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

Total No. of Questions : 10

MBA/MBA(FinTech)(IB) (Sem.–2)

BUSINESS ANALYTICS FOR DECISION MAKING

Subject Code : MBA-201-18

M.Code : 76153

Date of Examination : 21-05-2025

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. **Explain briefly :**

   a) Descriptive Statistics

   b) Two Way Table

   c) Stratified Sampling

   d) Sampling Distribution

   e) Goodness of Fit

   f) Trend Analysis

   g) Autocorrelation

   h) Tests of Consistency

SECTION - B

UNIT - I

2. ***"Statistics or statistical Methods may be defined as the collection, presentation, analysis and interpretation of Numerical Data".*** Elaborate the statement with respect to scope of statistics in managerial decision making.

3. **Present the following information in a suitable tabular form :**

   Out of total number of 10000 candidates who applied for jobs in a government department, 6854 were males, 3146 were graduates and others, non-graduates. The number of candidates with some experience was 2623 of whom 1860 were males. The number of male graduates was 2012. The number of graduates with experience was 1093 that includes 323 females.

UNIT - II

4. What is Hypothesis Testing? Explain the procedure of Hypothesis Testing.

5. A Car Manufacturer claims that its new car gives a mileage of at least 10 kms. Per litre of petrol. A Sample of 10 Cars is taken, and their mileage recorded as follows (in kms P.l) 11.2, 10.7, 11.3, 11.0, 10.8, 10.7, 10.6, 10.6, 10.7 and 10.4. Is there any statistical evidence to support the claim of the manufacturer about the mileage of the Car? (Tabulated value at 5% level of Significance is 1.83)

UNIT - III

6. Elaborate different steps of Business Forecasting. Explain different methods of forecasting.

7. Distinguish between simple, partial and multiple correlation giving suitable examples.

UNIT - IV

8. What is an index number? Explain the various problems involved in the construction of Index Numbers.

9. Fit a Linear Trend to the following data by the least square method.

Year	1990	1992	1994	1996	1998
Production (in 000 units)	18	21	23	27	16

   Also Estimate the Production for the Year 1999.

SECTION - C

10. Case study

Bright Future Academy is a private high school that recently implemented a new curriculum aimed at improving student performance in mathematics. After the first semester, the administration collected test scores from two classes to evaluate the effectiveness of the curriculum. The Academy collected data to analyze the variation in test scores to understand the consistency of student performance and identify areas for improvement.

Data Collection :

Test Scores: The final test scores from two math classes :

- o Class A : [85, 90, 78, 92, 88, 76, 95, 89]
- o Class B : [65, 70, 68, 72, 75, 78, 80, 74]

Results of Analysis :

1. Descriptive Statistics :

- **Class A:**
- Mean : $\frac{85+90+78+92+88+76+95+89}{8} = 86.25$
- Median : 88.5
- Range : 95 – 76 = 19
- Variance : $\frac{(85-86.25)^2+(90-86.25)^2+\cdots+(89-86.25)^2}{7} = 33\ 79$
- Standard Deviation: $\sqrt{33.79} \approx 5.81$
- **Class B:**
- Mean : $\frac{65+70+68+72+75+78+80+74}{8} = 72.25$
- Median : 72.5

- Range : 80 – 65 = 15
- Variance : $\frac{(65-72.25)^2+(70-72.25)^2+\cdots+(74-72.25)^2}{7} = 22.50$
- Standard Deviation : $\sqrt{22.50} \approx 4.74$

Questions to be answered :

a) How the results of the analysis can be interpreted?

b) What additional data could be collected to provide more insights into student performance?

c) How can measures of variation help in assessing long-term trends in student achievement?

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Roll No. Total No. of Pages : 05

Total No. of Questions : 10

MBA / MBA(IB/FinTech) (Sem.–2)

COMPUTER APPLICATIONS FOR BUSINESS

Subject Code : MBAGE-201-18

M.Code : 76160

Date of Examination : 03-06-2025

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 are the uses of RAM?

b) What are magnetic tapes?

c) What is internal memory?

d) Define Operating System as an information manager.

e) What are outdents?

f) What are footers?

g) What are macros in MS-Excel?

h) What is the use of a page break in MS-Word?

