May-June-2023

Roll No.

Total No. of Pages : 03

Total No. of Questions : 10

MBA (Sem–4)

CORPORATE STRATEGY

Subject Code : MBA-401-18

M.Code : 77807

Date of Examination : 27-05-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students have 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. **Write short note on:**

   a) Vision and Mission

   b) Mckinsey's 7S model

   c) Focused strategies

   d) Competitive advantage

   e) Concept of Synergy

   f) Product life cycle Matrix

   g) Strategic Leadership

   h) Strategic Control.

(1)

SECTION-B

UNIT-I

2. Discuss the steps in the process of strategic management. Explain the various levels at which strategy operates in an organization.

3. a) Elucidate SWOT analysis as a tool of environmental scanning.

   b) Discuss the concept of PEST with example.

UNIT-II

4. What is internal environment analysis? Discuss the organizational capabilities in various functional areas in detail.

5. Write a detailed note on Porter's framework of competitive strategies with suitable examples.

UNIT-III

6. What do you understand by corporate level strategies? Explain in brief difference between Expansion and Retrenchment strategy.

7. Explain BCG growth share matrix and GE Nine cell matrix for portfolio analysis of organizations. Also, explain the differences between them?

UNIT-IV

8. What is strategy implementation? Discuss the concept of structure fit and also explain various issues in strategy implementation.

9. Discuss the organizational system of strategic evaluation. Explain various techniques of strategic evaluation with example.

SECTION-C

10. **Case Study :**

Tasty spices Ltd, the countries' biggest Spices marketer has decided to launch a hostile bid for France's major spice marketer Tastiano Limited. This is a rare ease of an Indian company making an unsolicited hostile bid for a foreign company. The Tasty Spices Ltd.

(2)

has competencies in Indian spices. The major destination markets for the Tasty spices Ltd. exports have been the Europe and America. The competencies of Tastiano lie in Italian herbs and Spices. The Indian company with the takeover wishes to synergies its operations in the world market It also wants to take advantage of the reach enjoyed by the Italian company in several countries where its products are not being sold presently. The move of hostile takeover follows Tastiano's rejection to an agreement entered a year back. At that time Tastiano was suffering losses and it offered majority shares at a price of Rs. 125. A total of 20% shares were transferred at that time. In one year Tastiano was able to turn around its operations and the company made handsome profits in the last quarter. The promoters who have residual holding of 35% in the company are reluctant to transfer the shares now. They have rejected the agreement with a plea that the earlier offer price was not sufficient. Tasty spices Ltd has revised its offer to Rs.195. By this lucrative offersome of the large shareholders of Tastiano reveal their interest for selling their stakes. On the other hand, Promoters maintained their position on this matter. Through the process of buying of shares in the market the Tasty spices Ltd. gradually consolidated its holding in Tastiano at 45%. Being a major shareholder they were ready for a takeover. At the same time, Tasty Spices Ltd. was trying hard to improve the position so that they do not leave any space for Tastiano's promoters in future.

Questions :

a) What strategic alternative is followed by tasty spices Ltd.?

b) Is the hostile takeover by an Indian company appropriate?

c) Why the Tasty Spices Ltd is interested in this takeover?

d) Why the promoters are reluctant to transfer the shares after the agreement?

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3

May June-2023

Roll No. | | | | | | | | | | | | | Total No. of Pages : 02

Total No. of Questions : 10

MBA (Sem.–4)

WORKSHOP ON INDIAN ETHOS

Subject Code : MBA-403-18

M.Code : 77821

Date of Examination : 17-05-2023

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A contains EIGHT questions carrying TWO marks each and students have 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 students have to attempt any ONE question from each Subsection.**
3. **SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.**

SECTION-A

1. **Write a short notes on :**

   a. Relevance of Indian Ethos

   b. Value system in Work Culture

   c. Management lessons from Arthshastra

   d. Impact of Value of Stakeholders

   e. Stress Management

   f. Law of Connection

   g. Brain storming *vs.* Brain stilling

   h. Gurukul System.

SECTION-B

UNIT-I

2. Explain the concept of Indian Ethos. Elaborate on the role and relevance of Indian Ethos in Managerial Practices.

3. Discuss in detail the salient features and points of difference between Indian and Western style of management. Also write management lessons based on Mahabharata.

UNIT-II

4. Explain in detail, various dimensions of work ethos. Discuss the factors responsible for poor work ethos.

5. Describe the relevance of Value System in Work Culture. Also, discuss the impact of values on various stakeholders.

UNIT-II

6. Identify the main sources of stress. Discuss various consequences of stress at Workplace.

7. Elaborate on Contemporary Approaches to Leadership.

UNIT-IV

8. Write a note on Indian Systems of Learning. Also explain advantages and disadvantages of Karma.

9. Discuss in detail the methodologies and guidelines for good corporate karma.

SECTION-C

10. In order to achieve target production of 50,000 units per month, the Production Manager of Fast-track Shoes Ltd. had to operate on double shifts. The workers are paid overtime charges. To earn higher wages workers try to go slow during normal working hours and complete their targets during overtime hours. Though the manager could achieve his target but at a higher production cost.

    a) In your point of view, what is lacking in management?

    b) Write a commentary on work ethos from employees' perspective.

    c) Identify the values missing in the production manager and the employees of the organization.

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4

May-June-20

Roll No.

