

Roll No.

Total No. of Pages : 03

Total No. of Questions : 10

MBA/MBA (IB) (Sem.-2)

ENTREPRENEURSHIP AND PROJECT MANAGEMENT

Subject Code : MBA-207-18

M.Code : 76159

Date of Examination: 06-05-2024

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 consists of ONE Case Study carrying TWELVE marks.

SECTION-A

1. **Write briefly :**
- a) Rural Entrepreneurship
 - b) Entrepreneurial Mindset
 - c) Opportunity Assessment Plan
 - d) Entrepreneurial Motivation
 - e) Patents
 - f) Bankruptcy
 - g) Demand Analysis
 - h) Social Cost Benefit Analysis.

SECTION-B

UNIT-I

2. Define the term Entrepreneur. How this term is different from Manager? Discuss the functions of an entrepreneur in detail.

3. *"Government has played an important role in Entrepreneurship Development"*. Do you agree? Justify.

UNIT-II

4. Write a detailed note on :

- a) Entry Strategy
- b) Risk Reduction Strategy.

5. Discuss various types of Entrepreneurial Innovation. Explain the process of product planning and development.

UNIT-III

6. *"In the last decade, various entrepreneurial ventures have failed in India"*. Highlight various reasons that are responsible for the failure of an entrepreneurial venture.
7. Define the term Business Plan. Discuss its scope. Explain how business plan can be implemented?

UNIT-IV

8. Discuss various steps that are required for the generation and screening of Project Ideas.
9. Define the term Project Financing. Discuss various Post Audit and Administrative aspects of Project Review in detail.

SECTION-C

10. Case Study :

Women entrepreneurship in India: A case study of Jaishree Kabra of Kothari Silk : A lot of adapted analogues of entrepreneurship that would fit into the rural development context, argued here, is the broader one, the one which defines entrepreneurship as : "a force that mobilizes added assets to accommodate unmet bazaar demand", the adeptness to actualize and body something from about nothing", "the action of creating amount by affairs calm an altered amalgamation of assets to accomplishment an opportunity". This is why entrepreneurship is advised to be a prime mover in development and why nations, regions and communities that actively advance entrepreneurship development, authenticate abundant college advance ante and appropriately college levels of development than nations, regions and communities whose institutions, backroom and adeptness arrest entrepreneurship.

Women entrepreneurs have tremendous potential in empowering and transforming society, thus synthesizing social progress and economic development. Jaishree's dynamic

and adaptive team generates 20 to 25 samples every day and churns out 2 to 3 catalogues every month, each catalogue having 12 to 18 designs. They claim that none of their designs is ever repeated. At any given time 6 to 7 teams are working on separate mandates. Each such team comprises sketchers, punchers and fashion designers. The sketcher puts the ideas on paper, the puncher converts the image on paper into electronic format on a computer and the designer then assembles all the creative ideas on the computer into a coherent design for printing. All this work is related to just one product, dress material, basically for Punjabi suits. In market parlance, it is known as SKD (salwar Kameez Dupatta set). Women are now proving to the world that their role in society is no more limited to that of a consumer but they can also play a major role as an enabler to bring those products and services to the consumer, which has been very ably proved by Jaishree's design studio, a part of Kothari Silk Mills.

Increased opportunities for women have provided them with skills which have resulted in more opportunities to pursue economic independence. Entrepreneurship match between the entrepreneur's time span of comfort and the time span demands of the Endeavour will contribute to the potential success or failure of the Endeavour, as well as indicate when measures of success should be taken in entrepreneurship with a clear vision. Entrepreneurs, strategies of industrialization often depend upon the emergence & development of entrepreneurial skills and an appropriate environment.

Answer the following questions :

- a) Elucidate the details of women's entrepreneurship and possible outcomes of this case.
- b) What will be the reasons behind entrepreneurial development in the case of the present study?
- c) Suppose if you are the women entrepreneur, explain the role played by you for the economic development.

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MBA (Sem-2)

CORPORATE FINANCE AND POLICY

Subject Code : MBA206/21

M.Code : 92177

Date of Examination : 11-05-2024

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. **Answer briefly :**
 - a. What is EPS?
 - b. What is Capital Rationing?
 - c. What is Leverage?
 - d. What is Risk Analysis?
 - e. What is Business Risk?
 - f. Define Cost of Equity.
 - g. What is Payback period?
 - h. What is Float?

SECTION-B

UNIT-I

2. Why financial management knowledge is important for a growing business in today's world.
3. Write notes on the following :
 - a) Concept of Valuation
 - b) Corporate Finance.