SECTION - B

UNIT - I

2. What is a computer? Classify computers based on generation.

3. **Write a short note on :**

a) Need and use of CPU.

b) Applications of EPROM.

c) Features of modern computer.

UNIT - II

4. **Write short notes on :**

a) Components of MS-Office and their applications.

b) What is the need for an operating system?

5. **Write a notes on :**

a) Various Versions of Windows and their features.

b) Basic commands of Windows.

UNIT - III

6. **Write a notes on :**

a) Features that make MS-Word appropriate for office work.

b) How to insert pictures and graphs in MS-PowerPoint?

7. Discuss in detail the important features of MS-PowerPoint. Explain by citing examples.

UNIT - IV

8. **Discuss in detail the following features of MS-Access :**

   a) How to make forms and reports in MS-Access?

   b. How to View and Edit Data in MS-Access?

9. **Discuss in detail the following features of MS-Excel :**

   a. List down important financial and statistical functions.

   b. Graph and Chart formatting commands.

SECTION - C

10. **Case Study : Android Operating System**

The original creator of the platform was Android Inc., Google later bought it over and released the OS as AOSP (Android Open Source Project) in 2007. This new development was complemented by the founding of the OHA (Open Handset Alliance), a consortium saddled responsible for developing and distributing Android. The software, which has now been released under the Apache license, is tagged as a free open-source license. Android releases a new version every few months due to the available huge developer communities that regularly update and create applications using a custom-built version of Java. The OHA group is a consortium of several software, hardware, and telecom companies, such as T- Mobile, Intel, Qualcomm, NVIDIA, HTC, Motorola, and Google Inc., for which Android provides its software platform. The main objective of OHA is to develop available technologies that will considerably lower the cost and time of developing and distributing mobile devices and services.

Merits of Android OS :

a. Open Source Platform supported by a wide-range of mobile device manufacturers and communities.

b. Easy access to many free and premium apps from communities of Apps developers that support Android OS.

c. Multitasking: The Android Operating system has the capability of running many applications and processes within the same available time.

d. Fast and easy notification of SMS, email or RSS reader alert.

e. Home screen allows easy access to the settings of phones without wasting time and with ease.

f. The continuous upgrades in appearance and features might soon leave other iOS far behind.

g. Good for programmers who like to jumble with Linux Kernel for making alterations in OS.

Demerits of Android OS :

a. Unstable and disposed to crashes Compared to other OS.

b. Being open source, so many apps are created. Very few of these applications might have bugs that hackers or viral infections can abuse.

c. To sign in as an administrator for advanced settings, one needs to get acquainted with Linux commands.

d. Frequent updates on the OS could make one upgrade to the latest, and this is called rooting. Rooting should be done carefully; otherwise, one could end up in trouble.

e. The majority of applications require internet connections for operation, which is sometimes a disadvantage.

f. Poor battery backup management.

2. **iPhone Operating System (iOS)**

iOS, which is a mobile OS, is designed and owned by Apple Inc. It was designed and developed for iPhone, but later extended iPad and Apple TV support. iOS root comes from Mac OS X; hence, it is a UNIX-based OS. Like other OS, iOS is frequently updated, starting from iOS version 4.0 and the latest is iOS version 5.1. The Core OS layer resides at the iPhone OS architecture's bottom. Core services layer of iOS architecture encompasses an additional abstraction layer, cocoa touch layer, and media. The core OS layer contains the scheduler, including the Mach kernel, file system, hardware drivers, memory system control, network and inter-process communication, and security framework to secure the system and program data. As confirmed, the OS's core services layer has an abstraction setup. It also contains nonstop accessibility to the network availability, a basic framework for Objective-C programming, the state of mobile device, access to location information, and an address book. iOS has many benefits and non-benefits as stated below.

