



PJ – 676

**III Semester M.B.A. Degree Examination, Jan./Feb. 2019
(CBCS Scheme)
(2014-15 and Onwards)
MANAGEMENT
Paper – 3.1 : Strategic Management and Corporate Governance**

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions.

(5×5=25)

1. Explain the process of strategy formulation.
2. How do you link vision and mission statements of the organization ?
3. What are the advantages and disadvantages of
 - a) Vertical Integration
 - b) Outsourcing
4. Briefly discuss various kinds of Growth Strategy with suitable example.
5. What is GE planning grid ? Discuss.
6. How can companies pursuing cost leadership and differentiation lose their place on the value frontier ? In what way they can regain their competitive advantage ?
7. When is company likely to choose 1) Related diversification 2) Unrelated Diversification.

SECTION – B

Answer **any three** of the following questions.

(3×10=30)

8. What is Competitive advantage ? Discuss its building blocks. How long a competitive advantage will last ? What are the factors affecting the durability of competitive advantage ?
9. What are the important perspectives of Balanced score card ? Why it is needed ? Explain with suitable example.

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10. How would you design an evaluation and control process in a large established corporation ?
11. Write short notes on :
 - 1) Corporate Governance
 - 2) Blue Ocean Strategy.

SECTION – C (Compulsory)

12. The Evolution of Strategy at Procter and Gamble. (1×15=15)

Founded in 1837, Cincinnati-based Procter and Gamble has long been one of the world's most International companies. Today, P and G is a global colossus in the consumer products business, with annual sales in excess of \$68 billion, some 56% of which are generated outside the United States. P and G sells more than 300 brands – including Ivory soap, Tide, Pampers, IAMS pet food, Crisco, Gillette, and Folgers – to consumers in 180 countries. Production operations in eighty countries and employs close to 138,000 people globally.

P and G established its first foreign factory in 1915 when it opened a plant in Canada to produce Ivory soap and Crisco. This was followed in 1930 by the establishment of the company's first foreign subsidiary in Britain. The pace of international expansion quickened in the 1950s and 1960s as P and G expanded rapidly in western Europe and then again in the 1970s when the company entered Japan and other Asian nations. Sometimes P and G entered a nation by acquiring an established competitor and its brands, as occurred in the case of Great Britain and Jaw, but more typically the company set up operations from the ground floor.

By the late 1970s, the strategy at P&G was well established. The company developed new products in Cincinnati and then relied on semiautonomous foreign subsidiaries to manufacture, market and distribute those products in different nations. In many cases, foreign subsidiaries had their own production facilities and tailored the packaging, brand name and marketing message to local tastes and preferences. For years, this strategy delivered a steady stream of new products and reliable growth in sales and profits. By the 1990s, however, profit growth at P and G was slowing.

The essence of the problem was simple; P and G's costs were too high because of extensive duplication of manufacturing, marketing and administrative facilities in different national subsidiaries. The duplication of assets made sense in the world of the 1960s, when national markets were segmented from each other by barriers to cross-border trade. Products produced in Great Britain, for example, could not be sold economically in Germany due to high tariff duties levied on imports into Germany. By the 1980s, however, barriers to cross-border trade



were falling rapidly worldwide and fragmented national markets were merging into larger regional or global markets. Also, the retailers through which P and G distributed its products, such as Wal-Mart, Tesco in the United Kingdom and Carrefour in France, were growing larger and more global. These emerging global retailers were demanding price discounts from P and G.

In 1993, P and G embarked on a major reorganization in an attempt to control its cost structure and recognize the new reality of emerging global markets. The company shut down some thirty manufacturing plants around the globe, laid off 13,000 employees and concentrated production in fewer plants that could better realize economies of scale and serve regional markets. These actions cut some \$600 million a year out of P and G's cost structure. It wasn't enough! profit growth remained sluggish.

In 1998, P and G launched its second reorganization of the decade. Named Organization 2005, its goal was to transform P and G into a truly global company. The company tore up its old organization, which was based on countries and regions and replaced it with one based on Countries based on seven self-contained global business units ranging from baby care to food products. Each business unit was given complete responsibility for generating profits from its products, and for manufacturing, marketing and product development. Each business unit was told to rationalize production, concentrating it in fewer, larger facilities; to build global brands wherever possible, thereby eliminating marketing differences among countries; and to accelerate the development and launch of new products. In 1999, P and G announced that, as a result of this initiative, it would close another ten factories and lay off 15,000 employees, mostly in Europe where there was still extensive duplication of assets. The annual cost savings were estimated to be about \$800 million. P and G planned to use the savings to cut prices and increase marketing spending in an effort to gain market share and thus further lower costs through the attainment of scale economies. This time, the strategy seemed to be working. Between 2003 and 2006, P and G reported strong growth in both sales and profits. Significantly, P and G's global competitors, such as Unilever, Kimberly-Clark, and Colgate-Palmolive, were struggling in 2003 to 2006.⁵²

Case Discussion Questions :

- 1) What strategy was Procter and Gamble pursuing until the late 1990s ?
 - 2) Why did this strategy succeed for so many years ? Why was it no longer working by the 1990s ?
 - 3) What strategy did P and G adopt in the late 1990s and early 2000s ? Does this strategy make more sense ? Why ?
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**III Semester M.B.A. Degree Examination, Jan./Feb. 2019
(CBCS Scheme)
(2014-15 and Onwards)
MANAGEMENT
Paper – 3.3.1/3.7.3 : Indian Financial System**

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions. **Each** carries **five** marks.

1. Discuss the features of Indian Financial System.
2. Explain the objectives and functions of Industrial Finance Corporation of India.
3. Explain the role of NBFC's in the development of an economy.
4. List and differentiate between fund based and non fund based financial services.
5. Explain the different types of leasing.
6. What is capital market ? Explain different instruments of capital market.
7. What is listing ? Explain different steps in listing. (5×5=25)

SECTION – B

Answer **any three** of the following questions. **Each** question carries **ten** marks.

8. What is merchant banking ? Explain the functions of merchant bankers.
9. Discuss the role and functions of stock exchange.
10. What is money market ? Explain the different types of money market instruments.
11. Discuss the structure and present status of insurance sector in India. (3×10=30)

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SECTION – C

Compulsory :

(1×15=15)

12. XYZ Builders Ltd. need to acquire the use of a crane for their construction business and are considering buying or leasing a crane. The crane costs Rs. 10,00,000 and is subject to the straight line method of depreciation to a zero salvage value at the end of 5 years. In contrast, the lease rent is Rs. 2,20,000 per year to be paid in advance each year for 5 years. XYZ Builders Ltd. can raise debt at 14 per cent payable in equal installments, each installment due at the beginning of the year. The company is in the 50 per cent tax bracket. Should it lease or buy the crane ?



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**III Semester M.B.A. Degree Examination, January/February 2019
(CBCS) (2014-15 and Onwards)**

MANAGEMENT

Paper 3.4.1 : Retailing Management and Services

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions.

(5×5=25)

1. Who is a retailer ? How is retailer important channel member ?
2. Explain the different types of Retailing.
3. What are the advantages and disadvantages of value based pricing ?
4. Describe the components of visual merchandising.
5. Explain the steps involved in choosing retail site location.
6. Describe the shopping decision process by the customers in retail sector.
7. In many shopping malls, fast-food retailers are located together in an arena known as a food court. What are the arrangement's advantages and disadvantages to the fast food retailer ?

SECTION – B

Answer **any three** of the following questions.

(3×10=30)

8. Compare the nature of retail formats employed and their impact on retail penetration of any two FMCG companies.
9. Explain the different types of organized retail format with suitable examples.
10. Discuss the challenges and opportunities of retailing in India.
11. Elucidate the extended services marketing mix : 7Ps of Services marketing.

P.T.O.



SECTION – C

Compulsory (Case Study) :**(1×15=15)**

12. Shoppers stop, global retailers in India, was founded in 1991. K. Raheja group the real estate company was the founder of shoppers stop. When it began it was a single store, today it is has got more than 40 stores present in more than 18 cities, offering men's wear, women's wear, children wear and other accessories. Shoppers stop, is a pioneer of organized retail in India, is the largest department store chain, with a large assortment of leading national and international brands. The store is popularly acclaimed by its customers, which is achieved due to experienced professionals, supported by world class systems and practices. Shoppers stop further believes in providing customer priority which is why the loyalty programme of theirs has more than 2 million satisfied customers and it contributes to 75% of the sales. First citizen loyalty programme is the most successful, objectives of this programme is to ensure customer delight and satisfaction. This first citizen programme customer group analysis shows that members retain to this programme due to these benefits.

- Reward points can be redeemed for a wide variety of merchandize.
- Exclusive schemes benefits promotions, invitation to exclusive event.
- Exclusive first citizen lounge services for relaxation, special preview of sale.
- First citizen updated through unique service SMS.

Shoppers stop is associated with citi bank to provide this programme, which help to manage the account, they can also opt for financial services, EMI option. This loyalty programme is most successful in the industry.

Questions :

- A) Retail format of shoppers stop is department store. Explain, how successful is this format ?
 - B) Loyalty programme of shopper's stop is successful. Explain how the programme is designed to retain customers ?
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**III Semester M.B.A. Degree Examination, January/February 2019
(CBCS) (2014-15 and Onwards)**

MANAGEMENT

Paper – 3.8.1 : Perspectives on Startups and SMES

Time : 3 Hours

Max. Marks : 70

Instruction : Answer ***all*** the Sections.

SECTION – A

Answer **any five** of the following questions.

(5×5=25)

1. Explain the features of SME's in Indian context.
2. Briefly explain the essential requirements for a New Startup Venture.
3. Narrate the different types of Market Competitions in Startup Venture.
4. Write a short note on Women Entrepreneurship in India.
5. Explain the role of NBFC in Startup Management.
6. Explain the factors influencing the Pricing Decision in SME's.
7. Narrate the steps to be considered in preparation of Business Plan.

SECTION – B

Answer **any three** of the following questions.

(3×10=30)

8. "Small Scale Business units are the key to industrial success of an Economy".
Elucidate.
9. What is Venture Capital Finance ? Describe the characteristics of Venture Capital and how it helps Startup.
10. Define Project Feasibility. Enumerate various methods of assessing Marketing Feasibility of a project.
11. Explain various sources of Finance and Financial support from government organizations for an unit in MSME Sector.



SECTION – C

12. **Compulsory** (Case Study). **(1×15=15)**

Nilam Patnekar is one of the many women who own their own businesses and her experience is not very different from others, who must contend with being another, a spouse and a family cheerleader in addition to owning and operating a business. Nilam is more successful than most women. She became a Lakhpati at the age of 28. She is the owner and president of 'Sonica Industries' a hardware company. The company markets various industrial accessories. It was her first business, though she had some family background of this business. Her two brothers were also in same line of business. But she borrowed some money, put in some of her savings and started her own venture. She was the first woman ever to enter into this business; most of her clients could not understand that a woman could sell industrial hardware. During her rise to success and in management of her business, she also managed a family, stayed involved with school and community affairs. In Nilam's mind there is nothing more exhilarating than owning her own business and for her, the fun is in facing the challenges of making the firm grow. Today, more and more women are making this choice rather than pursuing traditional careers. For the past few years, the number of women starting new ventures is three times as large as the number of men. There are several good reasons for this trend. Some women find that owning of business is the only way to combine a decent income with time for their children by having the flexibility to control their schedules. Others see themselves as unlikely corporate managers and recognizing the gender problem that exists for achieving success, they choose the entrepreneurial route. Still others see entrepreneurship as a way of controlling their lives, pursuing interests that would be impossible in a corporate job.

The dual roles of mother and entrepreneur often conflict and husbands and wives tend to develop separate career tracks that often cannot be reconciled. Women can also find it lonely in a business world, especially if clients are predominantly men, this was a problem for Nilam too. Many women, however, have businesses that fit well with their interest and with women customers. These include services in beauty care, nutrition, education, entertainment etc. Nevertheless, being in business often exacts a double price for women, yet for those with determination like Nilam, the rewards are always waiting.

Questions :

- a) Why many women now a days prefer to start their own ventures, rather than pursuing traditional career paths ?
 - b) Describe the profile of an independent woman entrepreneur with reference to the given case.
 - c) Describe opportunities that women might find rewarding as business ventures, also discuss the advantages and disadvantages of unusual enterprises such as industrial hardware in the case.
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**III Semester M.B.A. Degree Examination, January/February 2019
(CBCS Scheme) (2014-15 and Onwards)**

MANAGEMENT

Paper – 3.5.2 : Industrial and Employee Relations

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions : **(5×5=25)**

1. How does IR-HRM interface each other ?
2. Discuss the salient features of Trade Union Act 1926.
3. What is the significance of employee relations ?
4. What is meant by Lok Adalat ? Discuss development of Lok Adalats.
5. What are the causes of Industrial Disputes ?
6. What are the duties of Labour Welfare Officer ?
7. Discuss the evolution of IR in India.

