Roll No.

Total No. of Pages : 02

Total No. of Questions : 17

MBA (2018 Batch) (Sem.–2)

COMPUTER APPLICATIONS FOR BUSINESS

Subject Code : MBAGE-201-18

M.Code : 76160

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

1. What are the features of modern computer?
2. Discuss working of keyboard.
3. Define page break and process to add it.
4. Define Operating System.
5. Write formula to add values in range of cells in excel sheet.
6. What is the role of queries in database?
7. Write command to display all the files of a folder in windows command prompt.
8. What are the steps to add page numbers in a word file?

SECTION-B

UNIT-I

9. Classify the computer generations. Discuss their features.
10. What are the various input/ output devices? Explain.

UNIT-II

11. Explain working of windows and multitasking environment. Write the list and features of different windows operating systems marketed by Microsoft Inc. Define process manager.

12. What are the different components of Microsoft Office? Explain major features of all of them.

UNIT-III

13. Explain need of mail merge. Discuss process to apply mail merge in MS word documents. What are the various options to add headers and footers in MS Word?
14. How can you create your own design template in MS Power point? Discuss Auto content wizard.

UNIT-IV

15. Discuss the need and process to use Macros in MS Excel. Elaborate.
16. Define Database. What are the various data types available in MS Access? Write example queries to create table in MS Access.

SECTION-C

17.

TP	FN	TN	FP	TPR	FPR	Accuracy
38	2	30	10	0.95	0.25	0.85
34	6	34	6	0.85	0.15	0.85
38	2	29	11	0.95	0.275	0.8375
36	4	30	10	0.9	0.25	0.825
34	6	32	8	0.85	0.2	0.825
36	4	29	11	0.9	0.275	0.8125
38	2	26	14	0.95	0.35	0.8
33	7	29	11	0.825	0.275	0.775
37	3	23	17	0.925	0.425	0.75
34	6	25	15	0.85	0.375	0.7375

Here is an excel table summarizing outputs of an algorithm. Write down steps involved to perform following operations :

(a) Show only the rows with FPR>0.25. 02

(b) Replace the value of Accuracy in all rows with mean of TPR and FPR. 02

(c) Draw a bar graph by considering TPR and FPR. 02

(d) Sort the rows of table and then transpose it. 02

(e) Make a macro to display square of every new value entered in the table. 04

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Roll No. [ ] Total No. of Pages : 02

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MBA (2018 Batch) (Sem.–2)

BUSINESS ANALYTICS FOR DECISION MAKING

Subject Code : MBA-201-18

Paper ID : [76153]

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

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SECTION-A

1. What is census survey?
2. What is classification of data?
3. What is standard error?
4. How to formulate hypothesis?
5. What is forecasting?
6. What is autocorrelation?
7. What are problems in constructors?
8. What is multiple correlation?

SECTION-B

UNIT-I

9. What are the limitations of primary and secondary data collection techniques?
10. Write notes on :
    a. Techniques of non-probability sampling
    b. Importance of statistics in decision making

UNIT-II

11. Discuss in detail the procedure of hypothesis testing?
12. Discuss the applications of following :
    a. F-Test
    b. ANOVA test

UNIT-III

13. Discuss in detail the role of forecasting in business. Explain by citing examples.
14. Discuss in detail the difference between correlation and regression.

UNIT-IV

15. Write notes on :
    a. Problems in construction of Index numbers.
    b. Least square method.
16. Write notes on :
    a. Linear and non-linear equations in Time Series Analysis.
    b. Importance of Index numbers in managerial decision making.

SECTION-C

17. **Case Study :**

The local cable television company is planning to add one channel to its basic service. There are five channels to choose from, and the company would like some input from its subscribers. There are about 20,000 subscribers, and the company knows that 35 percent, of these are college Students 45 percent arc white-collar workers, 15 percent are blue collar and 5 percent are other. However, the company believes there is much variation in these groups.

a. Is there a need for sampling justified in this situation? How?
b. Which sampling technique would be most appropriate and why?
c. Discuss how sample size can be computed and how it is related to sample error?