Merits of iOS :

a. Stable and safe Operating System for mobile phones.

b. Probably the most loved interface for any mobile OS. Good looking desktop and app icons go hand in hand with the stunning looks of Apple devices.

c. Minimal viruses and safe OS with the consideration of very high standards when applications were developed and when updates were also made.

d. High adherence to current web standards and procedures.

e. High consideration for cloud storage technology.

f. Easy access to free and premium apps from Apple store.

Demerits of iOS :

a. iOS only support Apple Hardware, and less operability .

b. Very costly.

Case Based Questions :

a) Critically analyse each merit and demerit of Android OS (given in the case). Give your verdict on the future of Android OS.

b) Critically analyse each merit and demerit of iPhone OS OS (given in the case). Give your suggestion on how iPhone OS can compete with Android OS.

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Total No. of Pages : 03

MBA / MBA (IB) / MBA (Fintech) (Sem.–2)

LEGAL ENVIRONMENT FOR BUSINESS

Subject Code : MBA-202-18

M.Code : 76154

Date of Examination : 06-05-2025

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 a short note on the following :**

   a. Define a valid contract.

   b. What is free consent in contract law?

   c. Differentiate between sale and agreement to sell.

   d. What are negotiable instruments? Give two examples.

   e. What is the concept of corporate veil?

   f. Define the memorandum of association.

   g. What are the essential elements of a partnership?

   h. Explain the rules regarding the dishonor of a cheque.

SECTION – B

UNIT - I

2. Discuss the legal intricacies involved in the enforceability of an agreement without consideration. Under what circumstances can such an agreement are deemed valid?

3. ***'The concept of free consent is pivotal to contract formation'.*** Critically analyze the elements of coercion and undue influence in determining the validity of a contract.

UNIT - II

4. Discuss the rights and duties of an unpaid seller as per the Act.

5. What is meant by sale by Sample? What are the conditions implied in such a sale?

UNIT - III

6. Describe the various rights and duties of partners in a partnership firm. How do these rights change in a limited liability partnership?

7. What are the different types of crossings on a cheque? Explain the significance and legal implications of each type.

UNIT - IV

8. What is the importance of Articles of Association in company management? Discuss the process of amending the Articles of Association.

9. Describe the appointment and removal procedures of directors in a company as per the Companies Act, 2013.

SECTION - C

10. **Case study**

    Sunrise Technologies, a software development firm, entered into an agreement with Green Future Enterprises, a startup specializing in renewable energy solutions. As per the verbal discussions and email exchanges, Sunrise Technologies was to design a custom Enterprise Resource Planning (ERP) system for Green Future Enterprises to streamline

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

Total No. of Questions : 10

MBA / MBA (IB/Fintech) (Sem.–2)

LEGAL ENVIRONMENT FOR BUSINESS

Subject Code : MBA-202-18

M.Code : 76154

Date of Examination : 21-06-2025

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. **Answer the following :**

   a. What are the sources of Indian law?

   b. Define consideration in a contract.

   c. Differentiate between a pledge and a bailment.

   d. What is the legal status of a promissory note?

   e. What are the rights of an unpaid seller?

   f. What is the doctrine of ultra vires in company law?

   g. Define the liabilities of a partner a firm.

   h. Explain the crossing of a cheque.

SECTION - B

UNIT - I

2. Examine the concept of contractual capacity under the Indian Contract Act, 1872. What are the legal consequences of contracts entered into by minors and persons of unsound mind? Support your answer with relevant judicial precedents.

3. Explain the essential elements of a contract and discuss how each element ensures the validity of a contractual agreement.

UNIT - II

4. What are the implied conditions and warranties in a contract of sale? Discuss their significance in protecting consumer rights.

5. Explain the legal provisions regarding the delivery of goods under the Sale of Goods Act, 1930. How does this affect ownership transfer?