SECTION – B

Answer **any three** of the following questions : **(3×10=30)**

8. Discuss the progress of Trade Unions prior to independence and after independence.
9. Role of Tripartite and Bipartite bodies in implementing a uniform and coordinated labour policy in the country.
10. Discuss the Workmen's Compensation Act 1923 as one of the social security measures.
11. Collective bargaining plays a significant role in improving labour-management relations and in ensuring industrial harmony. Discuss.

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SECTION – C
Compulsory (Case Study)

(1×15=15)

12. Jim's interview took place three weeks ago. Unfortunately, Jim had been so busy preparing for a science exam that he overslept. When he arrived at the placement office, the head of the office was waiting outside. "Where have you been?" I've been stalling the interview for almost 15 minutes. Go to Room 4 bring him down. "After being introduced, Jim immediately told the interviewer that he was sorry for his tardiness but that he had studied until after 2 A.M. and had overslept. The recruiter shrugged it off." "Don't be concerned I've done it myself on occasion." Then after some general pleasantries, the interview began.

The recruiter started to tell Jim about his company and then stopped. "Are you familiar with us?" he asked. Jim admitted that he did not know much about the consumer goods firm, although he did add, "but you are my first career choice." The recruiter then proceeded to give Jim some brochures that described the firm and its operations and began to describe some of the company's major product lines and activities.

Later in the interview, the recruiter asked, "What starting salary would you be looking for?" Based on his discussions with the head of the placement office, Jim learned that the going rate was approximately \$ 23,500. I'd like to start around \$ 27,500," he said "with an opportunity to start around increase my salary by about 10% through overtime." The recruiter did not respond to this statement but did write something on the piece of paper in front of him.

When the interview concluded 15 minutes later, Jim shook the man's hand and asked, "When can I expect to hear from you?". The recruiter told him he would have a response within three weeks. Yesterday two of Jim's friends who had interviewed with the consumer goods firm received letters of acceptance. Today Jim received a letter. It said that because the company was able to hire only a limited number of applicants, it would be unable to offer him a position but wished him luck in his job search.

Questions :

- 1) How should Jim have handled the question about salary ? Explain.
 - 2) Why did Jim not get the job ? Define your answer.
 - 3) What should Jim do to prepare for the next interview ? Prepare a list of suggestions for preparing for the next job interview. Prepare another list of how Jim should conduct himself in the interview. Be specific in both lists.
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**III Semester M.B.A. Degree Examination, January/February 2019
(CBCS Scheme)
(2014-15 and Onwards)
MANAGEMENT**

Paper : 3.8.2 : Basic Management Aspects of Small Business

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions.

(5×5=25)

1. Explain the characteristics of the small business.
2. What is environmental scanning ? What are the limitations of environmental scanning ?
3. What is marketing plan ? Why marketing plan is essential ?
4. Write the criteria you follow for determining distribution channel.
5. Write about the advantages of merchant accounts in brief.
6. Explain the process involved while planning for small business.
7. Describe the concept of idea management.

SECTION – B

Answer **any three** of the following questions.

(3×10=30)

8. Write the differences between the large business and the small business in respect of their characteristics.
9. Describe the formal and informal market research.
10. Explain the sources of finance for small scale sector.
11. Explain the methods you adopt to identify for human resources who can work for small business.

P.T.O.



SECTION – C

Compulsory (Case Study).**(1×15=15)**

12. Shruthi was the only daughter of her parents. Her parents, settled in Mysore, Karnataka, for the last 25 years, ran “Shruti Darshini”, a vegetarian eating joint, in front of a group of Colleges. The Darshini was open from 7 a.m. to 10 a.m. and again from 12 p.m. to 5 p.m. It provided delicious, hygienically prepared vegetarian items to its clients, mostly college staff and students. Shruti also helped her parents after her law classes and took a keen interest in the business.

After graduating in law, Shruti got married to Suresh, an MBA graduate working as business executive in a local firm. Shruti’s parents wanted a son-in-law who would help Shruti run “Shruti Darshini”. They felt their business could really flourish if their son-in-law joined their business. Suresh also found the proposal interesting and was ready to join the business since it was doing very well. However, Suresh was quick to point out that the contemporary concept of a “Darshini” had changed. He suggested introduction of non-vegetarian items, addition of a beer bar and keeping the cafe open from 7 a.m. to 11 p.m. Shruti’s parents were not keen on the non-vegetarian items and beer bar. However, Suresh, being a professional, declared that he would carry out a market research. He would segment the market and test market the products before taking any drastic step. There was also a suggestion to invest in proper advertising.

Shruti’s father, being an intelligent and enterprising business man, exhibited clear vision. He accepted Suresh’s views, in principle, but insisted that a clear plan be prepared. The plan should give the rationale behind each step, the cost and time required for implementing that step, anticipated income from the activity and other such details before Suresh’s proposals could be considered for implementation or were rejected.

Question :

Cast yourself in the role of Suresh and prepare the plan. Make suitable assumptions wherever necessary.



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**III Semester M.B.A. Degree Examination, Jan./Feb. 2019
(CBCS) (2014-15 and Onwards)**

MANAGEMENT

Paper – 3.5.3 : Performance Management System

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions : **(5×5=25)**

1. What is meant by Performance Management and explain its principles.
2. How does team building improve high performance ?
3. What is the difference between Performance Management System and Performance Appraisal System ?
4. Explain the performance management skills.
5. What would be the role of team leaders ?
6. Explain the challenges faced by an HR manager while conducting expatriate appraisal.
7. What are the prerequisites of remote team performance ?

SECTION – B

Answer **any three** of the following questions : **(3×10=30)**

8. Discuss the competency mapping as a performance management tool.
9. Explain the importance of six sigma and bench marking in Performance Appraisal with suitable examples.
10. Explain the legal issues associated with performance appraisal.
11. How creative performance strategies helpful for employees and an organisation ? Discuss.

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SECTION – C

Compulsory (Case Study) :**(1×15=15)**

12. Mr. Tejlal is a B.E. in computer science from the JNTU and is working as a Project Manager in a leading software company in India. Mr. Tejlal was an all rounder, who did exceedingly well in his studies as well as other extracurricular activities, Though he secured admission for MBA at IIM, Bangalore, due to financial constraint he discontinued his studies and joined in the company. He proved to be good in his job and within a short period of 5 years rose to the position of Project Manager.

Gradually Mr. Tejlal began to feel dissatisfied with the work environment in general and his own work in particular. He wanted to get an MBA degree and as his desires remained unfulfilled, he was feeling quite restless. His friends appreciated his feelings and suggested that he shall meet his boss Mr. S. Desai and discuss this matter with him. Mr. Tejlal then approached Mr. S. Desai and asked him to sanction study leave for two years. Mr. S. Desai was not helpful and discouraged Mr. Tejlal by saying that for a talented person like Mr. Tejlal, an MBA degree would make no difference and moreover, the company had no such policies of granting study leave. After about a month Mr. Tejlal put in his resignation.

Questions :

- 1) Critically analyze the attitude and action of Mr. Tejlal.
- 2) If you were Mr. S. Desai, what advice would you give to Mr. Tejlal and why ?



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III Semester M.B.A. Degree Examination, January/February 2019
(CBCS Scheme)
(2014 – 15 & Onwards)
MANAGEMENT
Paper – 3.6.3 : Health Economics

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions :

(5×5=25)

1. Bring out the salient features of health economics. Give examples.
2. Elucidate the need for analyzing the 'elasticity of demand and supply' in health care. Give examples.
3. Discuss the cost principles involved in pricing a health care product with examples.
4. Elicit the difference between 'cost benefit analysis' and 'cost effective analysis'.
5. Explain the role of free market concept in health care with adequate examples.
6. List out various techniques used to measure the elasticity of demand and supply in health care.
7. Explain various functions and roles of financial markets.

SECTION – B

Answer **any three** of the following questions :

(3×10=30)

8. 'Active role of free market is necessary in managing health care in an exorbitantly populated country like India' – Examine this statement placing your arguments with examples.
9. Critically review the need for analysing the cost benefits and effectiveness of public health care schemes administered across your State.

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10. Explain any three major factors affecting health care demand for an individual. How would you choose variables if you were to estimate demand for your entire State ?
11. 'Governance and effective management of health care is an important issue for any country; otherwise it has a very serious ramification on economic development' – Critically examine this statement with the support of adequate illustrations.

SECTION – C

Compulsory (Case Study) :

(1×15=15)

12. A pharmaceutical firm sells its patented drug into two markets, Bangalore and Chennai. The demand is relatively inelastic in Bangalore. Assume that resale or arbitrage among markets is impossible. Which market will have a higher price ? Graphically illustrate your answer.
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PJ – 694

**Third Semester M.B.A. Degree Examination, January/February 2019
(CBCS Scheme) (2014-15 and Onwards)**

MANAGEMENT

Paper – 3.8.3 : Establishment of SMES

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions :

(5×5=25)

1. Define a Small Scale Industry. What are its chief characteristics ?
2. What are the reasons for failure of small and medium entrepreneurship venture ?
3. Describe the process of developing entrepreneurial competencies.
4. What are the main functions of SIDBI ? Discuss the various types of assistance the SIDBI provides to small enterprises.
5. Discuss the different sources of ideas for entrepreneurs.
6. Point out the characteristics of a successful entrepreneur.
7. Write short notes on :
 - a) Brainstorming
 - b) Technical feasibility.

SECTION – B

Answer **any three** of the following questions :

(3×10=30)

8. In the Indian Context, explain the specific role that entrepreneurship has fulfilled in the economic development of the country.
9. What is the need and significance of the preparation of a project report for a small scale entrepreneur ? Explain with example.
10. Briefly explain the sources available for raising short term loans required by a small scale enterprise.
11. Explain the factors that influence the choice of industrial location.

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SECTION – C

12. **Compulsory** (case study) : **(1×15=15)**

After dropping out of the college due to severe economic crisis at the family, Sreedhar had to support his family. He tried some small works as a labourer for two years. This helped him in sustaining the daily needs of the family. However, he was finding it difficult to support the various requirements like education and housing. This made him to think of establishing a small business venture to earn a little more to have a comfortable life. However, the challenge was raising the investment needed for the business and the uncertainty associated with starting a venture for a person with no assured alternative income.

It was at this juncture he met a gentlemen in whose company he was sent as a casual labour for a brief assignment. This man was talking to him casually and knew about his problems. He realised that Sreedhar has a very strong urge to establish a business and is very enthusiastic about his goal. He further realised the aim of supporting his family will sustain him in the rigours of the business. He decided to extend financial support to Sreedhar for starting a business.

Now Sreedhar is met with challenge of leaving the low paid but assured job to a promising but uncertain future. Shifting his job might get him reward after a few years but supporting his family during the interim period looked challenging. He will have to take a decision in next one week.

- a) Sreedhar has approached you for advice. What will you admire him and why ?
 - b) Explain the qualities of a successful entrepreneur as considered by the gentleman when he considered financing Sreedhar.
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III Semester M.B.A. (EVE) Examination, January/February 2019
(2007-2008 Scheme)

MANAGEMENT

Paper – 3.3 : Business Ethics and Corporate Governance

Time : 3 Hours

Max. Marks : 75

Instruction : Make reasonable assumptions *wherever* required.

SECTION – A

Answer **any six** of the following questions.

(6×2=12)

1. a) What do you mean by “Corporate Governance” ?
- b) What is “Social Audit” ?
- c) What do you mean by “Disclosures in Accounting” ?
- d) What do you understand by “Agency Problems” ?
- e) What do you mean by “Organization Culture” ?
- f) What is “Ethical dilemma” ?
- g) What do you mean by “Utilitarian principle” in ethics?
- h) What is “Whistleblowing” ?

SECTION – B

Answer **any three** of the following questions.

(3×8=24)

2. How is profitability related to Ethics ? Justify your answer with examples.
3. What do you mean by CSI (Collaborative Social Initiatives) ? Explain some of the “Collaborative Social Initiatives” undertaken by Indian companies.
4. Explain the roles & responsibilities of independent directors in today’s corporate environment ?
5. Write a short note on “Ethics in Advertising” ?
6. Discuss the recommendation of Kumar Mangalam Birla Committee report on Corporate Governance.



SECTION – C

Answer **any two** of the following questions.

(2×12=24)

7. What are ethical and governance issues faced by the organizations pertaining to culture, religion, diversity, race, gender and inclusion ? Explain with examples.
8. “Conserving natural resources and protecting environment” is a social responsibility of every business. Elucidate using relevant theories and concepts.
9. “Having ethical code of conduct is essential for every organization and also for every profession”. Discuss using examples.