UNIT-II

4. Explain the determinants of a capital structure.
5. Discuss EBIT/EPS Analysis in detail.

UNIT-III

6. Discuss the concept of trading on equity.
7. What is Capital Budgeting? Discuss major techniques of analysis.

UNIT-IV

8. Discuss the dividend decision in detail.
9. Discuss major factors affecting the working capital of a business firm in detail.

Roll No.

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MBA/MBA (IB) (Sem.-2)

PRODUCTION AND OPERATIONS MANAGEMENT

Subject Code : MBA/205/18

M.Code : 76157

Date of Examination : 22-05-2024

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. Answer briefly:**
- i) Define Facility Location.
 - ii) Discuss the concept of Batch production systems.
 - iii) What do you understand by capacity planning?
 - iv) Explain the benefits of Six Sigma.
 - v) What is the utility of acceptance sampling?
 - vi) Elaborate the importance of value analysis in Production Management.
 - vii) Explain the Transformation Process Model.
 - viii) What are the responsibilities of an operations manager?

SECTION-B

UNIT-I

2. Discuss the need and importance of new product design and development. Explain the steps involved in new product design & development, with examples.

3. Discuss the objectives of plant location. What are the various important factors to be kept in mind while deciding on a new plant location? Give examples.

UNIT-II

4. Discuss the concept and importance of Capacity Planning. What are the factors affecting capacity planning?
5. What are the various types of plant layouts? Also, discuss the problems faced while deciding on a facility layout.

UNIT-III

6. Discuss the various types of Sampling Techniques. What are the applications of control charts? Explain with illustrations.
7. What is the importance of Total Quality Management? Discuss Deming's 14 principles and Juran's Quality Trilogy.

UNIT-IV

8. Explain J.I.T with illustrations. Discuss Kanban technique of Inventory Management.
9. Derive an expression for Economic Order Quantity, stating suitable assumptions. Also find the expression for total optimised costs.

SECTION-C

10. Study the following case and answer the questions that follow :

XYZ Ltd does the ABC classification of the various components and parts it uses for assembling its tractors.

- a. As an operations manager, you are required to classify the following parts and components into A, B and C categories according to their usage values.
- b. Draw the ABC distribution curve.

- c. Item # 8 has a high criticality class i.e. a shortage of this item may lead to a complete halt in the production process. What special treatment can be given to this item?

Item ID #	Unit Price (Rs)	Annual usage (Units)
1	8	150,000
2	40	2,700
3	84	450
4	72	13,700
5	900	250
6	2,400	690
7	500	81
8	9	500
9	97	6,500
10	5	350,000

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MBA / MBA (IB) (Sem.-2)

HUMAN RESOURCE MANAGEMENT

Subject Code : MBA-204-18

M.Code : 76156

Date of Examination : 21-05-2024

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 Write short note on :

- (a) Competencies of HR Manager
- (b) Importance of HRP
- (c) HRM and HRD
- (d) Career Counselling
- (e) Elements of compensation
- (f) QWL
- (g) Approaches of IR
- (h) HR Audit.

SECTION-B

UNIT-I

2. Discuss the steps in integrating HR strategy with Business strategy. Differentiate between SHRM and HRM.
3. What is Job Analysis? Discuss the methods of Job Description and Job Specification with relevant examples.

UNIT-II

4. What are the sources of Recruitment? Discuss various steps involved in the process of Selection.
5. What is Internal Mobility? Explain different types of Internal Mobility with suitable examples.

UNIT-III

6. What is Performance Appraisal? Discuss various methods of Performance Appraisal in detail.
7. Discuss the provisions related to Health and Safety of employees at workplace.

UNIT-IV

8. **Write a note on the following :**
 - (a) Participative Management
 - (b) Grievance Handling.
9. Write a detailed note on Human Resource Management practices prevalent in India.

SECTION-C

10. Case study of workers participation in aristocrat baggage company-

The Aristocrat Baggage Company was suggested a consultative input regarding an Innovation on the dispatch procedure provided by an operator Mr. Raman. The

suggestion was initially ignored. Two years after the incident, the Company appointed a New Dispatch Manager. A year later, the newly appointed manager gave a formal introduction to a New Dispatch procedure and it was similar to the idea provided by Mr. Raman almost three years back. The company accepted the idea provided by the Manager and this led to an emotional distress in the mind of Mr. Raman.

Questions :

- (a) Why emotional distress arose in the mind of Mr. Raman?
- (b) Should it be any criteria for the suggestion committee to accept or reject any suggestion of workers?
- (c) What are the various parameters used by management to assess the idea?