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Total No. of Pages : 02

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MBA (2018 Batch) (Sem.–2)

LEGAL ENVIRONMENT FOR BUSINESS

Subject Code : MBA-202-18

M.Code : 76154

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY carrying TWELVE marks.

SECTION-A

Write short notes on the following :

1) Lifting the Corporate veil
2) Draft offer document
3) ESCROW
4) Acceptance for honour
5) Implied warranty
6) Exceptions to doctrine of caveat emptor
7) How law of partnership is extension of law of agency?
8) Partnership deed

SECTION-B

UNIT-I

9) When a contract is said to be induced by 'Undue Influence'? When is a party deemed to be in a position to dominate the will of another? What is the influence of undue influence on contract?

10) Discuss the doctrine of Public Policy. Describe the various types of agreements which are illegal because they are contrary to public policy.

UNIT-II

11) Distinguish between a condition and a warranty. When does a condition descend to the level of a warranty?

12) State the conditions implied in a contract for the sale of goods (a) by description, (b) by sample, (c) required for a particular purpose.

UNIT-III

13) What is meant by 'acceptance' of a bill of exchange? When must a bill be accepted? If acceptance is refused, what steps the holder should take?

14) Define a holder in due course. What are his privileges under the Negotiable Instruments Act?

UNIT-IV

15) What are different kinds of meetings of the shareholders of a company? When and how are these meeting held?

16) Briefly explain the provisions of Companies Act regarding the mode of appointment of directors of a company.

SECTION-C

17) Good Homes Ltd. was registered as a public company with 205 members as follows :

No. of members Directors and their relatives 45

Employees 12

Ex-employees 08 (Shares were allotted when they were employees)

Others 140

Total number of members 205

Board of directors of the company takes a decision to convert the company into a private company. Being a legal advisor, the Board of directors seeks your advice about the steps to be taken for conversion of the company into a private company including reduction in the number of members, if necessary, as per the Companies Act, 2013. Advise the Board.

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Total No. of Questions : 17

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MBA (2018 Batch) (Sem.–2)

MARKETING MANAGEMENT

Subject Code :MBA-203-18

M.Code :76155

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

Write briefly :

1. What do you mean by consumer behaviour?
2. What is a customer relationship management?
3. What are the marketing concepts?
4. What is product life cycle?
5. What is meant by product mix?
6. Difference between Marketing and Market.
7. What is Market Segmentation?
8. What are the objectives of advertising?

SECTION-B

UNIT-I

9. Define Marketing Management. Explain the importance of Marketing Management.
10. Explain Consumer buying behaviour. Describe the factors that determines consumer buying behaviour.

UNIT-II

11. Briefly describe each of the four distinct stages of the product life cycle by taking an example each from consumer products and industrial products you are familiar with.
12. How pricing is handled in small and large-sized companies? Describe the factor to be considered in price setting.

UNIT-III

13. Define Sales promotion. Discuss an\ four of the major sales promotion programs.
14. Discuss the major benefits as CRM. How can it be used as a weapon in modemmarketing war?

UNIT-IV

15. What is Bottom of Pyramid Marketing? What are different distributions channels being adopted for Bottom of Pyramid Consumers?
16. What are various ethical issues associated with marketing for BOP consumers ?

