

Total No. of Questions – 10]
(2031)

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8204

M.B.A. Examination

STRATEGIC ANALYSIS

Paper-301

(Semester-III)

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. 'Strategic Management is the determination of basic long term goals and objectives of an enterprise and adoption of course of action and allocation of resources necessary to carry out these goals.' Explain.

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[P.T.O.

2. Discuss the various steps involved in Strategic Planning Process.

UNIT-II

3. What is Value Chain Analysis? Group and explain the value chain analysis into primary and support activities.
4. How Break-even analysis is useful in determining the practical application of cost functions?

UNIT-III

5. An environmental analysis in strategic management plays a crucial role in businesses by pinpointing current and potential opportunities or threats outside the company in its external environment.
6. Explain assumptions, strategy, objectives, resources and capabilities in terms of components of competitor analysis.

UNIT-IV

7. Discussion Concentration and Integration as expansion strategies.

8. Explain Liquidation and combination strategies with examples from Indian corporate.

UNIT-V

9. What is strategic choice? Discuss the process of strategic choice.
 10. Explain the Product Market Matrix with this merits and demerits.
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8206

M.B.A. Examination

MANAGEMENT INFORMATION SYSTEM

Paper-302

(Semester-III)

(New Syllabus)

Time : Three Hours]

[Max. 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. Define MIS and discuss various sub-systems of MIS.
2. Write short notes on :
 - (a) Need of MIS.
 - (b) Role of Computer in MIS.

UNIT-II

3. What do you mean by decision-making? Discuss different types of decisions.
4. Define E-commerce. Discuss its advantages and disadvantages.

UNIT-III

5. Define system. Discuss any *three* system characteristics. Explain why 'Feedback' and 'Control' are considered the 'Key' system concepts'?
6. What is System Development Life Cycle (SDLC)? Describe the phases of System Development Life Cycle (SDLC).

UNIT-IV

7. What is Enterprise Resources Planning (ERP)? Discuss various issues and challenges in its implementation.
8. How DBMS is superior to conventional file processing system? List out the salient features of DBMS.

UNIT-V

9. State the Social Issues/Dimensions of Computerization.
10. Explain the Ethical responsibilities of Business Professionals.

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8207

M.B.A. Examination
INDIAN FINANCIAL SYSTEM
Paper-FM-01
(Semester-III)

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

UNIT-I

1. Discuss the various component of the Indian Financial System.
2. Define Indian Financial System and discuss the important functions performed by it.

UNIT-II

3. Describe the powers and functions of Insurance Regulatory and Development Authority (IRDA).
4. Describe the Quantitative and Qualitative Credit Control of RBI.

UNIT-III

5. What are the short comings of Indian Money Market? What measure do you suggest to remove them?
6. What are the objectives of Foreign Exchange Market?

UNIT-IV

7. What are the problems faced by Venture Capital Institutions to provide financial assistant to the entrepreneurs and also suggest measure for success of Venture Capital in India.
8. Write short notes on the following :
 - (a) Mutual Funds in India.
 - (b) Functions and Importance of SEBI.

UNIT-V

9. What are the major recommendations of Malhotra Committee on Insurance sector reform in India.

 10. What is a Commercial Bank? What are basic principles governing investment policy of a Bank?
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8209

M.B.A. Examination

ADVANCED FINANCIAL MANAGEMENT

Paper– FM-07

(Semester-III)

(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. How does scenario analysis differ from sensitivity analysis?
Discuss.
2. Under what circumstances might the decision tree techniques in capital budgeting analysis be useful?

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[P.T.O.]

UNIT-II

3. Explain the major determinants of cash and inventory components of working capital.
4. Efficient cash management will lead to increase in cash flows and slowing cash outflows. Discuss.

UNIT-III

5. Why a inventory mgt. important? Discuss the selective inventory control techniques.
6. What is credit policy? Explain the various elements of credit policy.

UNIT-IV

7. What are the pros and cons of takeovers?
8. Explain the managerial challenges in merger and acquisition.

UNIT-V

9. What is adjusted book value? Explain its approach in detail.
10. Write short notes on :
 - (a) Direct comparison approach.
 - (b) Discounted cash flow approach.

