answer with data.
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**8203**

**M.B.A. Examination**

**RESEARCH METHODOLOGY**

Paper : 207

(Semester-II)

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. Each question carries 12 marks.

**UNIT-I**

1. What do you mean by business research? Discuss the scientific methods and process of Business Research in detail.
2. Explain in detail with example important aspects of research problem formulation.

## UNIT-II

3. Describe key features of Good Research Design. Also discuss important characteristics of different research design with examples.
4. Discuss probability and non-probability sampling methods. What is the importance of sampling bias and errors in systematic research?

## UNIT-III

5. What is a questionnaire design? Highlight important guidelines for constructing questionnaire.
6. Why case study method is used in research? Discuss its key aspects and process in detail.

## UNIT-IV

7. Discuss the uses of computer in ANOVA and Regression Analysis.
8. Highlights the need of factor analysis in business research. How can computer be used for conducting factor analysis?

## UNIT-V

9. Illustrate need and uses of graphs, charts and diagrams in report writing and presentation.
  
  10. Describe types of reports. Discuss important guidelines for writing report.
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