UNIT - III

6. What is the procedure for the dissolution of a partnership firm? Discuss the different types of dissolution with legal provisions.

7. Define a promissory note and explain its essential elements. How does it differ from a bill of exchange?

UNIT - IV

8. Explain the concept of corporate personality and its significance in the legal structure of companies.

9. Explain in detail the steps involved in the incorporation of a company. What are the legal documents required for company registration?

SECTION - C

10. **Case study**

    A reputed businessman issued a cheque to one of his suppliers as payment for goods received. However, the cheque was dishonored by the bank due to insufficient funds. The supplier, feeling aggrieved, initiated legal action against the businessman under the Negotiable Instruments Act, 1881, citing financial loss and damage to his business reputation.

The businessman contended that his account had sufficient balance when the cheque was issued, but due to an unexpected debit transaction, the funds were insufficient at the time of presentation. The case revolved around whether the dishonour of the cheque was intentional and whether it constituted a criminal offense under the law.

Answer the following questions based upon the case :

a. What legal provisions apply to cheque dishonour?

b. Under what circumstances can a bank refuse payment on a cheque?

c. Does the supplier have a strong case against the businessman?

d. How can businesses ensure that such disputes do not arise in the future?

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Total No. of Questions : 10

MBA / MBA (Fintech) (Sem–2)

MARKETING MANAGEMENT

Subject Code : MBA203-21

M.Code : 92176

Date of Examination : 06-06-2025

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) Differentiate between the marketing and selling concepts.

   b) Define product positioning.

   c) What are the '7Ps' in the Services Marketing Mix?

   d) Mention any two elements of the product mix.

   e) What is the role of Advertising in the Promotion Mix?

   f) What is Event Marketing?

   g) Define brand equity.

   h) What is the role of corporate strategic planning in the marketing?

SECTION - B

UNIT - I

2. Discuss the role of environmental factors (micro and macro) in influencing marketing decisions with the help of suitable examples.

3. Explain the consumer buying behavior process and the factors influencing consumer decision-making.

UNIT - II

4. What is the Product Life Cycle (PLC)? How should marketing strategies change according to the product life cycle stage? Elaborate with the help of suitable examples.

5. Define market segmentation and discuss the various bases for segmentation. Also, illustrate how segmentation helps in better targeting?

UNIT - III

6. Explain the importance of personal selling and sales promotion. How do these tools support customer engagement and retention?

7. *"Pricing is the most sensitive decision in marketing that influences the consumer's purchase decision".* Discuss. What are the different methods that can be used by businesses to determine the price of their product?

UNIT - IV

8. Discuss the concept of Bottom of the Pyramid (BOP) marketing. What strategies should firms adopt to effectively serve this segment?

9. Define green marketing. What are the major challenges faced by the companies implementing green marketing strategies?

SECTION - C

10. **Case Study: Building a Brand - The Rise of "FitLife"**

    FitLife is a startup that entered the Indian health and wellness market with a focus on organic and high-protein snack bars. The; company identified that a large segment of urban, working professionals was becoming increasingly health-conscious but had limited access to affordable and healthy snack options. To differentiate itself, FitLife focused heavily on branding, packaging, and labeling. The product came in eco-friendly packaging with clear, colourful labels that highlighted ingredients, nutritional benefits, and certifications like "Gluten-Free" and "100% Organic." The company positioned itself as a premium, health-focused brand for young professionals. Within a year, FitLife gained significant attention through social media marketing, gym partnerships and influencer promotions. Consumers began associating the brand with fitness, convenience and quality.

Questions :

a) Discuss how FitLife used branding, labeling, and packaging to position its product in the market?

b) Which market segmentation base did FitLife primarily use? Justify your answer.

c) Suggest one improvement FitLife can make in its marketing strategy to strengthen its brand further.