Total No. of Pages : 03

Total No. of Questions : 10

MBA (Sem.–4)

MERGERS, ACQUISITIONS AND CORPORATE RESTRUCTURING

Subject Code : MBA-914-18

M.Code : 77813

Date of Examination : 05-06-2023

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students have 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 students have to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY consists of ONE Question carrying TWELVE marks.

SECTION-A

1. **Write short notes on :**

a) What is Merger?

b) What is Equity Carve Out?

c) What is constant growth?

d) What is exchange risk?

e) What is Tender Offer?

f) What is Proxy?

g) What is EPS?

h) What is LBO?

SECTION-B

UNIT-I

2. Discuss the different forms of corporate restructuring in detail.

3. Discuss the reasons or motives for mergers in detail.

UNIT-II

4. What is a Reverse Merger? Discuss with the help of practical examples.

5. Discuss the types of LBO sponsors in detail.

UNIT-III

6. Discuss step by step how the mergers are financed in India.

7. How the mergers and acquisitions affect EPS? Explain.

UNIT-IV

8. Write a detailed note on international mergers and acquisitions.

9. Discuss the regulatory framework in India for mergers and acquisitions.

SECTION-C

10. **Read the following case study in detail and answer the questions:**

In most European countries and the US there are government controls on mergers and acquisitions where the combination of two or more companies can have an impact on the overall level of competition within a particular market. This applies particularly where the merger or acquisition would give the new company the ability to alter or fix prices in a particular sector. In UK, the Competition Commission considers proposed mergers between large companies in the same sector to determine whether there is any possibility of such price control being an outcome. Several large proposed mergers have been blocked on these grounds in the UK over the past few years. Employment law can be a major consideration in some EU countries. There are significant differences in the level of employee rights in the various member states Germany, for example, has much more stringent employment law than UK. A UK company wishing to merge with a German

7

company may find itself dealing with powerful, legally protected employee 'commissions' or representative groups. In some cases, such groups can influence government bodies and can make the difference between the proposed merger being accepted or being blocked. In considering mergers and acquisitions it is not possible to allow for the multitude of different restrictions and laws that apply in the numerous different countries where such actions take place.

Questions :

a. Summarize the whole case in your own words.

b. Why several large proposed mergers have been blocked?

c. Why there is a government control on mergers and acquisitions?

d. Why it is not possible to allow multitude of different restrictions and laws?

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8

May-June-2023

Roll No.

Total No. of Questions : 10

Total No. of Pages : 03

MBA (Sem–4)

INTERNATIONAL FINANCE & FINANCIAL DERIVATIVES

Subject Code : MBA-915-18

M.Code : 77814

Date of Examination : 10-06-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students have 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 students have 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. **Write briefly :**

a) BOP

b) Primary Market

c) Difference between Call Option and Put Option

d) ADR

e) Purchasing Power Parity

f) Butterfly Spreads

g) Swap Derivative

h) Economic Exposure.

SECTION-B

UNIT-I

2. What ids International Monetary System? Explain the various systems emerged in IMS.

3. What is forex market? Explain the structure of International Foreign Exchange Market.

UNIT-II

4. Write a brief note on External Commercial Borrowings and also explain the concept of ADR on the Indian Capital Market.

5. What do you mean by Fisher effect? Explain with the help of example.

UNIT-III

6. What do you mean by Financial Innovations/Derivatives? What are the various types of financial derivatives?

7. Explain the hedging, speculative and arbitraging strategy of financial futures.

UNIT-IV

8. What is transaction exposure? Explain the significance of transaction exposure in foreign exchange market.

9. Explain the difference between swaps and swaptions? What factors are used to determine the price of swaps and swaptions?

SECTION-C

10. **Case Study :**

Case Study: Managing Foreign Exchange Risk for a Global Company

Background :

XYZ Corporation is a global manufacturing company that has operations in several countries. The company produces and sells goods in different currencies, and as a result, is exposed to foreign exchange risk. The management team XYZ Corporation is concerned about the potential impact of foreign exchange risk on the company's financial performance.

Questions :

a) What is foreign exchange risk, and how does it impact XYZ Corporation?

b) What are the different types of foreign exchange risk that XYZ Corporation is exposed to?

c) How can XYZ Corporation measure its exposure to foreign exchange risk?

d) What are the different hedging techniques that XYZ Corporation can use to manage its foreign exchange risk?

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Roll No. | | | | | | | | | | | | | Total No. of Pages : 03

Total No. of Questions : 17

MBA (Sem.–4)

INTEGRATED MARKETING COMMUNICATION AND SALES MANAGEMENT

Subject Code : MBA-923-18

M.Code : 77808

Date of Examination : 20-05-2023

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students have 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 students have to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

SECTION-A

Write short notes on :

1. What is planning model of Integrated Marketing Communications?
2. What is Advertising Budgeting?
3. Explain the strategies in Direct Marketing.
4. Explain the types of Internet Advertising.
5. What do you mean by personal selling?
6. What are the objectives of sale management?
7. What are the qualities of a sales manager?
8. Explain sales budget.