SECTION-C

17. Case Study :

Household spending by all UK households amounted to over £500 billion in 1997, or 63% of gross domestic product. This level of expenditure is very closely related to conditions in the country's macro-economic environment. For marketers, it is crucial to be able to read the macro-economic environment and to predict the effects of change in demand for their goods and services. Identifying turning points in the economic cycle has become a work of art as well as science, as consumers frequently confound experts by changing their expenditure levels in a way which could not have been predicted on the basis of past experience. During the autumn of 1998, mortgage rates in the UK were falling; unemployment was close to its lowest level for two decades; pay rises were keeping ahead of inflation; and share prices were recovering from their recent falls. Yet expenditure by British households was falling sharply. For three consecutive months retail sales fell in value, with retailers such as Marks and Spencer's and Storehouse reporting below expected levels of sales. Retailers have traditionally found excuses to justify poor sales to their shareholders, including weather which is too cold/too hot. Even the death of Diana Princess of Wales was widely blamed for keeping people out of the shops. Throughout 1998, prices of consumer goods had fallen significantly, with consumer durables down in price by an average of 2% in a year and clothing by 5%. Economic theory would have suggested that lower prices would have resulted in higher sales, especially considering the other favorable elements of the macro-environment. However, this did not appear to be happening. What else could have been happening in the marketing environment to explain falling household expenditure? At the time, the media was full of reports of an impending global economic crisis, triggered by difficulties in the Asian economies. Consumer confidence is crucial to many high value household purchases such as houses and cars, with consumers reluctant to commit themselves to regular monthly repayments when their source of income is insecure. Even this may be only a partial solution, as a survey of consumer confidence carried out in October 1998 by GFK on behalf of the European Commission showed that although consumers were pessimistic about the state of the national economy, they were quite upbeat about their personal financial situation. One possibility was that consumers had become cannier. If prices are falling, why not wait longer until prices have fallen further? Consumers had also witnessed the effects of previous over-borrowing and had been more cautious during the recent period of economic growth, resulting in a historically low level of personal sector indebtedness. In 1997, 9% of disposable household income was saved, compared with just 3% at the height of the economic boom of 1988.For companies who need to commit resources a long while in advance in order to meet consumers' needs, an accurate understanding of the market environment is crucial if stock surpluses and shortages are to be avoided. But this case shows that getting it right can still be very difficult

Case Study Review Questions :

a) Identify all of the environmental factors that can affect the demand for consumer durables and assess the magnitude and direction of their impact.

b) In what ways can a manufacturer of consumer durables seek to gain a better understanding of its marketing environment?

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Total No. of Pages : 02

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MBA (2018 Batch) (Sem.–2)

HUMAN RESOURCE MANAGEMENT

Subject Code : MBA-204-18

M.Code : 76156

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

Write briefly :

1) Human resource planning
2) Fringe benefits
3) Position Analysis Questionnaire
4) Potential appraisal
5) Employee ranking
6) Group Discussion
7) Conference Training
8) Aptitude Tests

SECTION-B

UNIT-I

9. Describe the managerial and operative functions of Human resource Management.
10. Define the following :
    a) Job Description
    b) Job Specification

UNIT-II

11. What sources of recruitment will you recommend for the appointment of the management personnel? Why?
12. What steps are involved in the selection procedure? Explain them briefly.

UNIT-III

13. What do you mean by Performance Appraisal? Discuss its benefits to an industrial organization.
14. Define Quality of working life. What are the areas of working life which are the concern of Quality of Working life?

UNIT-IV

15. What is HR audit? How it is conducted.
16. Define collective bargaining. Explain briefly the procedure of collective bargaining in an enterprise which you are familiar.

SECTION-C

17. Case Study :

Mrs. Suman Prbhakar worked for 20 years in the Zavier Ltd, she joined very recently Franky Ltd, as the production manager, she was supposed to attend a routine departmental heads meeting last Friday at 4.30 p.m., which was presided over by the managing director of the company. She did not attend the meeting as there was no formal or informal communication to her, the managing director didn't like her absence as there were many important items to be discussed regarding production department, Mrs. Suman Prbhakar was called by the managing director on the next day and asked explanation for not attending the meeting Mrs. Suman Prbhakar replies that there was no information. The secretary said that it was a routine meeting and as such information was not sent to any departmental head. But all other heads, except Mrs. Suman Prbhakar. attended the meeting.

Question :

(a) Who is responsible for the occurrence of such a mistake?

(b) Find out the reason for the incident. How do you propose to solve such problems in future?

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Roll No. [ ] Total No. of Pages : 03

Total No. of Questions : 17

MBA (2018 Batch) (Sem.–2)

PRODUCTION AND OPERATIONS MANAGEMENT

Subject Code : MBA-205-18

M.Code : 76157

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

1. What are the objectives of inventory management?
2. Differentiate between work study and method study.
3. Give various requirements of lean production system.
4. Name the techniques used for quality improvement.
5. What is the difference carrying cost and stock out cost?
6. What is meant by acceptance sampling?
7. Enumerate the factors affecting the location decision of a food plant.
8. Give two applications of control charts.

