

Roll No.....

11214/2005

**M.B.A. (2 Years) (DDE) EXAMINATION**

**SUSHIL**  
(Second Semester)

2-21

**FINANCIAL MANAGEMENT**

*Time : Three Hours*

*Maximum Marks : 70*

**Note :** Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. Complaints in this regard, if any, will not be entertained after the examination.

**Unit I**

1. "The sole objective of the management when making investment decisions is to maximize the net present value." Discuss.

P.T.O.

2. What is the relevance of time value of money in financial decision-making ?

### Unit II

3. What is Capital Budgeting ? Examine the effects of depreciation policy on the Cash Flows of a firm.
4. Write short answers of the following :
- (a) Certainty Equivalent Method
  - (b) Weighted Average Cost of Capital.

### Unit III

5. Distinguish between Operating Leverage and Financial Leverage. How can the two leverage be measured ?
6. Why is Dividend Policy important for a firm ? Discuss the various determinants of a dividend policy in a company.

### Unit IV

7. Write short notes on the following :
- (a) Operating Cycle Concept
  - (b) Objectives of Cash Management.
8. What benefits and costs are associated with the extension of credit ? How should they be combined to obtain an appropriate credit policy ?

Roll No.....

11215/2005

**M.B.A. (2 Years) (DDE) EXAMINATION**

**SUSHIL**  
(Second Semester)

**MARKETING MANAGEMENT**

2-22

*Time : Three Hours*

*Maximum Marks : 70*

**Note :** Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. Complaints in this regard, if any, will not be entertained after the examination.

**Unit I**

1. Differentiate between the following :
- (a) Marketing and Selling
  - (b) Marketing Research and Marketing Information System. 7+7

(2-20)

P.T.O.

2. With the help of suitable examples, discuss the significance of micro-environment forces for marketing. 14

### Unit II

3. What base(s) will you recommend for segmenting the market for the following products/services and why ?
- (a) Truck
  - (b) Mobile Services. 7+7
4. Explain briefly :
- (a) Targeting strategies
  - (b) Characteristics of Business market. 7+7

### Unit III

5. Discuss the following in the context of New Product Development :
- (a) Business Analysis
  - (b) Test Marketing. 7+7
6. What factors will you consider for pricing the following products/services :
- (a) Newspaper
  - (b) Air-travel. 7+7

#### Unit IV

7. Write short notes on the following :
- (a) Web Marketing
  - (b) Green Marketing. 7+7
8. With the help of suitable examples, discuss some of the entry strategies for international markets. 14

Roll No...

11216/2005

**M.B.A. (2 Years) (DDE) EXAMINATION**

**SUSHIL**  
(Second Semester)

2-23

**HUMAN RESOURCE MANAGEMENT**

*Time : Three Hours*

*Maximum Marks 70*

**Note :** Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. Complaints in this regard, if any, will not be entertained after the examination.

**Unit I**

1. Explain the role of HR in changing business environment. Also define skills required for HR practitioner to cope up with the change.

P.T.O.

2. What are objectives and functions of HR ? Explain them in detail.

### Unit II

3. What is Succession and Career Planning ? Explain its objectives and significance.
4. Define the concept of Training. Explain its role and significance for manpower.

### Unit III

5. What is Performance Appraisal ? Explain its objectives and scope.
6. What factors play important role in determining pay rates in a multinational organization ?

### Unit IV

7. What do you mean by Industrial Democracy ? How does it maintain relation in an organization ?
8. Write short notes on the following :
  - (a) Strategies for settlement of Industrial Disputes
  - (b) Employee Empowerment.

Roll No..

11217/2005

**M.B.A. (2 Years) (DDE) EXAMINATION**

**SUSHIL**  
(Second Semester)

**INDIAN BUSINESS ENVIRONMENT**

2-24

*Time Three Hours*

*Maximum Marks : 70*

**Note :** Attempt *Five* questions, selecting at least *one* question from each Unit. All questions carry equal marks.

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. Complaints in this regard, if any, will not be entertained after the examination.

**Unit I**

Indian economy exhibits the characteristics of both traditional and modern dynamic economy. Explain the statement.

(2-20)

P.T.O.

2. How public sector and private sector can play co-operative role in building Indian economy ?

### Unit II

3. Are you in favour of liberalising Indian economy ?  
If so, what role should be played by industrial licensing policy in this regard ?
4. Which are the major steps taken to reform Indian economy ? Are they sufficient ?

### Unit III

5. Discuss the major problems being faced by Indian Banking Sector.
6. Why are stock exchanges essential ? What steps have been taken to regulate stock exchanges in India ?

### Unit IV

7. Which are the main multilateral world institutions ?  
What is the attitude of India towards these institutions ?
8. Write notes on the following
- (a) World Bank
  - (b) SEBI

Roll No.

11218/2005

**M.B.A. (2 Years) (DDE) EXAMINATION**

SUSHIL  
(Second Semester)

2-25

**Production and Operation Management**

*Time : Three Hours*

*Maximum Marks 70*

**Note :** Attempt *Five* questions in all, selecting at least *one* question from each Unit. Fifth question may be attempted from any of the four units. All questions carry equal marks.

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. Complaints in this regard, if any, will not be entertained after the examination.

### **Unit I**

1. Explain the meaning of production management. Discuss the major decision areas of production management.

P.T.O.

- 2 Define Facilities Layout. What are the modes of facilities layout ? Discuss with examples.

### **Unit II**

- 3 What do you mean by Capacity Planning ? Explain the methods of planning the capacity.
- 4 What is the significance of material requirement planning ? How is it performed ?

### **Unit III**

- 5 Under what circumstances you suggest a firm to go mass production ? Discuss the benefits and limitations of mass production system.
- 6 Define the term work measurement. Explain the procedure and instruments used in work measurement.

### **Unit IV**

- 7 Explain the meaning and types of inventory. Discuss the two most common methods of inventory management in a large scale manufacturing organisation.
- 8 What do you mean by Acceptance Sampling ? How does the acceptance sampling help in quality assurance ?

Roll No. 11219/2005

11219/2005

**M.B.A. (2 Years) (DDE) EXAMINATION**

**SUSHIL**  
(Second Semester)

**ORGANISATIONAL BEHAVIOUR**

2-26

*Time : Three Hours*

*Maximum Marks : 70*

**Note :** Answer *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. Complaints in this regard, if any, will not be entertained after the examination.

**Unit I**

1. Spell out the meaning and causes of increasing workforce diversity and analyse major advantages and disadvantages resulting therefrom in modern organisations.

(2-20)

P.T.O.

2. "Individuals are alike and yet different from one another." Explain the statement and discuss what managers can do about the individual differences.

### Unit II

3. What are the six personality type identified by Holland ? Why might managers today pay more attention to the person-organisation fit than the person-job fit ?
4. Clearly define and explain the meaning of 'learning' and discuss specific organisational applications of learning theory.

### Unit III

5. What is Group Cohesiveness ? What measures would you suggest to encourage group cohesiveness ?
6. Bring out the meaning of Emotional Intelligence (EI). Discuss its various dimensions and importance in the organisational context.

### Unit IV

7. What defines an organisation's culture ? How does a strong culture affect an organisation's efforts to improve diversity ?
8. "All things being equal, which is more efficient, a wide or narrow span of control ? Why ?