SECTION-B

UNIT-I

9. Explain the steps involved in Integrated Marketing Communication programme.

10. Explain the elements of media strategy and also its implementations.

UNIT-II

11. How publicity is different from public relations? Explain the strategies and tools of Public Relations.

12. How international advertising is different from domestic one? Explain global environment in advertising.

UNIT-III

13. Explain the types of sale organizations. Explain their importance.

14. Explain the different sales related marketing policies.

UNIT-IV

15. Explain Psychology of customers while purchasing product. Discuss its various elements.

16. Explain the difference between organizing display, showroom and exhibition with the help of examples.

SECTION-C

17. **Case Study :**

Hollywood film studios like Warner Bros, Columbia Tristar, etc., have established their offices in India to distribute English films in the country. Due to the regulations imposed on foreign distribution companies, these studios could not take up distribution of Indian films until 1990. However, with the Government of India relaxing the norms at the end of 1990, some of these studios began to take up distribution of Indian films both in and out of India. The caselet primarily talks about Hollywood film studios establishing themselves in India and explains the film distribution process in India. It also discusses how foreign film studios have introduced about Indian companies taking up English film distribution in India.

Emerging Issues are :

a) Film distribution system in India

b) Impact of government regulations on foreign players

c) Increasing patronage for Hollywood films in India.

Introduction

India produces the highest number of films in the world and comfortably eclipses Hollywood, the world's largest film industry, in terms of reach and production costs. In 2004, the Indian film industry produced more than 900 films in all languages, which was more than double the number of Hollywood films produced in the same year.

Questions for Discussion :

a. Discuss the different trends in Hollywood film distribution in India. Do you agree with analysts' view that Hollywood studios might find it tough to produce and distribute mainstream Indian cinema in India?

b. Mention the factors that contributed to the increase in the success of Hollywood films (both straight and dubbed versions) in India in 1990s and 2000s. Do you think Indian companies that ventured into distributing Hollywood films in India will succeed? Give reasons for your answer.

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May-June-2023

Roll No. [ ]

Total No. of Pages : 02

Total No. of Questions : 09

MBA (Sem–4)

INTERNATIONAL AND SOCIAL MEDIA MARKETING

Subject Code : MBA-925-18

M.Code : 77810

Date of Examination : 07-06-2023

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

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of Eight questions carrying TWO marks each.**
2. **SECTION-B consists of EIGHT questions, students have to attempt any FOUR questions, selecting ONE from each sub section, each question carries EIGHT marks.**
3. **SECTION-C is compulsory CASE STUDY, carrying twelve marks.**

SECTION-A

1. **Write briefly :**

   a) Electronic payment system

   b) Global trade barrier

   c) Political influence in international market

   d) Distribution policy

   e) Pricing Mix

   f) Electronic commerce

   g) Social media marketing framework

   h) Non-tariff barriers.

SECTION-B

UNIT-I

2. What are the main causes for going international market? What are the major challenges to enter the international market?

3. What is international marketing research? Discuss the factors affecting the marketing research in international market. What is the process of marketing research?

UNIT-II

4. What documents are required for export? Discuss the EXIM policy of India. Discuss the role of export promotion organisations.

5. What is the role of international communication policy? Describe the marketing mix for international market and how it is decided?

UNIT-III

6. Describe the consumer behaviour on the internet. What are the social media marketing strategies?

7. Point out how traditional marketing is different from modern marketing? Discuss the various platforms for social media marketing and what are their features?

UNIT-IV

8. What is SEM and how it's different from the SEO? Highlight the strategies of SEO.

9. Critically comment on the Webinars, Streaming Video, Podcasts and Big data.

SECTION-C

10. **Case Study :**

Knorr has been making cooking easy since 1838. Its ready-made sauces and stock pots are available in nearly 90 countries worldwide and with annual sales over $3 billion, it is parent company Unilever's biggest-selling brand. In Poland, Knorr's best-known product is Bulionetka; a stock used in soups and braised dishes. Even well-known brands can't stand in the hypercompetitive FMCG category, especially when busy lifestyles mean that fewer and fewer Polish people take time to cook at home. Knorr's new TV campaign was designed to raise awareness among women aged 25-49, but Knorr also wanted to reach a younger audience to drive sampling and sales.

Questions :

a) Knorr approached you to prepare a suitable and multi-channel digital marketing plan to attract the younger audience to its products.

b) Prepare a digital ad to promote Knorr products and services in social media of your choice. Justify your choice of social media.

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

Total No. of Questions : 17

MBA (Sem.–4)

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Subject Code : MBA-933-18

M.Code : 77816

Date of Examination : 22-05-2023

Time : 3 Hrs.   Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students have to attempt ALL questions.
2. SECTIONS-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 is International HRM?
2. What is Polycentric Staffing Policy?
3. What is predeparture training?
4. What is the significance of shift in culture?
5. Define Performance Appraisal.
6. Explain in brief Going Rate Approach.
7. What do you mean by Explicit Knowledge?
8. What is Regional Integration?

SECTION-B

UNIT-I

9. Discuss the concept of Dual Career Couples. Explain the role of Women in International Management.

10. What are the differences between Domestic and International HRM? Discuss two HR activities in which a MNC must engage that would not be required in a Domestic Environment.

May-June-2023

UNIT-II

11. What is Repatriation? Discuss the repatriation process in detail.

12. Define Culture. Why is it important for an international manager to learn about culture?

UNIT-III

13. *"Accurate appraisal of performance is very difficult"*. In the light of this statement discuss the issues and approaches in international performance management.

14. Describe the key components and approaches of international compensation.

UNIT-IV

15. What do you mean by Industrial Relations and also explain the key issues in International Industrial Relations?

16. Describe the salient features of HR practices in China and compare it with those of India.

SECTION-C

17. Read the following case and answer the questions given below carrying 4 marks each :

Third Country National was sent to Japan for an expatriate assignment for a Japanese Company. He was working fine. The contract was of three years. At the end of the second year 'Kyodo' deep tsunami up to 5000 cm high struck Japan early Friday morning a day after a powerful earthquake hit the coast of Central Chile. The subsidiary and other residential facilities were in terrific danger. TCN manager's family was living in Japan with him. The government of Japan order immediate evacuation of the foreigners and the people in the affected areas.

a. If you were the IHRM in charge, how would you have dealt with the situation?

b. Would you take the decision of deporting the family members first and TCN manager later?

c. Whether appointing TCN in Japan was a good proposition?