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SECTION-B

UNIT-I

9. Explain the 'transformation process model' for a chemical plant's operations. What are the responsibilities of an operations manager?
10. Describe the four basic types of production processes. What are the advantages and disadvantages of each? When should each be used?

UNIT-II

11. List five objectives of facility layout. How does layout affect efficiency?
12. Discuss the various steps in capacity planning. How is capacity choices linked to other operation management decisions?

UNIT-III

13. What are quality circles? What are the dimensions of product quality?
14. TQM focuses on "*Satisfy the customer first, last and always*". Explain with help of Six Sigma model.

UNIT-IV

15. Define Economic order quantity. Explain KANBAN system for inventory management.
16. What is meant by value analysis? Explain the concept of virtual factories.

SECTION-C

17. **Read the small case study about the process design of Boeing's 777 aircraft :**

Boeing brings its customers on board Arguably the most innovative new passenger aircraft to enter service over the last few years was the Boeing 777, a new twin-engined aircraft, in the 300-plus seats category to compete with established models from McDonnell and Airbus. The existence of established competitor products is important. When Boeing developed the 747 'Jumbo' jet aircraft, it had no direct competitors. The company's customers either wanted the product or they didn't. Not so for the 777; Boeing knew that it must consider its customers' requirements.

The company had to take a new course - to understand its customers' needs and then to transform that knowledge into an aircraft that could best meet those needs. Boeing has always maintained close involvement with its customers, but this project called for a new depth of listening and understanding. Initially, eight large potential customers (including British Airways, Japan Airlines and Qantas) were invited to participate in creating the design concepts. It soon became clear that the customers did have important requirements, the most vital of which was that the aircraft should be around 25 per cent wider than the 767. In fact Boeing had originally hoped to lengthen the 767 fuselage to give the extra capacity, so avoiding some of the costs involved in a completely new fuselage. The customers also wanted much more flexibility in the configuration of the passenger space. Conventionally, cabin space had been divided up into sections, separated by fixed galleys and toilets at predetermined positions, fixing the ratio of passenger capacities of each class. However, the airlines all indicated that they wanted to be able to configure the cabin to their own requirements. Finally, the airlines insisted that the new design should be free of the usual level of minor, but irritating, faults which had bugged the early operations of some of the other aircraft. Boeing did meet its customers' requirements and even improved upon them in some ways. They achieved this by using design/build teams, and by a particularly powerful computer-aided design (CAD) system. Customers were closely involved right from the start of the design. They even came up with some good suggestions. For example, one airline suggested a new layout for the rear galley which allowed an extra 12 seats to be included in the aircraft.

Answer the following questions :

a) What steps Boeing need to take for improving service quality?

b) What problems do you think might be associated with bringing customers together?

c) What are various layout decisions Boeing took for improving the services? What are your suggestions?

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Total No. of Questions : 17

MBA (2018 Batch) (Sem.–2)

CORPORATE FINANCE AND INDIAN FINANCIAL SYSTEM

Subject Code : MBA-206-18

M.Code : 76158

Time : 3 Hrs. **Max. Marks : 60**

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

Write briefly :

1) GDR
2) Time Value of Money
3) Interim Dividend
4) Permanent Working Capital
5) Business Risk
6) Aging of receivables
7) Trade Credit
8) NBFC

SECTION-B

UNIT-I

9) "*The whole of financial management revolves around risk-return trade-offs*". Explain the statement in light of the various decision making areas of financial management.

10) What is Financial Management? Describe the principles and objectives of sound financial planning.

UNIT-II

11) What are the principles followed in estimating the cash flows in capital budgeting? Explain the process of capital budgeting?

12) What is optimal capital structure? Explain the MM hypothesis and the arbitrage mechanism to support MM hypothesis of capital structure.

UNIT-III

13) What are the various factors to be kept in mind while framing dividend policy?

14) What is working capital management all about? Explain the determinants of working capital.

UNIT-IV

15) What are the various components of Indian financial system? Critically examine the role played by the financial system in the development of the economy.

16) Describe the developments which have made Indian financial system more robust after 1991.