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MBA (Sem-2)

MARKETING MANAGEMENT

Subject Code : MBA203/21

M.Code : 92176

Date of Examination : 08-05-2024

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. Answer briefly :
- a) What are the earlier marketing ideas?
 - b) What do you understand by the marketing concept?
 - c) How to identify the target audience?
 - d) Define advertising.
 - e) Role of personal selling.
 - f) What is Brand Value?
 - g) Define the Rural Marketing
 - h) How retailing is different from wholesaling?

SECTION-B

UNIT-I

2. Describe the buying process. What are the factors affecting the consumer buying behaviour?

3. What is marketing management and how it is different from selling? Elaborate in details the marketing mix with an example.

UNIT-II

4. How do you enumerate the marketing strategies for different stages of product life cycle?
5. What are the factors responsible for segmentation? Describe the factors affecting the targeting and positioning for market growth.

UNIT-III

6. What is pricing? What are the methods for pricing and how these are affected by different factors?
7. What are different elements of promotion mix? Discuss the role of each element.

UNIT-IV

8. Describe the digital marketing. What are the strategies for digital marketing?
9. Critically comments on Event marketing, Network marketing, Buzz marketing and Social marketing.

SECTION-C

10. Case Study :

For many years McDonald's enjoyed worldwide success build on a few well-known highly standard conditions. The company with the golden arches served a simple menu hamburgers, French fries, and milk-shakes or soft drinks. The food was priced low, its quality was consistent, and it was served speedily from establishments that all looked alike and were extremely clean. In recent years, however, McDonalds has seen its growth rate slow down and its dominant market position slip. Why? The changes that have been occurring in the company's external environment. Let's start with the population scene. For many years McDonald's main customer group was young couples with several kids. Today, people are marrying at a much later age and families have fewer children. So, McDonald's traditional customer bases are eroding. Then there are the cultural changes. Also, consumers have become more health conscious. Let's face it burgers, fries and shakes (foundation of McDonald's success are not exactly at the top of the dietician's menu recommendations today). Consumers want convenience. In the past, they hopped in the car and drove to McDonald's. Today they can pop something into the microwave oven or phone Domino's to have a pizza delivered : Another challenge came as consumers became more concerned about their physical environment. McDonald's polystyrene hamburger packaging was attacked by people who demand the use of

recycled and/or biodegradable products. Paralleling all these challenges were the growing number and effectiveness of competitors.

Questions :

- a) What should be the course of action to regain its dominant market position and to tackle competition?
- b) List out and discuss, the major environmental changes being faced by McDonald's.

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MBA / MBA(IB) (Sem.-2)

LEGAL ENVIRONMENT FOR BUSINESS

Subject Code : MBA-202-18

M.Code : 76154

Date of Examination : 16-05-2024

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

1. Write short notes on:
- a) Explain the terms Pledge and Bailment.
 - b) What is the legality of the object?
 - c) Explain any two principles of sales of goods.
 - d) What is the performance of the contract?
 - e) *Does the death of a partner dissolve a partnership firm?* Comment.
 - f) What is a Promissory Note?
 - g) Explain the concept of "Resolution".
 - h) Discuss the qualifications of a Director.

SECTION-B

UNIT-I

2. *"The legal system of a country is part of its social system and reflects the social, political, economic, and cultural characteristics of the society."* Comment on this statement by bringing out the structure of the Indian Legal System.
3. Explain when consent is said to be free and when it is not considered to be free.

UNIT-II

4. Elucidate in detail the Sales of Goods Act.
5. Write a detailed note on the Transfer of Ownership and Property.

UNIT-III

6. Explain in detail the liability of the banker and drawer in case of dishonour of a cheque.
7. *"A business firm seeks new partners with business expansion being one of the driving motives."* Comment on the statement with regard to the admission of a partner in a partnership firm.

UNIT-IV

8. Differentiate between the Company and Partnership Firm. Also, discuss the types of companies.
9. Discuss in detail the definition and features of a company.

SECTION-C

10. Case study :

- a) Which of the following is a bill of exchange? Give reasons.
 - i. "To Anderson, Dear Sir, We hereby authorize you to pay on our account, to the order of Wolf, the sum of six thousand rupees."

ii. "Rs. 500" "Pay to my order the sum of five hundred rupees, for value received."
It is neither signed by any person as drawer nor addressed to any person as drawee. It is accepted by Lam.

b) Ramaswami proposed to sell his house to Ramanathan. Ramanathan sent his acceptance by post. The next day, Ramanathan sends a telegram withdrawing his acceptance. Examine the validity of the acceptance in the light of the following :

i. The telegram of revocation of acceptance was received by Ramaswami before the letter of acceptance.

ii. The telegram of revocation and letter of acceptance were both reached together.