SECTION – D

10. **Compulsory** (Case Study).

(1×15=15)

Sonic Motors was accused of selling new cars and trucks that were test driven up to 400 miles with disconnected odometers. Some of the vehicles were used by executives of the company for their personal work. These vehicles were then shipped to the dealers by reconnecting their odometers. In January 1990, the U.S. Government filed an indictment against Sonic Motors.

The government claimed that some of the test driven cars had undergone repairs after a few accidents that occurred while testing. The buyers of these cars were not told about these facts before the vehicles were delivered to them. The government claimed that Sonic had been following this practice for the past 40 years. It was said that between February 1988 and December 1999, at least 50,000 of such tested vehicles were sold.

However, the Vice President of Sonic, Mike Gamble denied the charge that the vehicles were extensively used by the executives of the company. While Gamble admitted that the odometers of the cars were disconnected while testing, he defended this practice saying that it was necessary. To make sure that there were no quality or safety defects, the vehicles were often driven for 40 miles, sometimes even 70 miles. Gamble claimed that in 15 years, only 40 cars had met with accidents and those cars had been fully refurbished before being handed over to the dealers.



In May 1989, during the period of investigation by the government, Sonic stopped disconnecting odometers and the test drives were limited to 65 miles. Sonic also began to keep notes in the glove compartments of tested vehicles, informing customers that the car had been test driven.

In July 1989, Sonic's President, Wellington thus defended the company's actions : "The only law we broke was the law of common sense". Wellington expressed concern that the government's action would cause buyers to lose faith in the company. He said that the customers trusted the company. Now they had been given reason to question that trust. Simply said, this was "unforgivable". Referring to the disconnection of the odometers, Wellington said "Did we screw up ? You bet we did, I'm dammed sorry it happened and you can bet it won't happen again and that's a promise".

Sonic then took several initiatives to restore trust among customers. It announced a current five-year or 50000 mile engine band power-train warranty on the vehicles which were test driven. The warranty also covered the air-conditioning system and the brakes. Owners of these cars could get their vehicles inspected for free. A brand new car or truck was offered to the owners of vehicles which had been damaged and repaired prior to shipment.

The company ran ads on television and in newspapers apologizing for disconnecting odometers in cars used for tests. These ads even gave details of their compensation programs. Sonic's President supported this activity by stating that this should not be considered as a legal settlement. He said, "This is not a product recall. The only thing we're recalling here is our integrity".

Questions for Discussion :

- 1) Was the practice of disconnecting odometers in test driven cars ethical ? Give reasons for your answer.
 - 2) According to Wellington, "This is not a product recall. The only thing we're recalling here is our integrity". How effective do you think is his response to this incident ? If you were Mr. Wellington, how you would have responded to this situation ?
 - 3) What impact does unethical behavior have on the trust between customers and manufacturers ?
-



PJ – 706

III Semester M.B.A. (EVE) Examination, January/February 2019
(2007-08 Scheme)

MANAGEMENT

Paper H – 1 : Training and Development

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any six** of the following questions. **Each** carries **2** marks. **(6×2=12)**

1. a) What is meant by action learning ?
- b) Distinguish between Training and Education.
- c) What are the objectives of communication in training programme ?
- d) What is TNA ?
- e) What is 'Experiential Learning' ?
- f) What is learning organization ?
- g) Write a note on management/business games.
- h) Write a note on Triggers for Training.

SECTION – B

Answer **any three** of the following questions. **Each** carries **8** marks. **(3×8=24)**

2. Discuss the characteristics of an effective training programme and its importance to the organization.
3. 'Training is an investment and not an expense'. Discuss. Give examples.
4. Design a complete training programme for entry level/operational level personnel in the organization.
5. Explain the context of organizational behaviours and the various principles of learning.
6. Explain the training evaluation and validation process, give examples.

P.T.O.



SECTION – C

Answer **any two** of the following questions. **Each** carries **12** marks. **(2×12=24)**

7. Discuss the training needs assessment methods and techniques in the context of agricultural products marketing organization.
8. Explain the characteristics of learning organization and challenges to become a learning organization. Give examples.
9. Describe some important Executive Development Programmes conducted by Indian Companies. Why is EDP important ? Give examples.

SECTION – D

10. **Compulsory.** **(1×15=15)**

Answer the following questions.

Case Study : Designing a training programme at SIA.

Harikrishna, President of Small Industries Association (SIA) is also a Chairman of six member committee at Bengaluru considering nurturing employee participation in management (keeping emerging and increasing knowledge workers) with a new approach. The committee consists of representatives of management and employees from MSMEs. So far, three rounds of discussion have occurred without any fruitful outcomes. However, Harikrishna is exhibiting patience and confidence to come out some creative schemes. He has felt that need for training the members of the committee due to the following incidents. Meetings and deliberations frequently become emotional. To freeze the situation at a time, Harikrishna tactfully uses humour. On some other occasions he also exhibits anger and aggressiveness to focus the attention of members on the subject. Both have failed to control the members' emotional discussion Two members in the committees are from management group who have proved ineffective in their respective companies and are confusing other members and causing heated discussion.

Harikrishna has noticed that all the members lack in one or the other skills necessary in conducting themselves in meetings.

You are consulted to design a training programme to impart necessary skills.

Questions for discussion :

- i) Provide your training design. **5**
- ii) Which skills are important for conducting meaningful and purpose oriented meeting ? **5**
- iii) Do you feel transactional analysis training could solve the problem ? **5**



PJ – 708

**III Semester M.B.A. (Evening) Examination, Jan./Feb. 2019
(2007-08 Scheme)
MANAGEMENT
Paper – M-2 : Business Marketing**

Time : 3 Hours

Max. Marks : 75

Instruction : Answer all the Sections.

SECTION – A

Answer **any six** of the following questions :

(6×2=12)

1. a) What is Marketing Research ?
- b) Explain the concept of Supply Chain Management.
- c) State any 2 roles of Logistics Management.
- d) Define E-Commerce.
- e) What is Industrial Marketing Intelligence System ?
- f) State any 2 uses of Market Segmentation.
- g) State the types of Business Intermediaries.
- h) Define Tender Bidding Pricing strategy.

SECTION – B

Answer **any three** of the following questions :

(3×8=24)

2. “Marketing begins and ends with the consumers.” – Discuss.
3. Explain the process of Marketing Research.
4. Briefly explain the models of organizational Buying Behavior.
5. Explain the role and characteristics of B2B business in Indian Market Scenario.
6. Explain the Product Life Cycle, with an example.

P.T.O.



SECTION – C

Answer **any two** of the following questions :

(2×12=24)

7. “Some of the environmental forces are controllable, whereas the others are beyond the control of a firm.” – Discuss.
8. “The role of advertisement in the marketing of the product.” – Explain with suitable examples.
9. Explain the benefits and approaches of Market Segmentation.

SECTION – D

10. **Compulsory** (Case Study) :

(1×15=15)

The Indian PC market is increasing at rapid strides. The giants in this market are HCL, Wipro, LG, HP and IBM. The computers are no more perceived as a product needed for software engineers. It is being used even school going children, internet users, colleges, universities, engineers, doctors etc. keeping in view the attitude towards the computer.

You are required to design a model to study about the consumer behaviour to know about various factors that influence consumer behaviour in India for a new brand of a computer.



PJ – 709

**III Semester M.B.A. (Eve) Examination, Jan./Feb. 2019
(2007-2008 Scheme)**

MANAGEMENT

Paper – H-2 : Compensation Management

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any six** of the following questions.

(6×2=12)

1. a) What are fringe benefits ?
- b) Give the meaning of the term Job evaluation.
- c) What is skill Pay ?
- d) Explain the term 'Perquisites'.
- e) What is MBO ?
- f) Explain ePMS.
- g) What is merit pay ?
- h) Give the meaning of the terms-BARS.

SECTION – B

Answer **any three** of the following questions.

(3×8=24)

2. Explain subsistence theory of motivation.
3. What are the challenges in performance appraisal ? Explain.
4. What is motivation theory ? Explain Porter Lawler's model.
5. Retirement benefits are not given priority in India. Why ?
6. Explain the components of Executive compensation plan.

P.T.O.



SECTION – C

Answer **any two** of the following questions.

(2×12=24)

7. Performance based compensation is the right choice for corporates. Why ?
8. Explain modern methods of performance appraisal in detail.
9. Give a detailed note on :
 - a) Minimum Wages Act.
 - b) Payment of Bonus Act.

SECTION – D

10. **Compulsory** (Case Study).

(1×15=15)

The R and D Engineer's Appraisal Blues

Sudhanshu is a R and D Engineer with Folksmine Engineering Corporation, New Delhi. The company is into manufacturing and supplying of DG sets for large industrial applications. Over the 25 years of its existence, the company has earned a great name for itself. Sudhanshu has been working for the company for the last five years.

Ramani Garments has ordered for a 250 KVA DG set for its Manesor factory. The DG set was manufactured based on Sudhanshu's design and supplied to Ramani Garments on the scheduled time. The DG set was quite expensive and was one of the prized orders of Folksmine Engineering Corporation. Ramani Garments had hired a contractor for installing the DG set but while doing so questioned the technical specification of the DG set. Manager-Maintenance of Ramani Garments swung into action and contacted Folksmine Engineering Corporation for checking out the question posed by the contractor. Folksmine investigated the matter internally and found that Sudhanshu had made a mistake in a basic calculation which has resulted into a faulty design specification.

Mr. Gurmeet Singh, the Vice President of Engineering was called upon by the CEO of Folksmine Engineering Corporation to discuss about the error in design specification. The CEO was upset and he said "What's wrong with our engineering department ? Remember last time you signed the contract carelessly and we ended up paying 5 lakh as penalty. If your department functions like this then very soon this company will go bankrupt". He advised Gurmeet to look at alternatives for resolving the error. Gurmeet felt bad and



he called upon Sudhanshu immediately in his cabin and said “you committed a blunder and it is going to cost the company very dearly”. Sudhanshu explained what had happened and why it went wrong. The discussions ended inconclusive.

Few days later, Gurmeet received a note from HR department stating that Sudhanshu’s performance appraisal is due at the end of the month. Gurmeet thought that this would be an opportunity to highlight Sudhanshu’s poor performance.

He called upon Sudhanshu into his cabin and said “come and have a sit. It’s time for your annual performance appraisal. Therefore, I wish to speak to you on this. As you know, your performance has been deteriorating day by day and it seems that you are now committing ever bigger mistakes. This cannot continue. I will not tolerate poor performance in my department”.

“Oh! I thought I am doing well. Remember the Hariom Enterprise’s case. You have received a letter from the CEO that due to my design specification the company had saved a lot of money”.

“Well, that was meant to encourage you. I did not really mean that you are a good performer” said Gurmeet.

“Then tell me what’s wrong with my work” replied Sudhanshu.

Gurmeet shot back and said “you should take more initiative and use imagination in your work”.

Questions :

- 1) What is the root cause of the problem ?
 - 2) Is the approach of Gurmeet appropriate ? Why or why not ?
 - 3) What should Sudhanshu do now ?
 - 4) If you are an HR Consultant, what would be your advice ?
-



PJ – 712

**III Semester M.B.A. (EVE) Examination, Jan./Feb. 2019
(2007-2008 Scheme)**

MANAGEMENT

Paper H – 3 : Employee Relations Management

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any six** of the following questions.

(6×2=12)

1. a) What is Participative Management ?
- b) Explain the term performance Appraisal.
- c) Define Occupational hazards at work place.
- d) What does the term empowerment mean ?
- e) What are self-directed teams ?
- f) Define arbitration.
- g) What do you mean by Executive Remuneration ?
- h) What is collective bargaining ?

SECTION – B

Answer **any three** of the following questions.

(3×8=24)

2. Explain the significance of Employee relations to the competitiveness of the organization.
3. What are the components and factors influencing remuneration?
4. What are the objectives of Industrial Safety programmes ?
5. What is the impact of Employee Relationship Management on Job Satisfaction ?
6. What are the benefits of ERM ?

P.T.O.



SECTION – C

Answer **any two** of the following questions.

(2×12=24)

7. What are the Laws relating to social security and working conditions ?
8. Explain the approaches to welfare activity and its administration.
9. What are the causes for Industrial disputes and ways of settling Disputes ?

SECTION – D

Compulsory (Case Study) :

(1×15=15)

10. Employee Relations Case Study.

Samyuktha has been a secretary in your office for seven years. The atmosphere in the office is relaxed and friendly and staff often refer to it as one big family. Everyone gets along and seems to like each other. Over the last year, though, you have noticed that Samyuktha spends a lot of time taking personal calls on her cell phone and chatting with clientele and the other secretary about non-work subjects. The other two managers have both complained to you that they think it's beginning to interfere with the productivity of the office.