SECTION-C

17) *"A business that doesn't grow dies"*, says Mr. Shah, the owner of Shah Marble Ltd. with glorious 36 months of its grand success having a capital base of Rs. 80 crores. Within a short span of time, the company could generate cash flow which not only covered fixed cash payment obligations but also create sufficient buffer. The company is on the growth path and a new breed of consumers is eager to buy the Italian marble sold by Shah Marble Ltd. To meet the increasing demand, Mr. Shah decided to expand his business by acquiring a mine. This required an investment of Rs.120 crores. To seek advice in this matter, he called his financial advisor Mr. Seth who advised him about the judicious mix of equity (40%) and Debt (60%). Mr. Seth also suggested him to take loan from a financial institution as the cost of raising funds from financial institutions is low. Though this will increase the financial risk but will also raise the return to equity shareholders. He also apprised him that issue of debt will not dilute the control of equity shareholders. At the same time, the interest on loan is a tax deductible expense for computation of tax liability. After due deliberations with Mr. Seth, Mr. Shah decided to raise funds from a financial institution.

(a) Identify and explain the concept of Financial Management as advised by Mr. Seth in the above situation.

(b) State the four factors affecting the concept as identified in part (a) above which have been discussed between Mr. Shah and Mr. Seth

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Total No. of Questions : 17

MBA (2018 Batch) (Sem.–2)

ENTREPRENEURSHIP AND PROJECT MANAGEMENT

Subject Code : MBA-207-18

M.Code : 76159

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

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SECTION-A

1. Differentiate between entrepreneur and inventor by citing concrete examples.
2. Define Corporate Entrepreneurship.
3. Differentiate between creativity and intelligence.
4. What is opportunity assessment plan?
5. What trademarks can be registered and what cannot be registered?
6. What is the tenure of a copyright?
7. Differentiate between venture capital and private equity.
8. Discuss administrative aspects of project review.

SECTION-B

UNIT-I

9. Explain different categories of entrepreneurs. Give suitable examples.

10. "*Entrepreneurship is all about money and getting rich quickly*". Do you agree with this? Justify your answer.

UNIT-II

11. What are the important blocks to creativity? How does these blocks be overcome to create organisational culture to promote creativity?

12. From an entrepreneurial perspective explain the significance of the statement: *'A good idea is not enough'*.

UNIT-III

13. Discuss the essential ingredients of a good business plan.

14. Why Entrepreneurs fail? Cite suitable examples to justify your answer.

UNIT-IV

15. How market and demand analysis is conducted?

16. Explain in detail social cost benefit analysis.

SECTION-C

17. Almost after twenty years of struggle, Radha became the only woman entrepreneur in Orissa to manufacture Electrical appliances. She has been able to set her market in the market and is known for quality, standard and safe product. She has successfully managed business to business and business to customer models. She has been awarded for her commendable work from prestigious industrial institutions and media. She started her career as a worker in electrical goods manufacturing company. Under her supervision came the unit where electrical appliances were serviced. She worked there for a couple of years and gained experience in this field. Being an efficient worker, Radha could not satisfy her restless search for a challenge that stretched her interest of starting a service unit of appliances. She resigned from the job and stepped out to do something on her own, in this same field. But Smita did not have the capacity to become self-employed because she was

not clear about the prospects. She had lost her father, but her uncle motivated and supported her to go ahead. This chain of difficulties did not lessen Radha's welled-up enthusiasm. After persistent attempts and not very supportive banker, Radha lost hope of getting a loan and with her own resource of Rs. 27,000 managed to set up a unit in a rented premise in a busy commercial area. The place proved to be one of the advantages for Radha. She started with a team of three including herself. For her financial need she twice received micro credit loans from ICECD. The Chinese products in India market initially had poses challenges. But she continued with her good quality and service to clients and succeeded. She feels her products have the required market now and will have in future too. Today, 50 year old Radha is a genial housewife, a grandmother, and a prosperous entrepreneur in the field of electrical appliances. Her tailpiece advice to every prospective woman entrepreneur is —never let your low educational qualification dampen your enterprising inclination, for you too can succeed like me.

Questions :

a. What made Radha a successful women entrepreneur?

b. Identify the challenges and problems of women entrepreneurs in India.

c. Comment upon role of government in entrepreneurship development in India.

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