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8210

M.B.A. Examination
MARKETING RESEARCH

Paper : MM-01
(Semester-III)

Time : Three Hours]

[Max. 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 equal marks.

UNIT-I

1. Explain the objectives and scope of marketing research function.
2. Discuss the steps in marketing research process with suitable illustration.

UNIT-II

3. What is meant by research design? Explain various research designs in detail.
4. What are the major purposes for which descriptive research is conducted?

UNIT-III

5. Explain and Compare 'Primary Data' and 'Secondary Data' in terms of their sources, tools used and advantages.
6. What is meant by Data Analysis? Explain various tools used in data analysis.

UNIT-IV

7. Explain various types and techniques of sampling.
8. What factors should be considered in choosing between probability and non-probability sampling?

UNIT-V

9. What is marketing research report? Explain its Contents.
10. Write short notes on :
 - (a) Product Research.
 - (b) Distribution Research.

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8211

M.B.A. Examination
STRATEGIC MARKETING
Paper-MM-03
(Semester–III)

Time : Three Hours]

[Max. 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 is competitor analysis? What are its objectives? How does it help in strategic marketing?
2. Explain Porter's model of competitor analysis.

UNIT-II

3. What are market leader strategies? Explain their relevance in current marketing environment.
4. Give suitable examples to explain market challenger strategies.

UNIT-III

5. Explain the key decisions involved in strategic design and management of services.
6. Critically examine niche marketing strategies.

UNIT-IV

7. What are the unique requirements of emerging industries? Explain the key market strategies which can be used to make emerging industries successful.
8. What are fragmented industries? Why so many industries are fragmented? How can competitive intelligence work as successful strategy for these industries?

UNIT-V

9. What is competitive pricing? Explain the role of pricing strategies in creating competitive advantage.
10. What is competitive advertising? Explain the role of competitive advertising in creating marketing strategy.

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8213

M.B.A. Examination

INDUSTRIAL RELATIONS

Paper : HRM-01

(New Syllabus)

(Semester-III)

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. Discuss the concept aspects and functions of Industrial relations.
2. Explain evolutionary shift in industrial relations.

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[P.T.O.]

UNIT-II

3. Define Trade Union. What are the objectives and functions of a Trade Union?
4. Write brief note on the following :
 - (a) Government policies regarding Trade Unions.
 - (b) Labour Movement and Trade Unions.

UNIT-III

5. Explain clearly the machinery provided for the prevention and settlement of industrial dispute.
6. What are the main causes and impact of industrial disputes on organizational growth?

UNIT-IV

7. What do you mean by collective bargaining? What restricts the growth of collective bargaining?
8. Discuss the role of collective bargaining agreement and its application.

UNIT-V

9. Discuss the objectives and types of participative management.
10. Write the impact of ILO on Industrial Relations in India.

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M.B.A. (3rd Semester) Examination

LABOUR LEGISLATION

Paper : HRM-06

(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 essential elements of a 'factory' under the Factories Act, 1948.
2. What are the objectives of the Employees Provident Fund and Misc. Provisions Act, 1952?

UNIT-II

3. Who is a Workman? How far is an employer liable for compensation to a workman injured by an accident arising out of and in the course of his employment?
4. Define "wages" under Payment of Wages Act, 1936. Who is Responsible for payment of wages?

UNIT-III

5. Briefly describe the unfair labour practices carried out by employees or union as mentioned in Industrial Dispute Act, 1947.
6. What protection does a workman have under the Industrial Disputes Act during the pendency of proceedings?

UNIT-IV

7. What is the scope and objective of the Equal Remuneration Act, 1976? Discuss its important features.
8. Discuss the main features of the Maternity Benefit Act, 1961.

UNIT-V

9. Write briefly the Mode of registration under Trade Union Act, 1926. What is the Information to be enclosed for registration under Trade Union Act, 1926?

 10. When is gratuity payable under the Payment of Gratuity Act, 1972? Also discuss the procedure for the determination of the amount of the gratuity.
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