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May-June 2023

Roll No. [| | | | | | | | | | | |]

Total No. of Questions : 10

Total No. of Pages : 04

MBA (Sem.–4)

STRATEGIC HUMAN RESOURCE MANAGEMENT

Subject Code : MBA-934-18

M.Code : 77817

Date of Examination: 26-05-2023

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. SECTIONS-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

I. **Write short notes on :**

a) Scope of Strategic Human Resource Management.

b) Best Fit Approach in SHRM.

c) Benefits of Strategic Staffing.

d) Impact of Workforce Diversity on business practices.

e) Components of Employee Engagement in SHRM.

f) Role of Talent Management in employee retention.

g) What is Global HR Planning?

h) What is compensation management?

SECTION-B

UNIT-I

2. *"The overall purpose of the Strategic Human resource management is to ensure the organisation is able to achieve success strategically through people"*. Comment on the statement.

3. What do you understand by Strategic Analysis for HR Management? Discuss the major types of strategic analysis used.

UNIT-II

4. *"Companies with better employees have the competitive advantage, because the quality of employees cannot be copied, unlike company's systems and processes"*. Explain the statement with reference to SHRM.

5. What is mean by Human Resource Environment? Discuss the trends, practices and perspective viewpoints of Human Resource Environment.

UNIT-III

6. *"Successful strategy preparation does not assure the effective implementation of the same. To implement strategy effectively the organisation needs discipline, motivation and hard work from all the employees in the organisation"*. Explain the statement. State the behavioural issues in strategic implementation of business.

7. Explain the concept of Talent Management. Discuss the process of Talent Management in detail.

UNIT-IV

8. What do you understand by International Staffing? Discuss the major approaches considered in international staffing.

9. *"The complexity of cross-cultural employees necessitates the use of an effective Performance Management System (PMS)"*. Comment on the statement.

15

SECTION-C

10. **Case Study- Read the Case and Answer the following questions :**

Most of the employees in Asian motors are associated with the organisation for more than 3 to 4 decade. It is said that the one who join the organisation as a fresher will leave the organisation as a retired person only. The turnover ratio is very low in Asian motor ltd. due to the feel of satisfaction and job security provided by Asian motor ltd management.

Till last year everything was fine with Asian motors. During the last year, the scenario has changed. Number of competitors enters in the market and each one of them was well equipped with all modern technologies. 2 among the major 3 customers who applied for Standards like TQM, ISO started pressurising Asian motors to go for modern technology as a part of their Standards process. They want the goods that are manufactured through modern machineries.

The management is also ready to go for an organisational development by accruing new machines and adopt all required modern technologies and allocated a big amount of fund towards this plan. The management was fully aware that to sustain the business, they have to go for Organizational change and development. The management hired an OD consultant who will work out a plan for the change and find out the hurdles in implementing the plan.

The OD consultant stated in his report that, the employees are the major hurdles in achieving the target of modern plant in Asian Motors. The reasons stated by him are :

A) Very old employee who are not much comfortable in adopting the new system.

B) Chances of employees to show less interest towards training in the new machineries as their employment period will be very less due to their age.

C) Major reason is it is not advisable and won't be fruitful to invest the training and development amount on those employees (40%), who are going to retire in less than 5 years.

This started a pressure in the minds of the employees about the job security. The union leader quoted in front of management that "*The place which we felt it is our own organisation which will never leave us aside or where we want to serveibr our life time becomes a question mark in front of us*"

The management assured him that "*We will never commit such things which will put the employees in loss. There will be no question of job security here. And we all together will create a modern plant equipped with latest technology at Asian motors. Our plan is ready for that.*"

He presented the plan in front of all the employees after listening to which the employees felt so happy and they confirmed that it is their own organisation and they will serve for the company till their life time.

Questions :

a) Discuss the state of mind of employees of Asian Motors before the plan is discussed with them.

b) Locate and discuss the external factors, which are determinants of this case in detail.

c) What would be the possible plan drafted and discussed by the management to solve the issue through which both the employees and management would be benefitted?

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16

May - June - 2023

Roll No. | | | | | | | | | | | | |

Total No. of Pages : 03

Total No. of Questions : 17

MBA (Sem.–4)

DATA VISUALIZATION FOR MANAGERS

Subject Code : MBA-963-18

M.Code : 78031

Date of Examination : 19-05-2023

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

SECTION-A

Write briefly :

1. What are the applications of bar charts?
2. What is data .visualization?
3. What is ETL?
4. What is Staging Layer?
5. What is meant by KPI?
6. What is a Dashboard?
7. What is a Storyboard?
8. What is a Star Schema?

SECTION-B

UNIT-I

9. Discuss in detail the history of Data Visualization. Also, discuss the current scope of Data Visualization.

10. Write notes on :
    a) Data Reduction
    b) Common Visualization Idioms.

UNIT-II

11. Discuss various interactive visualization features. Explain by citing examples.
12. Write short notes on :
    a) Difference between ETL and ELT
    b) Need for data integration.