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

Total No. of Questions : 10

MBA/MBA(IB/FinTech) (Sem.–2)

HUMAN RESOURCE MANAGEMENT

Subject Code : MBA-204-18

M.Code : 76156

Date of Examination : 05-06-2025

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. **Write briefly :**

   a) Objectives of HRM.

   b) Define job analysis.

   c) Sources of recruitment.

   d) What is potential appraisal?

   e) Quality circles

   f) HRIS

   g) Approaches of HR audit.

   h) Collective bargaining.

SECTION - B

UNIT - I

2. What do you mean by HRM environment? Discuss in detail various methods of scanning HRM environment.

3. Define human resource planning. Critically analyze various factors influencing human resource planning.

UNIT - II

4. Define selection. Elucidate the process of employee selection with the help of suitable illustrations.

5. Explain the concept of career planning and development. Discuss the process of career planning and development in detail.

UNIT - III

6. What is performance appraisal? Explain various methods of performance appraisal. Also discuss the issues involved in performance appraisal.

7. Explain the concept of compensation. What are the elements of compensation? Discuss in detail the process of wages and salary administration.

UNIT - IV

8. What do you mean by industrial relations? Discuss in detail the mechanism of dispute resolution machinery with examples.

9. Define employee grievance. Briefly explain the process of grievance handling in detail.

SECTION - C

10. **Case study**

    Biotech companies are among those that have challenges recruiting employees with technology skills that are in high demand. Their smart talent management and total rewards program have prevented employee shortages by treating employees with respect, sharing the success stories of the lifesaving drugs they produce, sharing financial success with bonuses, rewards for longevity, onsite child care and improving quality of life by sending employees home with prepared dinners.

Genentech uses genetic information to "discover, develop, manufacture medicines to treat patients with serious or life-threatening medical conditions," according to the company website. The company seems to have a permanent spot on Fortune's "Best Places to Work" and also receives "Best Places to Work" honors from Working Mother, LGBTE quality and Computerworld. The reasons for this recognition are the important work that they do and the strong company cultures that values equality and communication. Any discussion of how great it is to work at Genentech always circles back to the benefits that show a real respect for employees. In addition to providing retirement and health care benefits to employees who work at least 20 hours a week and their dependents, they provide family-friendly perks such as unlimited sick leave, personal concierge service, flexible work scheduling, childcare, nursing mother's rooms, onsite nurses, adoption assistance, and company- sponsored family events. The list of innovative benefits goes on to include unusual benefits such as haircuts, pet insurance, weekly car washes, and $10,000 annual tuition reimbursement! Zappos, the online shoe retailer, offers perks that match their fun-loving culture such as pajama parties, nap rooms, regular happy hours, and a full-time life coach.

Have these benefits worked for Genentech and Zappos? If you translate longevity to morale and loyalty, you'd say they have. Both boast low turnover rates and high employee ratings for workplace satisfaction.

Questions :

a) Describe the importance of employee benefits as a strategic component of fulfilling the goals of HRM at Genentech and Zappos.

b) Explain how Genentech and Zappos use voluntary employee benefits as a motivating tool.

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Total No. of Questions : 10

MBA / MBA (IB/FinTech) (Sem.–2)

PRODUCTION AND OPERATIONS MANAGEMENT

Subject Code : MBA-205-18

M.Code : 76157

Date of Examination : 26-05-2025

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. **Write briefly :**

   a) Characteristics of Product Design.

   b) Scope of Operations Management.

   c) Objectives of Layout Planning.

   d) Define works study.

   e) Explain Kanban System.

   f) Juran's Quality Trilogy

   g) Acceptance Sampling

   h) Virtual Factory Concept

SECTION - B

UNIT - I

2. Explain the factors to be considered in Location planning. Discuss any two techniques of Location Analysis.
3. Discuss the Product Design and Development process in detail with diagram.

UNIT - II

4. Discuss the concept and significance of facility layout. Elaborate different types of layout with suitable diagram and examples.
5. Explain the concept and functions of Production planning and control elaborately.

UNIT - III

6. What is TQM and its components? Discuss its implementation in an organization.
7. What is the significance of Control charts? Explain different types of Control charts.