Samyuktha has received an overall performance rating of 'Exceeds Expectations' over the past three years. Samyuktha is sometimes overly sensitive, so you are not sure how she will react to your addressing the situation.

As Samyuktha's manager, how should you handle this situation ?



**III Semester P.G. Examination, January 2019
(CBCS Scheme)
(Open Elective for V Sem. M.Sc. Students also)
FINANCE AND BANKING**

Time : 3 Hours

Max. Marks : 70

Instruction : Answer all Sections.

SECTION – A

Answer **any seven** questions from the following. **Each** question carries **two** marks.

(7×2=14)

1. a) What is primary market ?
- b) What is 1+1 settlement ?
- c) What is commodity market ?
- d) Who is a Banker ?
- e) Define the term “Cheque”.
- f) What is convertible debenture ?
- g) What is bull and bear market ?
- h) Expand :
 - i) KYC and
 - ii) SEBI
- i) What is mutual fund ?
- j) Name any two players in financial market.



SECTION – B

Answer **any four** questions. **Each** question carries **5** marks.

(4×5=20)

2. Distinguish between primary market and secondary market.
3. Explain any five kinds of mutual fund schemes.
4. Distinguish between futures and forward markets.
5. Explain the role of RBI.
6. Explain any three types of crossing of cheques.
7. Distinguish between stock and shares.

SECTION – C

Answer **any three** questions. **Each** question carries **twelve** marks.

(3×12=36)

8. Discuss the different types of investment in financial markets.
 9. Explain the role and functions of Regional, National and International Commodity Exchanges.
 10. Write short notes on :
 - a) Retail Banking
 - b) Stock market operations
 - c) Post office schemes.
 11. Explain the procedure for opening a Savings Bank Account.
 12. Discuss the different kinds of Endorsement of cheque.
-



PJ – 537

III Semester P.G. Examination, January 2019
(Open Elective for V Sem. M.Sc. Students also)
(CBCS)
Paper – 3.6 : INCOME TAX

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any seven** sub-questions. **Each** sub-question carries **two** marks. (7×2=14)
- Give the meaning of Gross Total Income.
 - What do you mean by Assessment Year ?
 - Mention the various heads of Income.
 - What are the deductions under section 80C ?
 - Give the meaning of Capital Gains.
 - Expand CBDT and CIT.
 - Give the meaning of Gratuity.
 - State some of the examples for Indirect Tax.
 - Define Person.
 - What is Composite Rent ?

SECTION – B

- Answer **any four** questions. **Each** carries **five** marks. (4×5=20)
- State the expenses allowed while calculating house property income.
 - Explain in brief the cannons of Taxation.
 - How do you compute the total income of an assessee ?
 - Write a note on Provident Fund.
 - Give an account of various heads of income.

P.T.O.



7. Mrs. R (age 50 years) owns two houses. The details of the two houses are as follows :

Particulars	I Rs.	II Rs.
Municipal valuation	3,00,000	2,00,000
Fair Rent	3,20,000	3,20,000
Standard Rent	2,80,000	2,30,000
Annual Rent	Self-occupied	2,07,600
Vacancy Period	–	2 months
Municipal taxes paid (2016-2017)	20,000	2,000

She raised a loan of Rs. 12,00,000 from SBI @ 12% p.a. on 1st June 2013 for construction of House I. Construction of the house was completed on 1st January 2016. Date of repayment of loan is 1st October 2016.

Half of the municipal taxes in respect of let out house i.e., house II have been paid by the tenant. During the previous year 2016-2017, Mrs. R was employed in HUB Ltd, at a monthly salary of Rs. 50,000. Company paid Rs. 2,000 as professional tax on her behalf.

Compute the total income and tax liability of Mrs. R for the assessment year 2017-2018 assuming that she does not have any other income.

SECTION – C

Answer **any three**. Each question carries **twelve** marks.

(3×12=36)

8. Write a brief note on History of Taxation.
 9. Explain the powers and functions of Income Tax Authorities.
 10. What are perquisites ? How are they taxed and do you get exemption from uniform allowance ?
 11. What are the deductions available under Section 80G of the Income Tax Act ?
 12. What are the various deductions claimed under U/S 80C and 80D of the Income Tax Act ?
-



**III Semester M.B.A. Degree Examination, January/February 2019
(Semester Scheme) (CBCS) (2014 – 15 & Onwards)**

MANAGEMENT

Paper – 3.2 – Projects and Operations Management (POM)

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any five** of the following. **Each** question carries **5** marks. **(5×5=25)**
- a) What do you understand by Cost time Trade off in project management ?
 - b) What is project life cycle and WBS ?
 - c) List various characteristics of the project.
 - d) What is productivity ? How do you measure it in Marketing, Finance and Logistic Department ?
 - e) What do you understand by selective control ? List few selective control techniques practiced in industries.
 - f) What are the difference between process layout and product layout ?
 - g) Describe the purchase cycle of a Non manufacturing company such as hospital and hotel.

SECTION – B

Answer **any three** of the following. **(3×10=30)**

2. a) What is the cost consideration taken in estimation of optimal volume of inventory ?
- b) For an item of constant demand rate of 5,000 units per month, the unit price is Rs. 60/-, the ordering cost per order is Rs. 600/- and the carrying cost is 30% per annum on the average inventory value. What will be total cost commitments at EOQ ? The vendor is offering a quantity discount of 5%, if 20,000 units are purchased at a time. The shelf life of the item is three months. Do you accept the discount offer ? Give reasons for your decision.
3. Write short notes on :
- a) Seven Tools of Quality Management.
 - b) KAIZEN.
 - c) Six Sigma.



4. What is Project Management ? What are the types of a project a company execute ?
5. What are the factors which influence location decision ?

SECTION – C

This is **compulsory** question.

(1×15=15)

G.E. set itself a corporate goal of becoming a six sigma quality company, which means one that produces virtually defect free products, services and transactions. Three to four sigma quality is typically 10-15 per cent of revenues. In GE's case, with over \$80 billion in revenues this amounts to some \$8-12 billion annually, mostly in scrap, reworking of parts and rectifying mistakes in transactions. So the financial rationale for embarking in this quality journey is clear.

But beyond the pure financials, there are even more important rewards that will come with dramatically improved quality. Among them is the unlimited growth from selling services and products universally recognized by customers as being on a completely different plane of quality from those of competitors. It recognized that six sigma would be an exciting journey and the most difficult and invigoration stretch goal that GE had ever undertaken. The magnitude of the challenge of going from 35000 defects per million to fewer than 4 defects was huge. It would require the company to reduce the defect rates 10000 fold-about 84 percent for five consecutive years. But GE wanted to make its quality so special, so valuable to its customers, so important to their success that GE's service and products become their only real value choice.

Questions :

1. Do you justify the challenges set up by GE's for such a drastic improvement ?
 2. What will be the key task for GE to reach its goal ?
 3. Do you think implementation six sigma involves huge costs ? How do you justify these costs ?
 4. How will this change the competitive factors in its markets and what strategic advantages will result ?
-



PJ – 680

III Semester M.B.A. Degree Examination, January/February 2019
(CBCS Scheme)
(2014 – 15 & Onwards)
MANAGEMENT
Paper – 3.5.1 : Learning and Development

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions.

(5×5=25)

1. Write a note on importance of Training and development in behaviour modification.
2. List a few challenges to become a learning organisation.
3. What is Sensitivity training ? How does it benefit the individual ?
4. What is ROI on training ?
5. List the steps in career planning. Why is career planning important ?
6. Discuss the need for and importance of management development.
7. When is a case study method used for training and what are its limitations ?

SECTION – B

Answer **any three** of the following questions.

(3×10=30)

8. Training need analysis is the most significant and first step in Training and Development. Do you agree or disagree ?

P.T.O.



9. Discuss in detail the approaches for behaviour modification.
10. Leader centred techniques of management development is most effective. Discuss.
11. Describe the need for and the process of measuring effectiveness of the training program-post training. Why do you think this is important ?

SECTION – C

Compulsory (Case Study)

(1×15=15)

12. **McCormick and Company Uses Strategic Training to Spice Up Business Results**

You may know McCormick and Company from its flavorings and spices that enhance the taste of appetizers, main dishes and desserts (who doesn't appreciate the great aroma of just-baked chocolate chip cookies ?). You should also know that training and development play a strategic role at McCormick and Company. Learning is driven by the company strategy. The company's main strategies include growing sales, fostering innovation, managing the cost base and planning for succession. These strategies have been translated into several strategic training and development initiatives. One initiative supporting the innovation strategy involves the development of technological innovation centers for scientists and learning and development centers for company leaders. In another initiative, \$ 1 million was spent to teach employees how to use the new SAP business software implemented throughout the company. The company's succession planning process is designed to make good on the promise that all employees have access to the training and development they need to become successors to the current company leaders at all levels. Robert Lawless, chairman and CEO, believes that having a process to grow employees internally gives the company a competitive advantage. Growing employees internally requires challenging employees and providing opportunities for career growth, learning and development. His commitment to succession planning is evident in the amount of time he spends reviewing development needs, goals, performance and recent training and development for the top employees in the company.



To ensure that training and development are strategic, the director of learning and development has positioned the training department as a team of performance consultants who serve the needs of the business. Also, McCormick and Company has emphasized teaching at all levels of the organization, with the goal of making the company more agile and able to adapt to change and cope with the loss of expertise due to the retirement of baby boomers. The teaching organization has four roles, each aligned with business plans. *Corporate learning professionals* are found at the company's two learning centers in Maryland and in the United Kingdom. Corporate learning professionals are charged with establishing expertise and then sharing it with others. *Site-specific learning professionals* include employees who have responsibility for learning and development at the company's locations. Each training manager reports directly to each location's human resource or operations function to ensure that training needs are identified and met. *Leader-teachers* include all employees with supervisory responsibilities, regardless of level. Managers are trained to help employees apply the skills they learn in training and senior executives teach classes. To ensure that leaders are teachers, the performance evaluations for all of McCormick's managers include one competency: attracting and developing talent. Attracting and developing talent involves active participation in the growth and development of employees and effective coaching and mentoring. *Peer-teachers* engage in one-on-one training with other employees as well as through the company's Multiple Management Board (MMB) system. The MMB system includes cross-functional, cross-divisional groups of employees from all levels who work on projects that can have a significant impact on the business. The MMB experience provides participating employees with skills and knowledge that are not typically part of their job responsibilities, such as developing strategic thinking or strengthening presentation skills. At any one time, there are approximately 200 employees serving on MMBs.



The strategic importance the company places on training and development is highlighted by the board of directors' decision not to cut the firm's learning budget-despite budget cuts elsewhere due to a decrease in company earnings (attributed to the effects of Hurricane Katrina on business in the southern United States and falling prices in the world market for vanilla). McCormick and Company's board of directors will provide additional funding for training and development initiatives if there is a business case made for additional financial resources. To make the business case for training and development, McCormick and Company evaluates the effectiveness of training and development using metrics such as how many employees have been promoted, how many employees have attended the learning and development center, how many employees are in the MMBs, and the dollar impact of MMB project results on the business.

- 1) Do you think McCormick's initiative of supporting the innovation strategies of development of technical innovation centre for scientists a right decision ?
- 2) Evaluate the decision of McCormick to spend \$ 1 million to teach employees on how to use SAP business software. Do you propose any other solution.



PJ – 681

**III Semester M.B.A. Degree Examination, Jan./Feb. 2019
(CBCS Scheme) (2014-15 and Onwards)**

MANAGEMENT

Paper – 3.6.1 : Perspectives on Health Care Sector

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions :

(5×5=25)

1. State the meaning and scope of health and well-being.
2. Explain the role of health care in human development.
3. Write a brief note on pathology and pharmacology.
4. Trace out recent developments in the health care reforms in India.
5. Illustrate the delivery of health care services at tertiary level in India.
6. Discuss about regulatory framework in health care sector in India.
7. Describe your understanding about social audit.

SECTION – B

Answer **any three** of the following questions :

(3×10=30)

8. Elucidate your familiarity with the terms physiology and anatomy.
9. Elaborate how public and private health systems are functioning in India.
10. Examine the opportunities and challenges of outsourcing in health care sector.
11. Express your views on medical pluralism and health services in India.

P.T.O.