UNIT-III

13. Discuss the role of relevance of KPI's in data visualization. Explain by citing examples.
14. Discuss the Shaffer 4 C's of data visualization in detail by citing a relevant example.

UNIT-IV

15. Discuss the role and relevance of storytelling in Data Visualization. Explain by citing examples.
16. Write notes on :
    a) How to choose an effective visual tool?
    b) Applications of Info graphics.

SECTION-C

17. Case Study :

Visualization is the use of computer-supported visual representation of data. Unlike static data visualization, interactive data visualization allows users to specify the format used in displaying data. Common visualization techniques are charts. It is important to understand which chart or graph to use for your data. Data visualization uses computer graphics to show patterns, trends, and relationships among elements of the data. It can generate pie charts, bar charts, scatter plots, and other types of data graphs with simple pull-down menus and mouse clicks. Colors are carefully selected for certain types of Visualization. When color is used to represent data, we must choose effective colors to differentiate between data elements. In data visualization, data is abstracted and summarized. Spatial variables such as position, size, and shape represent key elements in the data. A visualization system should perform a data reduction, transform and project the original dataset on a screen.

Applications of Visualization - Most visualization designs are to aid decision-making and serve as tools that augment cognition. In designing and building a data visualization prototype, one must be guided by how the Visualization will be applied. Data

19

visualization is more than just representing numbers; it involves selecting and rethinking the numbers on which the Visualization is based. Visualization of data is an important branch of computer science and has a wide range of application areas. Several application-specific tools have been developed to analyze individual datasets in many fields of Medicine and science.

a. **Public Health:** The ability to analyze and present data in an understandable manner is critical to the success of public health surveillance. Health researchers need useful and intelligent tools to aid their work. Security is important in cloud-based medical data visualizations. Open any medical or health magazine today, and you will see all kinds of graphical representations.

b. **Renewal Energy:** Calculation of energy consumption compared to production is important for an optimum solution.

c. **Environmental Science:** As environmental managers are required to make decisions based on highly complex data, they require Visualization. Visualization applications within applied environmental research are beginning to emerge. It is desirable to have at one's disposal different programs for displaying results.

d. **Fraud Detection:** Data visualization is important in the early stages of fraud investigation. Fraud investigators may use data visualization as a proactive detection approach to see patterns that suggest fraudulent activity.

e. **Library-Decision Making:** Data visualization software allows librarians the flexibility to better manage and present information collected from different sources. It gives them the skill to present information creatively and compellingly. Visualization of library data highlights purchasing decisions, future library needs and goals. Librarians, as de facto experts in data visualization, can assist students, faculty and researchers in visualizing their data.

Case Study Questions :

a) *"It is important to understand which chart or graph to use for your data".* Comment on this statement

b) *"Data visualization is more than just representing numbers".* Comment on this statement.

c) Discuss the various application of data visualization.

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20

May-June-2023

Roll No. [ ]

Total No. of Questions : 17

Total No. of Pages : 03

MBA (Sem–4)

BUSINESS FORECASTING

Subject Code : MBA-964-18

M.Code : 78032

Date of Examination : 30-05-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students have 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 students have to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

SECTION-A

1. What is meant by Demand Forecasting?
2. What are the determinants of Demand Forecasting?
3. What is cross-sectional data collection?
4. What are focus groups?
5. What is meant by the Extrapolation of time series?
6. What is Autocorrelation Function?
7. What is forecasting error?
8. What are composite indexes?

SECTION-B

UNIT-I

9. Discuss the need and relevance of demand forecasting in the present business environment. Explain by citing examples.

10. How can one select an appropriate forecasting technique? Explain by citing examples.

UNIT-II

11. Discuss in detail the forecasting with the regression model. Also, enlist its application areas

12. Write notes on

a) Time series data collection

b) Estimation of parameters

UNIT-III

13. What are different extrapolation models? Explain by discussing the applications of each model.

14. a) What is smoothing and seasonal adjustment?

b) Discuss the specifications required for ARIMA models.

UNIT-IV

15. Discuss in detail the GARCH process. Compare it with ARCH process.

16. **Write notes on :**

a) Qualitative Forecasting techniques

b) Use of software packages for forecasting.

SECTION-C

17. **Case Study :**

Due to the increasing level of competitiveness among companies, forecasting plays an important role in supply chain management, and the viability of a company is often dependent on the efficiency and accuracy of forecasts. Demand forecasts are beyond all strategic and planning decisions in any retail business as they directly affect the company's profitability and competitive position. For these reasons, the use of demand forecasting techniques is one of the fundamental supports in the planning and management of a company's supply chain. Its importance becomes patent since its outcome is used by many functions in the organization: they allow the financial department to estimate costs, levels of profit and capital needs: enable the sales department to obtain the know-how of die sales volume of each product; the purchasing department may plan short and long-term acquisitions; the marketing department can plan their actions and evaluate the impact of different marketing strategies on the sales volume and brand awareness, the logistics department that will be able to define the specific logistics needs and finally, the operations department that can manage and plan the purchase of machinery and materials, as well as the hiring of labour, in advance. It is, therefore, consensual that the forecasts are very useful and even essential for most companies. Accurate demand forecasts have the potential to increase profitability, improving the chain's efficiency and reducing waste. In the food business, proper management of inventories involves numerous articles whose particular characteristics, namely perishability, are relevant. Bad decisions in this area can lead to large losses related to excess stock

Demand Forecasting Methods

Predicting demand is a fundamental activity, as it can reveal market trends and contribute to the strategic planning of the company. Demand forecasting is an essential tool to make the decision process faster and safer. There are several techniques available to support analysts in forecasting demand. Although these techniques have substantial differences, there are common characteristics:

- They generally assume that the causes that have influenced demand in the past will continue to act in the future;
- Forecast accuracy decreases as the forecasting horizon increases;
- Aggregated forecasts for product groups are more accurate than individual product forecasts.