UNIT - IV

8. **Elaborate the following models of inventory control in detail :**

   a) EOQ model

   b) ABC Analysis
9. Explain the concept of JIT system and its implementation in detail.

SECTION - C

10. **Case Study :**

Dalmia Cements Planning to Double Capacity

by G Naga Shridhar

Dalmia Cements Bharat Ltd (DCBL) will be doubling its production capacity to 12 million tones by the end of 2009 fiscal year commissioning three Greenfield projects."The work in three projects coming up at Kadapa (Andhra Pradesh), Ariyalur (Tamil Nadu) and Cuttack (Orissa) is progressing well. These projects will help increase our capacity from current 5.5 million tones to 12 million tones,"Mr Puneet Dalmia, Director.

Dalmia Cements Bharat Ltd told Business Line. The Kadapa plant (2.25 million tones) and Cuttack plant (2.25 million tones) would commence production in September 2008 while the Ariyalur project would go on line by March 2009. The company has invested over $500 million in these projects, he said.

In view of the huge demand in the domestic market, the additional capacity would be utilised to cater to markets in Tamil Nadu, Karnataka, Kerala, Orissa, Western Region and Jharkhand. "We are already supplying to these markets and the additional capacity will also go there," Mr Dalmia said.

Though DCBL, which ranks seventh among the top cement companies in India, is exporting oil well cement (used in drilling process) to the Gulf region, the focus is only on domestic markets, he added.

Domestic Capacity

On the demand supply gap in the market, Mr Dalmia said building domestic capacity is the only solution. "Though there is a talk on cement imports from Pakistan, I feel cement is a local business in the long term and the capacity should be built within the country. I am bullish on a long term view. Next 10 years, the market would be at ease," he said. The capex pipeline in the country would facilitate additional capacity generation of 100 million tones in next two to four years and the surplus capacity would be visible in next 18 months, he added. The Tiruchy- based company is expecting to clock a turnover of 1,200 crore this year. "By the end of 2009-10, we will be crossing 2,000 crore," Mr Dalmia said.

Source: the hindu businessline.com

a) Why did Dalmia company decided to expand its capacity?

b) Why did it not prefer to import cement from Pakistan?

c) Do you think this decision of additional capacity is right for this company?

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Total No. of Questions : 10

MBA / MBA (Fintech) (Sem–2)

CORPORATE FINANCE AND POLICY

Subject Code : MBA206-21

M.Code : 92177

Date of Examination : 10-06-2025

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) Short-term Sources of Finance.

   b) Hybrid Securities

   c) Debt-Equity Mix

   d) Yield-to-Maturity

   e) Operating Leverage

   f) Payback Period

   g) Bonus Shares

   h) Temporary Working Capital.

SECTION - B

UNIT - I

2. What is corporate finance? Discuss in detail the objectives of corporate finance. Also briefly explain how wealth maximization is superior to profit maximization objective.

3. How much you must deposit today in order to make five equal annual withdrawals of Rs. 60,000 every year?

UNIT - II

4. What do you mean by cost of debt? Discuss various methods for computing cost of debt. Discuss in detail why the debt is considered to be a cheaper source of finance than equity.

5. What do you mean by capital structure? Compare and contrast the Net Operating Income, Net Income and Traditional approaches of relevance / irrelevance of capital structure.

UNIT - III

6. ***'Economic, operational, business and financial risk are major determinants of combined leverage of a company'.*** Elucidate with suitable examples.

7. ***'Expected cash flows are a better proxy of profitability of a capital budgeting project than accounting profit'.*** Critically examine the statement. Also, briefly differentiate between Internal Rate of Return and Accounting Rate of Return Methods for evaluating capital budgeting decisions.

UNIT - IV

8. ***'Dividend is distribution of free profits but dividend policy is affected by the stage of life cycle of the company'.*** Explain. Also, briefly discuss the various types of dividend policy.

