

11548

M. B. A. 2 Years 2nd Semester DDE Examination

MARKETING MANAGEMENT

Paper-2.22

Time allowed : 3 hours

Maximum marks : 70

Note : Attempt five questions in all, selecting at least one question from each unit.

Unit-I

1. "Marketing is an indispensable activity for any organisation."
Do you agree with this statement? Elaborate your viewpoint with the help of suitable examples. 14.

2. Discuss the impact of following marketing environment components on marketing decisions :

(a) Socio-cultural environment

(b) Economic environment. 7+7

Unit-II

3. Discuss some of the bases for segmenting markets for following products :

(a) Plasma TV

(b) Branded Atta. 7+7

4. Classify the concept of product life cycle. Discuss its stages and recommend suitable strategies for each stages. 14

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Unit-III

5. What factors will you take into account while fixing the prices of the following products :

(a) Lipstick

(b) Tractor.

7+7

6. Discuss the following in the context of New Product Development :

(a) Concept testing

(b) Business Analysis.

7+7

Unit-IV

7. Discuss some of the methods of entering foreign markets highlighting their respective advantages and limitations.

14

8. Write short notes on the following :

(a) Sales Promotion Schemes

(b) Green Marketing.

7+7

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6. Write an exhaustive note on Emotional Intelligence.

Unit-IV

7. Discuss the steps in organising and explain the significance of a sound organisation structure.

8. What do you mean by planned change ? How should a manager handle change in his organisation ?

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M. B. A. 2 Year (2nd Semester) DDE Examination
HUMAN RESOURCE MANAGEMENT

Paper-2.23

Time allowed : 3 hours

Maximum marks : 70

Note : Attempt any five questions in all, selecting at least one question from each unit. All questions carry equal marks.

Unit-I

1. What is human resource planning ? How does it change corporate objectives ? Comment. 14
2. Describe the role of HR Practitioner in managing organizational change. 14

Unit-II

3. What is job analysis ? Explain its objectives and significance for the organization. 7+7
4. Distinguish between career and succession planning. Why it is necessary for organizational renewal ? Comment. 14

Unit-III

5. Enumerate the factors determining Pay rates in an multinational company. 14
6. Write short notes on any two of the following :
(i) Concept of 360 degree feedback

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- (ii) Objectives of job classification
- (iii) Nature of Potential appraisal. 7+7

Unit-IV

- 7. Describe the concept of industrial disputes and suggest strategies to solve the disputes. 14
- 8. Explain the forms of employee empowerment and give reasons to implement them for better results and relations. 14

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M. B. A. 2nd Years 2nd Semester DDE Examination
FINANCIAL MANAGEMENT

Paper-2.21

Time allowed : 3 hours

Maximum marks : 70

Note : Attempt five questions in all, selecting at least one, question from each unit.

Unit-1

1. What are the major types of financial management decisions that business firms make ? Describe each.
2. Why is the consideration of time important in financial decision-making ? How can time be adjusted ?

Unit-2

3. What is the significance of cost of capital ? How is the cost of debt determined ?
4. Write a detailed note on discounted cash flow techniques of capital budgeting.

Unit-3

5. Explain the assumptions and implications of NI approach and No. 1 approach. Illustrate your answer with hypothetical examples.

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6. What are the essentials of Walter's dividend model? Explain its limitations.

Unit-4

7. Explain the concept of working capital. Also explain the factors which determine the working capital needs of a firm.

8. Explain the following:

- (i) EOQ model
- (ii) Lock Box System.

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