Forecasting methods may be divided into quantitative and qualitative methods. Quantitative methods require the construction of mathematical models using historical data that describe demand variation over time. These methods include decomposition, moving averages, exponential smoothing, ARIMA, etc. Qualitative methods, in general, result from the opinion of process specialists to predict demand. They are frequently questioned as the systematic approach provided by quantitative techniques presents a better performance concerning future estimates. However, in cases of information scarcity, for example, in the launching of new products, the experience and know-how of managers may be useful.

Questions:

a) Discuss the need for demand forecasting in supply chain management.

b) Discuss the various demand forecasting methods. Also, from your subject knowledge, suggest the applications and limitations of Quantitative and Qualitative methods.

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18

July 2022

Roll No. ☐☐☐☐☐☐☐☐☐☐☐ Total No. of Pages : 04

Total No. of Questions : 17

MBA (2018 Batch) (Sem.–4)

CORPORATE STRATEGY

Subject Code :MBA-401-18

M.Code :77807

Date of Examination : 01-07-22

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students have 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 short notes on:

1. What is the significance of synergy for an organisation?
2. What do you mean by Matrix structure?
3. Give the meaning of corporate culture.
4. Differentiate between Strategy and Tactics.
5. Define Forward integration with the help of example.
6. Write a short note on GE nine cell frameworks.
7. What are the evaluation techniques for Strategic and Operational control?
8. Discuss resource allocation as a tool of strategy and strategic implementation.

25

SECTION-B

UNIT-I

9. What are the various levels of strategy? What is the role of a strategist?

10. Distinguish between SWOT and TOWS giving examples.

UNIT-II

11. Describe Porter's five forces model in detail. What are the driving forces and key success factors of a business?

12. Explain in detail the leadership, differentiation and focused strategies. What are the advantage and disadvantages of each?

UNIT-III

13. What do we mean by related and unrelated diversification? Explain the meaning of corporate restructuring.

14. Describe the harvesting and retrenchment combination strategies in detail.

UNIT-IV

15. Describe strategy-structure fit of an organization. How is resource allocation done?

16. Describe the organizational system and techniques of strategic evaluation.

SECTION-C

17. **Case Study :**

Sitting in the back of his chauffer driven car coming back from Ludhiana, Rohit was thinking what to do next. His road to success had not been easy and he had worked very hard. So, should he take it to the next level but then sometimes stagnancy in profits worried him and he thought otherwise.

He remembered that he had setup his first coffee shop in a high visibility location in a shopping hub in Chandigarh in 2004 with the help of his father and a venture capitalist who was a silent partner at a time.He after doing his graduation had followed in the footsteps of his father and decided to setup his business. He had taken help from his

26

father and setup a nice little coffee shop "Coffee Cabana". The shopping hub boasted of best brands in India and the customer profile consisted of majority of middle - upper middle class from Chandigarh, Mohali and Panchkula.The high visibility of the shop ensured a good footfall not only of regular customers but also of walk-in customers.

Rohit was a Graduate in arts and he worked hard to increase his knowledge of coffee bean and blends and processes related to preparing them. Today because of that knowledge, he is able to offer his customers customization like no other shop in the area. He offer the coffee lovers opportunity to choose their coffee and grind them before handing them in for a fresh and unique coffee experiences. His shops "wall of frames" and his website was full of praises by the satisfied customers. This has also promoted him to delve his feet into selling unique coffee blends rather than only coffee. He offered concentrated blends like elaichi coffee, spice coffee and even some lightly mixed alcohol based coffees. Many international customers often came into his shop to order customize blends to take back homeand often requested refills online. Though, the side business was a good revenue earner, Rohithas never fully explored the potential of selling customized coffee blends. He was able to offer his superior service only because of his relationship with his suppliers who offered him best quality coffee and beans at a competitive price. His relationship with the suppliers ensured superior services. He has had such a strong relationship with his suppliers that he has never ever felt the need to enter into formal contract with his suppliers. He also hadconcentrated on other element of his services that was good courteous employee. Though hehad high attrition rate in service personnel yet good work environment ensured thatemployees were motivated and knew that customer was to be valued. His customization strategy could not work without a good quality customer contact employees. Over the years, Rohit has been able to develop some unique and patented blends of coffee and tea which has increased the popularity of his shop. The Chandigarh outlets, in its third yearof operation had become very popular with universities and college going student and was hang out specially on weekends. On weekdays it was a meeting place for the office people. The diversity of customer base ensures a steady stream of demand throughout the week. Rohit had been able to reach breakeven in the first three years of his operations and had in 2010 brought out his partner and converted the business to sole proprietorship.

Motivated by the success, he had opened up an outlet in Amritsar, Ludhiana and Jalandhar. Rohit had ensured that the blue print of the outlets in these three towns was same as that of one in Chandigarh so that the customer could associate the brand. This had given his brand a regional recognition "Coffee-Cabana". On demand of his customer, he had converted pure coffee shop into a snack and coffee outlet. Rarely he offered his customer a bare basic assortment of coffee compliments. This change concept of his coffee shop had led to him competing not only with other big coffee shops like Barista and CCD but also with other restaurants. In comparison to these big outlets, his product though customized was considered expensive as a result he was alienating the younger college and university students. This category considered the place as a special occasion place rather than a hangout place which was the case when coffee cabana was in

(27)

Chandigarh. His economies of scale were no match for these big restaurants of coffee chain.