9. What do you mean by working capital? Discuss various factors affecting working capital.

SECTION - C

10. **Case Study :**

ABC Textiles Ltd. is a medium-sized textile manufacturing company specializing in cotton and polyester fabrics. Due to increasing demand, the company is considering investing in a new weaving machine to expand production capacity. However, management must evaluate whether the investment is financially viable before proceeding. The proposed investment involves purchasing a new weaving machine and additional infrastructure improvements. The relevant details are as follows :

a) Initial Investment (Capital Expenditure) – Rs. 15,00,000.

b) Expected Useful Life - 5 years.

c) Salvage Value (End of Year 5) – Rs. 1,00,000.

d) Additional Working Capital Required – Rs. 2,00,000 (to be recovered at the end of Year 5).

e) Annual Revenue Increase – Rs. 9,00,000.

f) Annual Operating Costs (including maintenance and labor) – Rs. 4,00,000.

g) Depreciation Method - Straight-line over 5 years.

h) Corporate Tax Rate - 30%.

i) Cost of Capital (Discount Rate) - 10%.

Using Net Present Value and Profitability Index Methods, you are required to suggest whether the project is financially viable?

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

Total No. of Questions : 10

MBA / MBA (IB/FinTech) (Sem.–2)

ENTREPRENEURSHIP AND PROJECT MANAGEMENT

Subject Code : MBA-207-18

M.Code : 76159

Date of Examination : 29-05-2025

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. **Write briefly :**

   a) Functions of an entrepreneur.

   b) Difference between entrepreneurship and corporate entrepreneurship.

   c) Social cost benefit analysis.

   d) Social entrepreneurship

   e) Types of innovation.

   f) Define IPR.

   g) PERT and CPM

   h) Sources of finance for a project.

SECTION - B

UNIT - I

2. What are various types of entrepreneurs? Explain the key attributes of an entrepreneur.

3. What do you mean by entrepreneurial development? Discuss in detail the role of government in entrepreneurship development.

UNIT - II

4. Define creativity. Discuss in detail various techniques of creative problem solving with the help of examples.

5. State the importance of product planning and development. Explain various stages of product planning and development with the help of suitable illustrations.

UNIT - III

6. What are the important components of a business plan? Explain the reasons for the failure of a business plan.

7. Define patent. What are the different types of patents? Explain the steps of registering a patent.

UNIT - IV

8. Illustrate various steps involved in the market and demand analysis of a project.

9. What is 'Venture Capital'? Explain the stages of venture capital financing.

SECTION - C

10. **Case study**

Mr. Narayanrao Bagade, who came to Bombay in search of a job with a diploma in electrical engineering, has risen to the rank of an industrialist engaged in the manufacture of electric transformers. During his term with the Maharashtra State Electricity Board as a junior engineer, Mr. Bagade had gained adequate experience in the field of repairing various kinds of electrical instruments, transformers and sub-stations.

Mr. Bagade had a short stint as a consultant engaged in repairs of electrical transformers and allied job work before putting up a company under the banner of Bagade Electrical Industries' for the manufacture of 33 K.V. to 5,0.00 K.V. transformers.

Aware of the domestic economic constraints, his company also undertakes jobs related to power distribution transformers, drop-out fuses, operating rods, high tension sub-stations etc. Having had his childhood in an area with no supply of electricity in Katarge in Karnataka, Mr. Bagade had an eye ever since he saw a lit street light at the taluka headquarters at the age of 14. And, now in the electrical industry, he deploys the experience of darkness felt during his childhood as a parallel for the economic weaknesses of his colleagues to bring in team spirit in his company.

By concentrating more on the reasons responsible for absenteeism of any of the members of his staff than on the managerial action against those who were absent, he has been able to bring in a small-scale enterprise that functions as a small family striving not merely for their own growth but also of their clients.

Questions :

a) Discuss the entrepreneurial traits of Mr. Bagade.

b) In what ways could the company innovate radically? Identify some adventurous directions the company might consider.

c) Analyze the reasons behind the entrepreneurial development in case of present study.

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