SECTION – C

Compulsory (Case Study) :**(1×15=15)**

12. The views and opinions of a group of software professionals specialised in the development of health care information systems are given here under :

“An important and positive development has to take place in the Indian healthcare sector is the use of information technology for purposes such as computerisation of medical records, networking of various departments in a hospital, providing of Tele-medicine services, like Clinical Decision Support System (CDSS). A lot of innovation has to happen to provide primary remote consultations through mobile unit at the door step of the rural population and also underprivileged sections of the society. This will also help to take the expert opinion of specialists by means of video conference and also creating awareness among general population in rural area about various alarming diseases. This will result in having adequate information and knowledge available in an accessible manner at the right time and also in clinical decision-making in the shortest possible period of time, at the cheapest possible cost giving the best possible service to the patients”.

In view of these opinions :

Discuss the benefits of an information technology based medical services providing integration between diagnoses, medical advice, prescription, medical education and research and Pharmacy, on the following parameters.

- a) Excellence in Education
 - b) Excellence in Research
 - c) Quality services
 - d) Quality knowledge management
 - e) Building effective partnerships and collaborations.
-



III Semester M.B.A. Degree Examination, January/February 2019
(CBCS Scheme)

(2014 – 15 & Onwards)

Management

Paper – 3.3.2 : CORPORATE TAX PLANNING AND MANAGEMENT

Time : 3 Hours

Max. Marks : 70

Instruction : Answer *all* the Sections.

SECTION – A

Answer **any five** of the following questions, **each** question carries **five** marks.

(5×5=25)

1. “Tax planning is not possible without Tax management”. Discuss.
2. Explain the procedure of GST Returns and types of Returns.
3. The WDV of a block of assets on 1st April 2017 comprising twelve machines is ₹ 13,00,000 at 25% depreciation. A new machine falling within that block is acquired on 1st Nov. 2017 for ₹ 3,00,000 on 20th March 2018 all the twelve old machines were sold for ₹ 2,00,000 leaving only the newly acquired machine within the block. Determine the amount of Depreciation. The Assessee is not entitled to additional Depreciation on machine.
4. A company requires a component from the following information suggest to the company whether it should make the component or buy it from the market.

Making the component

A new machine will be purchased for ₹ 20,00,000 after 5 years it will be sold for ₹ 5,00,000. If there is any loss on sale of machine, it will be set-off against any other STCG. Rate of Depreciation 15% manufacturing cost of component .

I year ₹ 15,00,000

II year ₹ 18,00,000

III year ₹ 20,00,000

IV year ₹ 22,00,000

V year ₹ 24,00,000

Rate of Tax 30%

Buying the component

Cost I year ₹ 18,00,000

II year ₹ 21,00,000

III year ₹ 23,00,000

IV year ₹ 25,00,000

V year ₹ 28,00,000



5. Value of supply of goods and services of manufacturer in inter-state is ₹ 1,000, value of supply of goods and services within state is ₹ 1,000. IGST rate on supply of goods and services is 12%, CGST and SGST rate is 6% each. Value of receipt of goods and services within state is ₹ 1,500, SGST and CGST rate on receipts is 6% each. Calculate tax liability.
6. Mrs. and Mr. Ram visited Japan and brought following goods while returning to India. Their personal effects valued at ₹ 85,000. A personal computer bought for ₹ 68,000. A laptop computer bought for ₹ 79,000. Two litres of liquor bought for ₹ 1,800. A new camera bought for ₹ 67,400, 150 cigars cost ₹ 24,000, 100 firearm cartridges cost ₹ 10,000. Air dryer from duty free shop ₹ 14,000. What is the amount of customs Duty payable ?
7. X company Ltd. an Indian company, furnished the following particulars of its income for the previous year ended 31st March 2018, compute its total income for the Assessment year 2018 –19.

	₹
Business Income	4,20,000
Dividends from :	
A Domestic company	20,000
A Foreign company	15,000
Capital gains :	
Short term	25,000
Long term	70,000

The following amounts have been deducted to arrive at the business income :

- a) ₹ 5,000 revenue expenditure and ₹ 20,000 capital expenditure for family planning programme amongst employees.
- b) Donation to Ambedkar university, Agra ₹ 30,000 by cheque ; Ved Mata Gayatri trust, Shandi Kunj, Haridwar (an approved trust u/s 80 G) ₹ 70,000 by cheque and Rajiv Gandhi Foundation ₹ 5,000 by cheque.

SECTION – B

Answer **any three** of the following. **Each** question carries **ten** marks **(10×3=30)**

8. Explain the set-off and carry forward under company tax and important corporate Deductions.
9. P and Q want to start a business. They have two options for selecting a form of organization, partnership firm or a Pvt. Co. The estimated profits of which, before the following deduction are ₹ 11,96,000.
- 1) Remuneration ₹ 25,000 p.m. each by the firm and ₹ 35,000 p.m. each by the company.
 - 2) Each will give a loan to the business of ₹ 4,00,000 @ 12% p.a.
 - 3) Contribution as capital ₹ 4,00,000 each, on this interest will be paid @ 12% p.a. However the company cannot pay the interest on it.
 - 4) The profit after tax will be distributed equally as profits/dividends.
- Suggest whether they should form a partnership firm or a private company.



10. Compute the Assessable value and custom duty payable from the following information :
- FOB value of machine \$ 10,000, freight paid \$ 2,500, Design and Development charges paid in America \$ 500, commission payable to local agent @ 2% of FOB in Indian Rupees, date of bill of entry 25-10-2015 (Rate of BCD 10%, Exchange rate as notified by CBI and C ₹ 70.02/\$), date of entry inward 20-10-2015 (Rate of BCD 18%, exchange rate as notified by CBI and C ₹ 70.01/\$). IGST @ 12% plus cess at applicable rate, Insurance charges-details not available.
11. Following transaction took place in Dec. 2017 in the books of M/S Amar Pvt. Ltd. Mumbai, Maharashtra.
- 1) Received inputs with invoice evidencing payment of IGST of ₹ 54,000 on 2/12/2017.
 - 2) 600 pieces of final products were dispatched to a customer located in Punjab under invoice on 6/12/2017. Transaction value was ₹ 900 per piece and IGST rate was 18%.
 - 3) 1,200 pieces of input 'Tran' were procured and directly sent for job work on 10/12/2017. The invoice was received where the supplier had charged CGST ₹ 15,000 and SGST of ₹ 15,000.
 - 4) An imported consignment of raw materials was received on 10/12/2017. Bill of entry showed that BCD paid was ₹ 36,000, IGST paid ₹ 19,200 and anti-dumping duty paid was ₹ 6,400 and education cess of customs ₹ 1,080.
 - 5) Goods worth ₹ 3,00,000 were dispatched on 24/12/17 within Maharashtra, rate of duty is 18% (CGST and SGST 9% each).
- There was no opening balance of electronic cash ledger or electronic credit ledger on 1/12/17. Calculate the amount of GST payable by cash.

SECTION – C

12. **Compulsory Question :** **(15×1=15)**

The following is the statement of Profit and Loss of ABC Co.Ltd. for the year ended 31st March 2018.

Statement of Profit and Loss for the year ended 31st March, 2018

Particulars	Note no.	Figures as at the end of current reporting period
I Revenue from operations :		
Domestic sales		35,00,000
Export sales		15,00,000
II Other Income		–
III Total Revenue		50,00,000



IV Expenses :	
Cost of materials consumed	–
Changes in inventories of finished goods, WIP and stock-in-trade	–
Employee benefits expenses :	
Salaries and wages	4,00,000
Depreciation and Amortization expenses	5,00,000
Other expenses :	
Rent and rates	3,00,000
Repairs	1,40,000
Selling expenses	3,80,000
Total expenses	17,20,000
V Profit before tax	32,80,000
VI Tax expenses :	
Income Tax	3,80,000
VII Profit for the period	29,00,000
Surplus Statement	
Profit/loss as per last B/S(if any)	–
Current year's profit	29,00,000
Add : Transfer from General Reserve	4,00,000
	33,00,000
Less : Appropriations :	
Proposed dividend	2,90,000
Profit carried to B/S	30,10,000

Other Information :

- 1) The company has long-term capital gain of ₹ 2,00,000 which is not added in statement of profit and loss.
- 2) Foreign Exchange remittance ₹ 9,00,000.
- 3) Depreciation u/s 32 ₹ 5,50,000
- 4) The company wants to set-off the following :

	For Tax purpose	For Accounting Purpose
	₹	₹
B/F loss of 2015 – 16	6,00,000	5,00,000
Unabsorbed Depreciation	3,00,000	3,00,000

You are required to compute :

- i) Book profit u/s 115JB.
- ii) Total income of the company.
- iii) Tax liability of the company.



PJ – 684

**III Semester M.B.A. Degree Examination, January/February 2019
(CBCS Scheme)
(2014-15 and Onwards)
MANAGEMENT
Paper – 3.4.2 : Consumer Behaviour**

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions : **(5×5=25)**

1. How does consumer behaviour study is multi-disciplinary in nature ?
2. What is the practical implication of “Absolute perceptual threshold” in marketing decision ?
3. Explain, how consumer motivation is a determinant of buying behaviour.
4. What are the determinants of consumer involvement in a buying situation ?
5. How do companies manage cognitive dissonance of their customer ?
6. What are the merits and demerits of Consumer Movement in India ?
7. What are the different roles played in organisational buying decision process ?

SECTION – B

Answer **any three** of the following questions : **(3×10=30)**

8. According to classical conditioning, how consumer behaviour is perceived ? Explain with example.
9. Discuss, how a marketer can use the consumer decision process in formulating marketing communication.
10. Explain with example, family life cycle influence on buying behaviour in consumer market.
11. Explain, how diffusion of innovation take place ? Explain how the environmental factors influence on diffusion process.

P.T.O.



SECTION – C
(Compulsory)

12. Read the case and answer the questions :

15

A certain store was keeping a number of brands of washing machines. They had washing machines to cater to the needs of all the segments of the society. They were stocking IFB, Videocon, BPL, National, Godrej and local made washing machines as well. They had automatic, semi-automatic and manual machines. The automatic machines were bought by the higher income group. The middle income group was content with semi-automatic machines. Manual hand operated machines were for the 'lower class of clientele, and also those living in the rural areas, where electrification was not complete, or the electricity went off for days together. It was observed that when customers came to buy an automatic machine, they usually came with their spouses and they looked mainly at the colour, style of functioning, electric consumption, care for handling, price factors, etc. Many customers would not buy on their first visit. They would come back after an interval of time and purchase the machine after careful considerations of the attributes that they were looking for. Many would lower their choice, and come back to buy semi-automatic, instead of automatic machines. The sale was observed to be highest during marriage seasons and at festival times. There was a great influence of the house-wives in buying these, as they were the ultimate users. With a lot of information imparted by the media, and the children being exposed to it for several hours, in a day, they seemed to have a good knowledge of the attributes, and had a great say in the purchases and their opinions were also given weightage by the parents. Since a chain store is more interested in the sales to materialise, rather than pushing any particular brand, the salesmen are directed to satisfy the customers or the family. This should be their first consideration.

Questions :

- 1) What should be the role of the marketer in the above case regarding advertisement, promotion, persuasion, and closing the sales ?
 - 2) Who others could influence the purchase decisions in a family, in relevance with above case ?
 - 3) Do you feel that group interaction helps the buyer too, in his decision-making process ? Elaborate.
-



III Semester M.B.A. Degree Examination, January/February 2019
(CBCS Scheme)
(2014 – 15 & Onwards)
Management
Paper – 3.6.2 : MANAGEMENT OF PUBLIC HEALTH SYSTEMS

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions.

(5×5=25)

1. What do you mean by public health ? Explain the scope and nature of public health.
2. Discuss about Communicable disease and Non-Communicable disease with suitable examples.
3. What is a Community health program ? Explain any three schemes of Community health program.
4. Explain how the Mass media and Mass Communication are helpful towards health education.
5. Examine how the Principles of ethics are utilized during the process of organ transplantation and clinical trial.
6. Write a short note on MCI Regulations used in Medical ethics.
7. “Have patient rights are utilized efficiently in today’s scenario”. Explain.

SECTION – B

Answer **any three** of the following questions.

(3×10=30)

8. Explain in detail about principles of disease transmission and disease control.
9. What is epidemiological disease and explain the various methods of epidemiological disease ?
10. Discuss briefly about the evaluation of National Health programmes and schemes available in India.



11. Write a short note on :

- a) National Health Mission
- b) Role of NGO's.

SECTION – C

Compulsory (Case Study).

(1×15=15)

12. A 64-year-old man with a number of health issues comes to the hospital because he is having trouble breathing. The care team helps resolve the issue, but forgets a standard treatment that causes unnecessary harm to the patient. A subsequent medication error makes the situation worse, leading a stay that is much longer than anticipated.

Questions.

- a) The behavior of a Doctor starts to put the patient at risk. What would you do ?
- b) You are the CEO and a patient in your hospital dies from a medication error. What do you do next ?