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MBA (Sem.-2)

BUSINESS ANALYTICS FOR DECISION MAKING

Subject Code : MBA/201/18

M.Code : 76153

Date of Examination: 14-05-2024

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.

SECTION-A

1. **Answer the following questions in 2-3 lines :**
- a. What is meant by Inferential Statistics?
 - b. What are the different types of classification?
 - c. What is the null hypothesis?
 - d. What is a Type-1 error?
 - e. What is Multiple Regression?
 - f. What is Auto Correlation?
 - g. What are Index numbers?
 - h. What are linear equations?

SECTION-B

UNIT-I

2. Discuss the need and applications of inferential statistics in business. Explain by citing examples.
3. **Write notes on :**
 - a) Applications and limitations of probability methods of sampling.
 - b) Relationship between sample size and errors.

UNIT-II

4. Discuss the need and relevance of the hypothesis in statistical analysis. Explain by citing examples.
5. **Write notes on :**
 - a) Applications of F-test
 - b) Applications of ANOVA

UNIT-III

6. Discuss the role and applications of forecasting in business. Explain by citing examples.
7. **Write notes on :**
 - a) Assumptions of regression
 - b) Methods of forecasting

UNIT-IV

8. Discuss the importance of Index numbers in managerial decision-making. Explain by citing examples
9. **Write notes on :**
 - a) Test of consistency in index numbers
 - b) Least square method

SECTION-C

10. The three samples below have been obtained from normal populations with equal variances. Test the hypothesis that the sample means are equal

8	7	12
10	5	9
7	10	13
14	9	12
11	9	14

The table values of F at 5 % level of significance for Degrees of freedom₁ = 2, Degrees of freedom₂ = 12 is 3.88

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MBA \ MBA (IB) (Sem.-2)

COMPUTER APPLICATIONS FOR BUSINESS

Subject Code : MBAGE-201-18

M.Code : 76160

Date of Examination : 27-05-2024

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. Write briefly :

- a) What is PROM?
- b) What are the functions of the CPU?
- c) What are the various versions of Windows?
- d) Discuss the functions of an Operating System.
- e) What are special symbols in MS Word?
- f) What is the utility of the page break function in MS Word?
- g) What is a content wizard in MS Powerpoint?
- h) What is sorting in MS Access?

SECTION-B

UNIT-I

2. *"Managers cannot operate without the application of computers"*. Comment on this statement by citing examples.
3. **Write notes on :**
 - a) Classification of computers on the basis of generation
 - b) Important input and output devices.

UNIT-II

4. Discuss the reasons for the widespread application of windows as an Operating System. Explain by citing examples.
5. **Write short on :**
 - a) Basic commands of Windows
 - b) Discuss various components of MS Office .

UNIT-III

6. Discuss the important features of MS Power point from business perspective.
7. **Write notes on :**
 - a) Applications of indents and outdents
 - b) Various formatting commands in MS Word .

UNIT-IV

8. Discuss how MS Access can be applied in handling work at your department? Explain by citing examples.

9. **Write notes on :**

- a) Important statistical functions in Excel
- b) Application of MS Excel

SECTION-C

Case Study :

10. The release of various new versions of operating systems has brought about increased competition within industries and companies due to the use of new and improvised operating systems in the companies to facilitate the working progress. The various famous operating systems are inclusive of the Microsoft Windows operating system and the Mac OS. The problem statement in this case scenario is the need for upgrading the operating systems on the 5000 computers in the Soap-n-Suds international soap manufacturing company. Before installing a specified operating system, there is a need for comparison between the different systems capable of running on various desktop environments. The elements to be taken into consideration are inclusive of the hardware components and their software requirements specification. These are briefly discussed below.

Microsoft Windows

This is the most common and advisably used operating system around the globe. This is because it is easier to use and offers a series of graphical interfaces that are very much appealing to the eye.

Mac OS

The Mac operating system is a large software system component initiative offered by the famous Apple Inc. technology Firm. It provides a variety of multiple products and services within its operating system, like the general graphical interface design and shared application frameworks, which are majorly compatible with Mac or Apple-labelled computers. The compatibility on non Apple PCs is limited to Intel desktop based systems or Intel-based motherboards.

Case Study Question :

Based on your knowledge, which operating system would you recommend for Soap-n-Suds international soap manufacturing company? Explain by comparing features of Windows and Mac OS.

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