Since the inception and start of the business in 2004 Rohit had taken every decision himself. He had been a true entrepreneur and believed in what his father had taught him i.e."if you want something done right, do it yourself". But increased scale of business taught him that he could not be everywhere and therefore though reluctantly he hired some MBAs to take care of other three outlets. However, he was still facing problems in integrating function of the four outlets.

Rohit had understood these challenges and was aware of them even when his operation was limited to only in Chandigarh. He considered these to be a part and parcel of the business. Hisis still in green *i.e.* making profits and therefore he thinks he had need not worrybut today he wanted more.

He had run into venture capitalist who had initially finance his business. His old partner had offered to help Rohit take his business international. Rohit had never thought of expanding further but the offer was certainly tempting and on his way back to Chandigarh, he was contemplating what to do.

Discussion Questions :

(a) What should he do? Expand or not?

(b) What means would be best suited?

(c) Conduct a SWOT and TOWS analysis for Rohit.

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28

Roll No.

Total No. of Pages : 02

Total No. of Questions : 17

MBA (Sem.–4)

WORKSHOP ON INDIAN ETHOS

Subject Code : MBA-403-18

M.Code : 77821

Date of Examination : 16-07-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students have 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 students have to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Explainvarious learnings from Kautilya's Arthashastra.
2. Give the distinction between Ethics and Ethos.
3. What are Secular and Spiritual Values?
4. What do you mean by Value Based Management?
5. What is Brain storming?
6. What is the role of Meditation in managing stress?
7. What do you mean by Law of Creation?
8. What do you mean by Law of Humility?

SECTION-B

UNIT-I

9. What is the role of Ethos in business? Also, describe a few important management lessons from Vedas and Mahabharata.
10. What do you mean by Indian Ethos? Discuss in detail the salient features and points of difference between Indian and Western style of management.

29

UNIT-II

11. Explain various features and dimensions of Work Ethos.
12. Describe the relevance of Value System in Work Culture. Also, discuss the impact ofvalues on various stakeholders.

UNIT-III

13. Explain in brief about the various causes and consequences of stress at work.
14. What are the contemporary approaches to Leadership? Discuss in detail.

UNIT-IV

15. What is the role of Karma to Managers? Also, describe various Laws of Karma.
16. Explain in detail the concept and methodologies of Corporate Karma in detail.

SECTION-C

17. Case Study:

Read the following case study and answer the questions given at the end of the case:

Mr. Mohan was running a small business in which around 100 unskilled workers were working. Most of the workers were very poor and illiterate. They had not any other option to survive other than working in the business owned by Mr.Mohan. Mr. Mohan was the main task master for them, and he was very nice in his behaviour towards the workers working in his business. He was basically following participative style of leadership.

Mr. Mohan's son, Mr. Sohan has just completed his MBA from a reputed institution, and he joined the- business of his father. He had studied Indian Ethos, Organisational Behaviour, and various Human Resource subjects during his MBA. His style of working was totally different from his father. He believed in autocratic style of working, and was very rude towards the workers.

Mr. Mohan was not satisfied with the style adopted by his son. He called Sohan and said to him," I have been observing your style of working for the last few days. I know you have studied Indian Ethos, Human Resources and Organisational Behaviour during your studies, but you are not using these in real life."

Questions:

a. Comment on the leadership style of Mr.Mohan and Mr. Sohan?
b. Do you agree with Mr.Mohan? Give reasons.
c. What leadership qualities are needed to manage such small business where majority of workers are unskilled?

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30

Roll No.

Total No. of Questions : 17

Total No. of Pages : 03

MBA (Sem.–4)

MERGERS, ACQUISITIONS AND CORPORATE RESTRUCTURING

Subject Code :MBA-914-18

M.Code :77813

Date of Examination : 08-07-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students have 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 students have to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY consists of ONEQuestion carrying TWELVE marks.

SECTION-A

Write short notes on :

1. Define merger.
2. What is synergy?
3. What is share repurchase?
4. Explain horizontal merger.
5. What is Demerger?
6. What is takeover bid?
7. What is value creation?
8. What do you mean by share exchange ratio?

31

SECTION-B

UNIT-I

9. Explain the term corporate restructuring. Discuss different forms of corporate restructuring.

10. What is Takeover? Discuss various takeover defense strategies.

UNIT-II

11. Write Short notes on following:

    a. Revere Merger

    b. Strategic Alliance

12. Explain the concept of Leveraged Buy-Out (LBO). Also, discuss its characteristics and structure.

UNIT-III

13. Write short notes on following:

    a. Accounting aspects of mergers and acquisitions.

    b. Impact of payment option on EPS.

14. Discuss various financing options available to acquiring company.

UNIT-IV

15. Explain the motives behind International mergers and acquisitions. Discuss reasons for failure of international mergers and acquisitions.

16. Write short notes on following:

    a. Taxation aspects of mergers and acquisitions.

    b. Due diligence in mergers and acquisitions.