PJ – 687

III Semester M.B.A. Degree Examination, Jan./Feb. 2019

(CBCS) (2014-15 and Onwards)

MANAGEMENT

Paper – 3.7.2 : Insurance Planning and Management

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions :

(5×5=25)

1. Define an insurance contract and explain how it forms the basis of insurance business.
2. Explain briefly various types of insurance contracts.
3. What are the factors to be considered while buying life insurance ?
4. Discuss the advantages and disadvantages in personal property insurance.
5. Explain briefly various types of travel insurance policies.
6. Enumerate the life insurance premium elements and explain with an examples of calculation of premium.
7. What documents are required to process the following insurance claims ?
a) Fire insurance b) Motor insurance.

SECTION – B

Answer **any three** of the following questions :

(3×10=30)

8. Elaborately discuss the structure of insurance industry in India.
9. Elucidate the functions of major players in the life insurance market.
10. Discuss the role of insurance companies related to health insurance policies in India.
11. Explain the procedures involved in settlement of life insurance claims. Discuss the guidelines by IRDA in settlement of insurance claims.

P.T.O.



SECTION – C

12. **Compulsory** case study :**(1×15=15)**

Despite enormous challenges, future prospects of insurance industry in India are very bright and growth is by no means exhausted not only because of under penetration but also due to growing prosperity of the people, demographic dynamics and their changing behaviour and perception. According to Mckinsey's recent study, Indian household incomes will almost triple over the next two decades if the economy moves at an annual growth rate of 7.3 per cent from 2005 to 2025. There is a raft of opportunities for insurance companies as nearly half a billion of 25-30-year-olds take the economy forward in the next few years. Over the next 25 years, they will have investment needs, protection needs and education needs for their children. In 5-10 years, they seriously start thinking about what they will do when they retire. This will certainly increase demand of insurance products.

Further, perception of the people about insurance is changing fast. Earlier, insurance was seen more as a saving instrument and not so much as risk cover, but now with events like the earthquakes and tsunamis, there is greater awareness.

With opening of the insurance business to private sector and growing opportunities attracting new players, insurance market has become ferociously competitive. Aiding this process is aggressive marketing strategies and multiplicity of delivery channels. In such a landscape insurance players need to grab a share of the new policies that are sold. Much will depend on their product configuration, their reach and the sales force team they have.

Cost is increasingly becoming a critical issue in general or non-life insurance. We have not been able to cost -effectively service a huge market. However, in the wake of increased competition, detariffing and deregulation of overall portfolio of non-life companies, there has, of late, been price war. Rates for fire and engineering covers have dropped by 25 to 30 percent. In fact, price competition has been so immense that IRDA has had to step in to set a floor



level for the drop in prices. On a month-to-month basis, discounting has doubled since February, 2007. While customers may relish the price war, it is not in their interest in the long-term-especially, if the profitability of insurer gets affected. If the insurer is not healthy, then the very reason for taking an insurance cover gets defeated. A financially precarious insurer may be in no position to pay claims.

Further to survive and thrive in stiffer competition, insurance companies will have to consider entering into new lines of business. Since the squeeze on margins is particularly severe in corporate and commercial lines of business, insurance companies are looking to tap retail customers to cushion against the pricing pressures. Another move is towards the hinterland or non-urban India, promising huge opportunities for non-life companies.

In brief, there is a plenty of room for insurance companies in India to grow provided they have vibrant marketing and product strategies, risk management skills, strong and committed sales force team and sound financial health.

From the above critically evaluate the future prospects of insurance industry in India.



**III Semester M.B.A. Degree Examination, January/February 2019
(CBCS Scheme)
(2014 – 15 & Onwards)
Management**

Paper – 3.3.3 – CORPORATE VALUATION AND RESTRUCTURING

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions. **Each** question carries **equal** marks.

(5×5=25)

1. What is Tobin's Q ? Discuss its importance.
2. What are the important value drivers of EVAs and its application ?
3. What are the various forms of Demergers ? Discuss.
4. Distinguish between price and value. Discuss the concepts of Market value, Intrinsic value and Replacement value.
5. A company is currently paying the dividend of Rs. 2 per share. The dividend is expected to grow at a 15 % annual rate for 3 years, then at 10 % rate for the next 3 years, after which it is expected to grow at a 5 % rate forever ?
 - a) What is the present value of the share if the capitalization rate is 9 % ?
 - b) If the share is held for 3 years, what shall be its present value ?
6. The market price of a bond is Rs. 883.40 (Face value being 1000). The bond will pay interest at 6 % per annum for 5 years, after which it will be redeemed at par. What is the bond's rate of return ? What is meant by YTM ?
7. Following is the condensed income statement of a firm for the current year :

Income Statement (in Rs. Lakhs)

Sales Revenue	500
Operating costs	300
Interest costs	12
Earnings before tax	188
Taxes @ 40 %	75.2
Earnings after taxes	112.8

The firm's existing capital consists of Rs. 150 lakh equity funds, having 15 percent cost and Rs. 100 lakh 12 percent debt. Determine the economic value added during the year. Assume the sales revenue is Rs. 330 Lakhs. What is the earnings after tax and EVA ?



SECTION – B

Answer **any three** of the following questions. **Each** question carries **equal** marks. **(3×10=30)**

8. Novelty Ltd., a consumer durable manufacturer, reported earnings per share of Rs. 3.20 in 2010 and paid dividends per share of Rs. 1.70 in that year. The firm reported depreciation of Rs. 350 lakh in 2010 and capital expenditure of Rs. 475 lakh. There were 160 lakh outstanding shares traded at Rs. 51 per share. The ratio of capital expenditure to depreciation's expected to be maintained in the long term. The working capital needs are negligible. Novelty had a debt outstanding of Rs. 1,600 lakh and intends to maintain its current financing mix of debt and equity to finance future investment needs. The firm in the steady state and earnings are expected to grow at 7 % per year. The stock had a Beta of 1.05, the Treasury bill rate is 6.25 % and the market premium is 5.5 %.

Requirements :

- i) Estimate the value per share using the dividend discount model.
 - ii) Estimate the value per share, using the FCFE model (Free Cash Flow to Equity).
 - iii) How would you explain the difference between the two models and which one would you use as a benchmark to compare with the market price ?
9. Yes Ltd. wants to acquire No Ltd. and the cash flows of Yes Ltd. and the merged entity are given below :

Year	1	2	3	4	5
Yes Ltd.	175	200	320	340	350
Merged entity	400	450	525	590	620

Earnings would have witnessed 5 % constant growth rate without merger and 6 % with merger on account of economies of operations after 5 years in each case. The cost of capital is 15 %. The number of shares outstanding in both the companies before the merger is the same and the companies agree to an exchange ratio of 0.5 shares of Yes Ltd. for each share of No Ltd. PV factor at 15 % for years 1 – 5 are 0.870, 0.756, 0.658, 0.572, 0.497 respectively.

You are required to :

- i) Compute the value of Yes Ltd. before and after merger.
- ii) Value of acquisition and
- iii) Gain to shareholders of Yes Ltd.



- 10. What are the various implications of corporate restructuring ? Discuss its various types with suitable example.
- 11. Write short notes on :
 - 1) Direct comparison approach of business valuation.
 - 2) Strategic motives behind mergers.

SECTION – C

Case Study (**Compulsory**).

(15×1=15)

- 12. Funtime Ltd. a toy manufacturing company has aggressive plans of expanding its share market. To get faster market access the management of the company has decided in favour of takeover. The research wing of Funtime limited has undertaken a detailed study of prospective takeover targets and finally identified Giggle Ltd., a company based in Baroda. Funtime Ltd. has already collected the following relevant information about Giggle Ltd. it is now to assess the value of Giggle's to start negotiation for the takeover and Growth Rate (GR) is 16 %.

Balance Sheet of Giggle Ltd. as on 31st March, 2010

Liabilities	Rs.	Assets	Rs.
Share capital	10	Land	4
Reserves	76	Buildings	40
Term Loan :		Plant and Machinery	100
IDBI	100	Other fixed assets	6
Other	20	Gross Fixed Assets	<u>150</u>
Current Liabilities	300	Less : Accumulated Depreciation	<u>64</u>
			86
		Add : Capital WIP	<u>16</u>
		Total fixed assets	<u>102</u>
		Inventories	120
		Receivables	160
		Other	<u>124</u>
	<u>506</u>		<u>506</u>



Capital expenditure of Rs. 86 lakhs will be incurred in 2011 and Rs. 280 lakhs in 2012

(Rs. Lakhs)

Other information :

Particulars	2010	2011	2012	2013	2014	2015
Net Sales	1,100	1,160	1,600	2,100	2,400	2,500
Raw materials cost	480	500	660	880	940	960
Power	20	23	32	43	44	48
Employee related cost	56	61	80	88	100	110
Administrative Expenses	21	24	32	37	39	41
Depreciation	10	14	41	42	42.4	42.8

The tax rate for the company is 30 %. There is no charge on deferred taxes.

The stock is currently trading at Rs. 25 per share. The cost of the equity is 20 %.

Bank Finance carries an interest rate of 20 %. Based on the information given use the discounted cash flow approach to value Giggle Ltd.

Note : Additional capital (issued at par) Rs. 260 Lakhs

Term Loan Rs. 220 Lakhs.



PJ – 690

**III Semester M.B.A. Degree Examination, January/February 2019
(CBCS) (2014-15 and Onwards)
MANAGEMENT**

Paper – 3.4.3 : Rural and Agricultural Marketing

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following. **Each** question carries **five** marks. **(5×5=25)**

1. Briefly explain the profile of rural markets.
2. Explain the four A's of rural marketing.
3. Discuss the challenges that the researcher can encounter in conducting research in rural markets.
4. What is product positioning ? Explain various approaches of positioning the product.
5. Explain the different sales promotion tools used in rural communication with examples.
6. What are the deficiencies of agricultural marketing system in India ?
7. What is co-operative marketing ? Explain its functions.

SECTION – B

Answer **any three** of the following. **Each** question carries **ten** marks. **(3×10=30)**

8. Describe innovations in rural distribution and rural centric distribution models.
9. Elaborate on the pricing strategies specific to the rural market with examples.
10. What are the pre-requisites for effective segmentation ? Briefly describe the bases for segmentary rural markets.
11. Discuss the role and function of APEDA in promoting agricultural exports.

P.T.O.



SECTION – C

Compulsory :**(1×15=15)**

12. Read the following case and answer the questions given at the end.

Bru represents the coffee business of HUL and is the only brand to be present in all segments of the coffee category-instant, roast and ground and premixes. It is the volume leader in the roast and ground market. There are three different consumer segments based on their drink preferences in south India :

- Conventional filter coffee drinkers
- Tea drinkers
- Instant coffee drinkers

South India is a big market for coffee, filter coffee being the most prevalent, with a few pockets within the States of Andhra Pradesh and Karnataka also preferring tea. However, most people prefer conventional filter coffee for its taste and aroma. This segment when combined with the tea-drinking segment represents a huge, untapped market for instant coffee.

The Challenge

While people are aware of instant coffee, it is still a drink to be had on special occasions of many households. The marketing challenge, thus, was to convert these special occasions to Bru Instant Coffee occasions.

The company had to reach out to 1.3 million people spread across three segments for product trials.

As these households were a mix of tea drinkers/filter coffee and other coffee drinkers, conveying the right message across the segments was the key challenge for the company. Beverage preferences are difficult to change; it was not easy to get people to deviate from a beverage of their choice and sample instant coffee. The decision to leave samples with consumers significantly improved the impact of this trial campaign.

With multiple communicators of differing individual capabilities, delivering a *standardized yet customized* message *consistently* was an even bigger challenge for Bru. The fact that most housewives/target consumers have a *not-so-welcoming* attitude to a door-to-door salesman/communicator.

The brand, therefore, needed a breakthrough to overcome these hurdles and to communicate the benefits of Bru instant to three different beverage drinkers.



The Solution

The accompanying video talks about how the communication strategy covered all three segments in one go using a door-to-door sampling strategy in a cost-effective manner for inducing trials. It talks about how innovative media vehicles were used during the campaign in the absence of effective mass media reach out to reach three sets of audiences.

During the campaign in 2009, 2.3 million households were sampled, resulting in the brand gaining a 70 per cent share of new category entrants.

Discussion Questions

- 1) What communication challenges did Bru face ? Which innovative media vehicle was chosen for reaching the target group ? Why ? What else could have been used to improve the effectiveness of the campaign ?
 - 2) What kind of impact was generated by the campaign ? How much rural growth was achieved as a result of this campaign ?
 - 3) Identify different consumer segments among health food drinkers in rural market.
-



PJ – 693

**III Semester M.B.A. Degree Examination, Jan./Feb. 2019
(CBCS Scheme)**

(2014-15 and Onwards)

Paper – 3.7.1 : STRATEGIC CREDIT MANAGEMENT IN BANKS

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** out of the following questions :

(5×5=25)

1. Explain the mechanism of credit creation.
2. Discuss the different types of loans and advances.
3. Explain the procedures followed while monitoring and supervision of advances.
4. Distinguish the process of credit analysis of sole proprietary concern and partnership firm.
5. Name and explain the utility of liquidity and solvency ratio in the appraisal of credit proposal by a bank.
6. Discuss the guidelines framed for classification of NPA.
7. What are the objectives while formulation of loan policy ?

SECTION – B

Answer **any three** questions out of the following :

(3×10=30)

8. Discuss the functions and role of RBI in framing monetary policy in India.
9. Elucidate the relative merits of credit control and credit policy in a developing economy.
10. Discuss the various types of ratios used for appraisal of credit proposal.
11. Elucidate the strategies adopted by the bankers in reducing the NPA and the recovery of NPA.

SECTION – C

12. Case study (**compulsory**) :

(1×15=15)

Assuming that you're a credit officer cum Manager of a Nationalised Bank and elucidate what strategic decisions you will take for extending credit facilities for a credit application.



III Semester M.B.A. (Evening) Examination, January/February 2019
(2007 – 2008 Scheme)

MANAGEMENT

Paper – 3.1 : Management Information Systems

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any six** of the following questions.

(6×2=12)

1. a) What do you understand by system and sub systems ?
- b) Define the term and write 2 applications of GDSS.
- c) Define the concept of DBMS.
- d) Define the term OOAD in MIS.
- e) Differentiate between Data and Information.
- f) Differentiate between MIS and DSS.
- g) Mention any 2 management support system and its two applications in the organization.
- h) What do you understand by SDLC ?

SECTION – B

Answer **any 3** questions. **Each** question carries **8** marks **each**.

(3×8=24)

2. Describe the various levels and types of decision making. Explain the models of decision making.
3. What are some of the factors managers must consider when considering changes in technology ?
4. Analyse the business as a system and identify the components of a business system.
5. Explain in detail about the Transaction Processing Cycle/Stages.
6. How can managers use Information Systems to develop tighter relationships with suppliers and customers ?



SECTION – C

Answer **any 2** questions. **Each** question carries **12** marks **each**. **(2×12=24)**

7. How can managers use Information Systems to play a strategic role in their organisation ? Explain how a company can use Information Systems to improve its core competencies.
8. Discuss the Benefits of Information Technology in doing successful business across the world. List down the advantages and disadvantages and explain how IT is giving competitive edge to companies with an example.
9. Discuss the characteristics of information systems in various levels of the organization, explain the system approach in Problem Solving.

SECTION – D

10. **Compulsory** (Case study). **(15×1=15)**

Keiper GmbH and Co. KG is a leading manufacturer of the metal components of car seats. The company runs 11 production sites scattered around the world and employs 6,000 workers. Keiper struggles with the common challenges facing all international manufacturing businesses. One of its largest problems is synchronizing production across manufacturing plants separated by many miles and time zones.

A few years ago, Keiper made the wise move to connect its production sites over the internet using production management software. The software allowed system specialists and production managers at Keiper headquarters in Kaiserslautern, Germany, to monitor production systems at all 11 sites. This ability made all the difference in the world to Keiper's production quality. Managers can troubleshoot problems as they arise, upgrade system software, and make database entries at the same time across all locations. In short, the system made it seem as though the 11 production facilities were actually one big manufacturing plant. More recently, Keiper upgraded the system to allow it to react to emergencies more quickly. One of the biggest problems in manufacturing occurs when flaws are introduced into the process. Flaws might be the result of a defective part received from a supplier and used on the assembly line. Sometimes these defects are not noticed until many products have been manufactured and shipped. Keiper wanted a traceability system so



it could track the car seat components and assembled car seats through the production line to their destinations. Keiper partnered with an information system company that specialized in traceability systems for the automotive industry. The company designed a system that collected and connected information from production facilities around the world. The information included specific information about the parts used in the manufacturing process.

The system tracked each step in the production process at all 11 manufacturing plants in real time. If an employee on the line notices that a certain type of screw is defective, an alarm is sounded and an investigation immediately launched. The defective screw is traced back to the batch from which it came. Each screw used from that batch is traced to a specific seat in the production line, shipment center, or automotive plant where the cars are assembled. Recalls of seats containing the bad screw can occur within hours of the discovery. Using MISs to control production lines around the world provides Keiper management with more control over its business. The ability to quickly catch defects in its products minimizes the extent of the damage they cause. Keiper customers appreciate the corporation's ability to minimize problems before they grow to an unmanageable scope.

Discussion Questions :

- 1) What is one of the biggest production challenges facing global manufacturing corporations ?
 - 2) How did Keiper management gain more control over its 11 manufacturing facilities ?
 - 3) What type of management information system does Keiper use and what functional unit of the company is it designed for ?
 - 4) What information components do you think were used in Keiper's new traceability system ?
-



PJ – 702

**III Semester M.B.A. (EVE) Examination Jan./Feb. 2019
(2007-2008 Scheme)
MANAGEMENT**

Paper – 3.2 : Enterprise Management

Time : 3 Hours

Max. Marks : 75

Instruction : Make reasonable assumptions ***wherever*** required.

SECTION – A

1. Answer **any six** of the following questions : **(6×2=12)**
- a) What do you mean by “Balance of Payments” ?
 - b) What is your understanding of “Money Supply” ?
 - c) What do you think is the ultimate objective of any business enterprise ?
 - d) What are the different forms of Business Enterprise ?
 - e) What is the meaning of the term “Intrapreneurship” ?
 - f) What do you mean by “Painstorming” ?
 - g) What are the different sources for raising finance for a new enterprise ?
 - h) What do you mean by Corporate Governance ?

SECTION – B

- Answer **any three** of the following questions : **(3×8=24)**
- 2. Explain in brief the key macro-economic indicators which indicate health of an economy.
 - 3. Write a short note on “Quality circles and their implications on Business”.
 - 4. Explain in brief the common traits that you find amongst successful entrepreneurs.
 - 5. What is a business plan and what it should contain ? Explain in brief.
 - 6. What are the common sources for business ideas ? Explain in brief with suitable examples.

P.T.O.



SECTION – C

Answer **any two** of the following questions :

(2×12=24)

7. Explain the entire process of managing a project using systems approach by taking an example of a real world project.
8. Explain the key principles and practices of management using examples.
9. Explain the “entrepreneurship process” in detail.

SECTION – D

(1×15=15)

10. **Compulsory** (Case study) :

Slow City Bangalore Pvt. Ltd.

Group of MBA students are seriously thinking about starting a new venture ‘Slow City Bangalore Pvt. Ltd.’ with the sole mission of providing wide range of options (leisure and adventure) to the people of Bangalore (working professionals and retired people as well) on spending their weekends and holidays the way they wanted, especially in the rural settings so that they can experience and enjoy the slow, traditional and adventurous life.

Initially they want to launch this service in Bangalore. Based on the response that they will get in Bangalore they will frame strategies to enter into the other metro cities of India.

Initial investment required is around 220.00 lakhs. Promoters will bring in the capital of Rs. 50.00 lakhs. They want to tap various other sources to meet the balance capital requirement.

They are approaching you (the mentor) for the following :

- 1) To evaluate this business idea and guide them properly. What are the criteria that you will consider while evaluating this business idea ?
 - 2) To advise them on how to raise the balance 170.00 lakhs. What are the available ways and means of raising finance for this venture and advantages and disadvantages of each ?
 - 3) To help them in developing a marketing plan, what are the different marketing channels and approaches that you suggest them as part of the marketing plan ?
-



**III Semester M.B.A. (EVE) Examination, January/February 2019
(2007 – 2008 Scheme)**

MANAGEMENT

Paper – F-1 : Security Analysis and Portfolio Management

Time : 3 Hours

Max. Marks : 75

SECTION – A

(6×2=12)

Answer **any six** of the following questions.

1. a) Define Investment.
- b) What do you mean by payoff from an investment ?
- c) What do you mean by Relative Strength Index ?
- d) Define YTM.
- e) Define efficient Market Hypothesis.
- f) What are hybrid securities ?
- g) What is Corner Portfolio ?
- h) What is Runtest ?

SECTION – B

(3×8=24)

Answer **any three** of the following questions.

2. Describe the role played by the investment banker in the process of Initial Public Offer.
3. Technical analysis is more an irrational estimation of investment potential. Justify.
4. Mr. Raj provides you with the following information on his portfolio.

Security	Expected Returns	Standard Deviations	Weights
Infy	14%	11%	25
Wipro	17%	19%	65

Determine the SD of the security, given varied levels of correlation + 0.98 and –1.23



5. EMH is a far reality to Indian Capital Markets. Do you agree ? Justify your argument.
6. ING and CB are two mutual funds. ING has a sample mean of success 0.15 and CB has a sample mean of success 0.19, with the riskier fund ING having doubled the beta at 1.8 as fund CB. The respective standard deviations are 17% of ICICI and 21% of SBI. The mean returns for market index is 0.13, while the risk-free returns is 7%.

Compute; Jensen Index, and Treynor’s Index and compare with each other.

Determine the Sharpe’s index between fund and the market.

SECTION – C

(2×12=24)

Answer **any two** of the following questions.

7. From the following data determine Systematic and Unsystematic Risk;

Year	R_p	R_m
1	23	17
2	21	24
3	15	17
4	11	9
5	- 8	-5
6	13	11
7	17	19
8	22	21

What would happen to the portfolio returns during the 9th year, if the determined Beta would increase by 7% ?

8. Enlist few of the important regulations of SEBI which governs the IPO of any company.
9. Calculate the value of cap on the three month LIBOR rate in nine month time for a principle amount of \$1000, Use Black’s model and the following information;
 - Quoted nine month Euro-dollar futures price = 92
 - Interest rate volatility implied by a nine month Euro dollar option = 15% Per annum.
 - Current nine month interest rate with continuous compounding 7.5% per annum.
 - Cap rate = 8% per annum.



SECTION – D
(Compulsory)

(1×15=15)

10. WIPRO Ltd. pays no taxes and is entirely financed by equity shares. The Equity share has a beta of 0.6, a P/E ratio of 12.5 and is priced to offer an E(R) of 20%. WIPRO Ltd. now decides to buy back half of the equity shares by borrowing an equal amount. If the debt yields a risk free returns of 10%, calculate :
- a) The beta of the equity shares after the buy back
 - b) The required rate of returns and risk premium on the equity shares before the buy back
 - c) The required rate of returns and risk premium after the buy back
 - d) The required returns on debt
 - e) The % increase in expected earnings per share
 - f) The new price – earning multiple

Assume that the opening profits of the firm is expected to remain constant in perpetuity.



PJ – 705

**III Semester M.B.A. (Eve.) Examination, Jan./Feb. 2019
(2007-2008 Scheme)**

MANAGEMENT

Paper – M – 1 : Consumer Behaviour

Time : 3 Hours

Max. Marks : 75

SECTION – A

1. Answer **any six** of the following questions : **(6×2=12)**
- a) What is absolute Threshold ?
 - b) Define consumer perception.
 - c) What is classical conditioning ?
 - d) Define Group Dynamics.
 - e) What is consumerism ?
 - f) What is cognitive Dissonance ?
 - g) What is Lexicographic choice rule ?
 - h) Who is a consumer Innovator ?

SECTION – B

- Answer **any three** of the following questions : **(3×8=24)**
- 2. Why marketing strategies ultimately influence overt consumer Behaviour to be successful ?
 - 3. How culture and subculture aspects of consumer Behaviour helps the marketers in gaining the competitive advantage ?
 - 4. How needs and goals are connected with motivation ? Explain the McClelland's theory of needs achievement ?
 - 5. Discuss the characteristics of consumer Innovator and state how he plays an important role in the diffusion of Innovations.

P.T.O.



6. What is the need of consumer protection ? Explain the roles of Institutions in protecting the rights of consumers ?

SECTION – C

Answer **any two** of the following questions :

(2×12=24)

7. How can behavioural learning theories be applied to the development of marketing strategies ? Illustrate their applications with examples.
8. Explain the profiles of different social classes in Indian context. What are the implications of social class in consumer Behaviour ?
9. Bring out the relevance of understanding the relationship marketing. Explain its significance to the consumers and to the marketers.