32

SECTION-C

17. **Case Study:**

Tata acquired Corus on the 2nd of April 2007 for a price of$12billion making the Indian company the world's fifth largest steel producer. Tata has reportedly financed only $4 billion of the Corus purchase from internal company resources, meaning that more than two-thirds of the deal has had to be financed through loans from major banks. Tata's new debt amounting to $8 billion due to the acquisition, financed with Corus' cash flows, is expected to generate up to $640 million in annual interest charges (The day after the acquisition was officially announced, Tata Steel's share fell by 10.7 percent on the Bombay stock market.)

The acquisition by Tata amounted to a total of 608 pence per ordinary share of £6.2 billion (US $12 billion) which was paid in cash. First of all, the general assumption is that the acquisition was not cheap for Tata. The price that they paid represents a very high 49% premium over the closing mid market share price of Corus on 4 October' 2006 and a premium of over 68% over the average closing market share price overthe twelve-month period. Moreover, since the deal was paid for in cash automatically makes it more expensive, implying a cash outflow from Tata Steel in the amount of £1.84 billion.

The debate whether Tata Steel has overpaid for acquiring Corus is most likely to be certain, since just based on the numbers alone it turns out that at the end of thebidding conflict with CSN, Tata ended up paying approximately 68% above the average price of Corusshares.

Answer the following questions:

a) Identify the merger strategy used in Tata-Corus deal. Explain its features.

b) Explain the financial structure of the Tata-Corus deal.

c) As per your understanding, why did Corus went for this deal?

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33

Roll No. | | | | | | | | | | | | Total No. of Pages : 03

Total No. of Questions : 17

MBA(Sem.–4)

INTERNATIONAL FINANCE & FINANCIAL DERIVATIVES

Subject Code : MBA-915-18

M.Code : 77814

Date of Examination : 17-07-22

Time : 3 Hrs.   Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students have 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 students have 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 short notes on the following :

1. *Discuss challenges of* International Financial Management.
2. BOP
3. Direct Quote
4. *PPP*
5. ADR'S
6. Options
7. Derivatives
8. Transaction Exposure

34

SECTION-B

UNIT-I

9. Discuss nature and scope of International Finance? Elaborate recent changes in the subject of International Finance?

10. Write a note on :

    a. Gold Standard

    b. Economics and Monetary Union

UNIT-II

11. Explain PPP Theory in detail. Critically evaluate this theory.

12. Write a Note on:

    a. EXIM Bank

    b. World Bank

UNIT-III

13. What do you mean by Derivatives? Explain different types of derivatives and their importance.

14. Explain Option Contracts. Explain different option trading strategies.

UNIT-IV

15. What do you mean by swaps? Explain importance and Pricing Strategies of Swaps.

16. What is economic exposure? Explain measurement and management of economic exposure.

35

SECTION-C

17. When the euro was introduced in January 1999, the United Kingdom was conspicuously absent from the list of European Countries adopting the common currency. Although the previous labour Government led by Prime Minister Tony Blair appeared to be in favour of joining theeuro club, the current Tory Government was not in favour of adopting the euro and thus giving up monetary sovereignty of the country. Public opinion was also divided on the issue.

Whether the United Kingdom will eventually join the euro club is a matter of considerable importance for the European Union as well as that of the United Kingdom. If the United Kingdom, with its sophisticated finance industry, joins, it will most certainly propel the euro into global currency status rivalling the U.S.Dollar. The United Kingdom for its part will firmly join the process of economic and political unionization of Europe, abandoning its traditional balancing role.

a. Explain the problem discussed in the case study above.

b. Explain the political and economic condition of United Kingdom at that time.

c. Elaborate potential benefits and cost of adopting the Euro.

d. Elaborate in your own words the Potential impact of British adoption of the Euro on the International Financial System.

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36

Roll No. Total No. of Pages : 02

Total No. of Questions : 17

MBA (Sem.–4)

TAXATION & PERSONAL FINANCIAL PLANNING

Subject Code : MBA-916-18

M.Code : 77815

Date of Examination : 01-08-22

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students have 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 students have to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Question carrying TWELVE marks.

SECTION-A

Write short notes on the following :

1. Explain the meaning of Tax Evasion.
2. What is the scope of Tax Planning?
3. What do you mean by Exempted Incomes?
4. What is the concept of clubbing of income?
5. What do you mean by Environmental Analysis?
6. What is Future Value of Money?
7. Describe in brief the concept of Public Provident Fund.
8. Describe in brief any two types of Mutual Fund Schemes.

J7

SECTION-B

UNIT-I

9. What is the need of Tax Management? Also describe its scope.

10. What do you mean by Tax Planning? Discuss various methods of tax planning.

UNIT-II

11. What are the different categories into which the assessee are divided regarding residence and how is the residence of assessee determined for income-tax purposes?

12. What do you mean by Capital assets? Discuss the provisions of the Income-tax Act relating to 'Long-term Capital Gain' and 'Short-term Capital Gain'.

UNIT-III

13. What do you mean by Personal Financial Planning? What are the main features of personal financial planning?

14. Explain the concept of Time Value of Money. How the concept of Time Value of Money affects the personal financial statements of an investor?

UNIT-IV

15. What do you mean by Investment Planning? What are its objectives?

16. Explain in detail various Money market instruments available to an investor.

SECTION-C

17. **Case Study:**

Mr. Bankesh has furnished you the following data :

Income from house property(negative) (Rs.1,30,000)

Salaries (Net) Rs. 80,000

Income from other sources (negative)(Rs. 90,000)

Income from lotteries Rs. 3,50,000

Mr. Bankesh is seeking advice relating to set off and carry-forward for the currentAssessment Year.

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38