SECTION – D

Compulsory (case study) :

(1×15=15)

10. Transparency is paramount in consumer centric-era.

Advancement in Technology Misuse of data : Cell phones created the venue for consumers to do variety of things. They do not just use to make phone calls and text, they do also use them to perform a variety of other functions such as shop, surf. Now applications (apps) becoming extremely popular, many people download and use appste make life easier. But, Many organizations collect consumer data as part of registration, and through email campaigns. Later they sell data to third parties or use it for purpose other than the requested services. More number of customers no longer feel comfortable sharing their data with brands that have been selling or misusing personal information without consent. But some customers buying decisions are influenced by how companies handle personal data.

There are breaches of large organizations where the number of records are still unknown, the various methods used in the breaches with hacking being the most common. In 2017 in uber-a transport Co. about 5.70 crore records were hacked. In British Airways about 3.8 lakh records were hacked. In 2015 Australian immigration department. Govt. type accidentally published the records of G-20 world leaders.



In 2018, Facebook a social network Co. with 5 crore records are having poor security. It is estimated that in first half of 2018 alone, about 4.5 billion records were exposed as a result of data breaches.

False Advertising :

Deceptive claims practice can hurt the reputation and brand image. Many companies promote mediocre products using claims like “Guaranteed results” or “scientifically proven”. In 2013 Kellogg receive a \$4 million fine for saying that mini-wheats cereal boosts children’s memory, attentiveness and cognitive functions and a year later, Walmart had to pay \$66,000 in fines after falsely advertising the price of coke in New York. In the same year 2014 Red Bull had to pay \$ 13 million for its famous slogan that “Red Bull gives you wings.” This claim implies that the beverage improves reaction speed and mental focus, which lacks scientific proof. In 2016, Volkswagen was sued over false clean Diesel fuel claims. unfair business practices like these are meant to entice customers into buying products.

Deceptive pricing :

Many stores increase product prices before launching a special offer that actually brings the price back to normal. Another example is advertising a specific item as free, but omitting the fact that customers have to buy a particular product in order to qualify.

Bait and switch :

In 2017, customers are accusing computer manufacturer “Lenovo” of false advertising after the company posted sale prices on its website, and then refused to honour those prices. The Co. advertised a “door crusher” sale on its website, offering as much as 80% off on some of its Laptop. For examples the Y4 10P model was offered at \$ 279, down from its regular price of \$ 879. The Y510P model was offered at \$ 509, down from \$ 1009. When customers placed their orders, however they received a message from the co. saying that the “sale was a mistake.” However, some customers received this message only after their credit cards were charged.



These are just a few of the unfair business practices utilized by companies. The list goes on shoddy work, bogus sweepstakes, failure to deliver online purchase, abusive debt collection and much more. In a consumer centric era, transparency is important.

Questions :

- 1) By analysing the above case facts in your opinion with whom does the responsibility for monitoring the integrity of business practice rest, justify. Should it be the company themselves, competitors in the Industry, the regulatory authority or consumers ?
 - 2) Assuming you are in a responsible position in the above such company, how would you response to customers problems ?
 - 3) Discuss the appropriate consumers rights on the above issues. Give your conclusion of the study.
-



PJ – 707

III Semester M.B.A. (Evening) Examination, January/February 2019
(2007 – 2008 Scheme)

MANAGEMENT

Paper – F-2 : Banks and Institutional Management

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any six** of the following questions.

(6×2=12)

1. a) What is Financial System ?
- b) What are non-banking financial intermediaries ?
- c) What is meant by Mutual Funds ?
- d) State any two functions of credit rating agencies in India.
- e) Mention any two services offered by Unit Trust of India.
- f) Define a Non-Performing Asset.
- g) Write any four features of money markets in India.
- h) Give the meaning of Speculation and Speculator.

SECTION – B

Answer **any three** of the following questions.

(3×8=24)

2. Discuss the changing trends in Life Insurance in India.
3. Explain the various types of capital market instruments.
4. What are the services provided by a stock exchange ? Discuss the distinctive features of stock markets in India.

P.T.O.



5. Deliberate the characteristics and broad categories of Financial Institutions.
6. Critically analyse the role of RBI in Indian Economy.

SECTION – C

Answer **any two** of the following questions.

(2×12=24)

7. Write short notes on :
 - a) Call Money
 - b) Commercial paper
 - c) Treasury Bills
 - d) Certificate of Deposits.
8. Explain different schemes of mutual funds.
9. Critically evaluate SEBI with record to secondary market.

SECTION – D

10. **Compulsory** (Case Study).

(1×15=15)

Magnum Leasing is in the business of providing automobiles on wet lease to corporate clients. Magnum is considering a new Model of Ford car for which an enquiry has come. The cost of the vehicle is Rs. 1.5 million. Its operating, maintenance and insurance costs are expected to be Rs. 0.25 million in year 1; thereafter it will increase annually by 6%. The vehicle is expected to have a useful life of 6 years and it will fetch a net salvage value of Rs. 0.6 million after that. The depreciation rate for tax purposes will be 40% under WDV method. Magnum's marginal tax rate is 35% and its cost of capital is 10%.

What is the minimum annual lease rental that Magna should quote ? Ignore the cost of negotiation and lease administration.



**III Semester M.B.A.(Eve) Examination, January/February 2019
(2007 – 2008 Scheme)
Management**

Paper : F – 3 : FISCAL POLICIES AND TAXATION MANAGEMENT

Time : 3 Hours

Max. Marks : 75

SECTION – A

1. Answer **any six** sub-questions. **Each** sub-question carries **2** marks. **(6×2=12)**
- a) What is tax evasion ?
 - b) Define person.
 - c) What is tax planning ?
 - d) What is TCS ?
 - e) Define Business.
 - f) Who is liable to deduct the tax at source ?
 - g) Define Central Sales Tax.
 - h) Explain the concept of VAT.

SECTION – B

Answer **any three** of the following. **Each** question carries **8** marks. **(3×8=24)**

2. a) Mr. Ansari, an Indian Citizen, who is appointed as an taxation officer by Govt. of China leaves India for 1st time on 26.09.2016 for joining duty in China. During the year 2017 – 18 he comes to India for 176 days. Determine the residential status for the year 2017 – 18 and 2018 – 19.
- b) Mr. Dixit is a citizen of Bangladesh. His grandmother was born in a village near Islamabad in 1945. He came to India for 1st time on 8.10.2017 for 200 days. Find out the residential status of Mr. Dixit for A.Y. 2018 – 19 ?
3. Manoj receives salary for the year 2017 – 18. He resides at Rajkot. The data for salary is given below :

Particular	Amount (annual data)	
Basic	2,00,000	
DA (included as per terms of employment)	1,00,000	
Bonus	50,000	
House rent allowance (HRA)	24,000	(2,000 P.M.)
Rent paid during the year	36,000	(3,000 P.M.)



4. Mr. Hari retires on 15th October 2017, after serving 30 years and 7 months. He gets Rs. 3,80,000 as gratuity. His salary details are given below :

FY 2017 – 18	Salary Rs. 16,000 p.m.	DA 50% of salary, 40% forms part of retirement benefits
FY 2016 – 17	Salary Rs. 15,000 p.m.	DA 50% of salary, 40% forms part of retirement benefits

Determine his taxable gratuity in the following cases

- He retires from Government service.
 - He retires from seasonal factory in a private sector, covered under Payment of Gratuity Act .1972.
 - He retires from non seasonal factory in a private sector, covered under Payment of Gratuity Act. 1972.
 - He retires from a private sector, not covered under Payment of Gratuity Act. 1972.
5. Write a short note on :
- Central Sales Tax
 - Central Excise Duty.
6. Explain the permissible deductions u/s 80C to 80U.

SECTION – C

Answer **any two** of the following. **Each** question carries **12** marks. **(2×12=24)**

7. From the following P/L account of Mr. KSH for the year ended 31st March 2018 ascertain his taxable business profit for the A.Y. 2018 – 19.

Particulars	Rs.	Particulars	Rs.
To Salaries	15,000	By Gross profit	50,000
To General Expenses	4,000	By Bad debts recovered	2,000
To Advertisement	4,000	(disallowed earlier)	
To Interest on capital	2,000	By Share of profit in a firm	20,000
To Interest on Bank loan	500	By Rent received	5,000
To Reserve for bad and doubtful debts	2,000	By Dividend on Indian company shares	3,104
To Fire insurance premium (let out house)	100	By Dividend on cooperative society shares	2,000
To Depreciation	4,000	By Interest on PO Saving Bank A/c	896
To Reserve for o/s sales tax	11,000	By Agriculture income	10,000
To Loss of cash by embezzlement or theft	3,000	By Int. on FD in bank	3,000
To Donation to political party	16,000	By Int. on govt security	6,000
To Legal tax on LOH	500		
To Motor car Exp.	1,000		
To Wealth tax	3,500		
To Net profit	35,400		
	1,02,000		1,02,000



Additional Information :

- 1) Salary include Rs. 500 P.M. drew by the owner as salary.
- 2) Advertisement includes Rs. 1,500 being the cost of neon sign board.
- 3) General Expenses includes Rs. 1,200 being fees paid to chartered accountant in connection with IT appeal.
- 4) 1/4th of car expenses relate to personal use.
- 5) Depreciation is found to be exceeds by Rs. 1,500.
- 6) Actual bad debts amounted to Rs. 1,000.

8. Ms. Rekha furnishes the following details of her income for the PY 2017 – 18.

S. No.	Particulars	Rs.
a)	Income accrued in America but received in India	19,000
b)	Interest on U.K. Govt securities, 1/3 rd of which is received in India	15,000
c)	Salary received in India for services rendered in Germany	28,000
d)	Income from agriculture in Bangladesh received and spent their only	16,000
e)	Income from profession in China received their and the profession was setup in India	12,000
f)	Income accrued in India and received in India	14,000
g)	Income earned outside India in preceeding years but remitted to India during the PY	15,000

Determine her taxable income for the AY 2018 – 19 if she is

- i) Resident and Ordinary resident,
- ii) Resident but not ordinarily resident,
- iii) Non Resident.

9. Write a short note on :

- a) Make or Buy
- b) Leasing
- c) Amalgamation
- d) Demerger.

SECTION – D

10. **Compulsory – Case Study :**

(1×15=15)

Mr. X, an employee of private sector company at Coimbatore retires on January 31, 2018. He submits the following information.

- 1) Basic salary : Rs. 80,000 per month.
- 2) Dearness allowance (forming part of salary) : Rs. 5,000 per month.



- 3) Retirement gratuity not exceeding $\frac{1}{2}$ month's salary for each completed service computed. On average salary of last 10 months, claimed exempt under Section 10 (1046), he is not covered by the Payment of Gratuity Act, 1972 : Rs. 11,50,000.
- 4) He does not have any leave to his credit at the time of retirement. However, the employer has paid leave encashment of Rs. 30,000 in accordance with the company's service rules.
- 5) He has been allotted a furnished house at Coimbatore (population : 26 lakhs) by the company. He has not vacated this property till March 31, 2018. Lease rent of the property paid by the employer company is Rs. 20,000 per month. Besides, the company pays Rs. 3,000 per month as rent of furniture provided along with the house. The company does not charge any rent till the date of retirement. However, a nominal rent of Rs. 9,000 per month is charged after retirement in respect of the facility of rent-free furnished house.
- 6) He has been provided with a car from the employer-company (1610 cc) without driver but only for coming and going from residence to office and back.
- 7) A company maintains recognized provident fund to which each employee along with the company contributes 12 percent of salary.
- 8) Interest is credited in the provident fund account at the rate of 8.5 percent which comes to Rs. 95,000.
- 9) Professional tax paid by X : Rs. 2,000 on April 1, 2018.
- 10) X wants to claim a deduction of Rs. 20,000 on account of entertainment expenditure incurred by him for official purposes. Nothing is reimbursed by his company on this account.
- 11) After retirement X has started legal practice from which income generated by him for the period ending March 31, 2017 is Rs. 90,000.

X operates from his residence and approximately 15 percent of the house is used for this purpose.

Determine the amount of net income and tax liability of X for the assessment year 2018 – 19 taking into consideration the following additional information.

- 1) X wants that if entertainment expenditure is not allowed as deduction from salary income, the same should be allowed as deduction from consultancy income.
 - 2) X's father had taken an insurance policy in 1989 on the life of X (when X was 30 years old). During the previous year 2017 – 18, X has paid Rs. 32,000 as insurance premium. Prior to April 1, 2016, this premium was paid by X's father. Sum assured is Rs. 20,00,000.
 - 3) While deducting tax at source from salary income, the employer-company have included excess interest over 7.5 percent in respect of provident fund in his taxable income. X is of the view that the employer has wrongly included this amount in taxable salary.
-



PJ – 711

**III Semester M.B.A. (EVE) Examination, Jan./Feb. 2019
(2007-08 Scheme)**

MANAGEMENT

Paper M-3 : Marketing of Services

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any six** of the following questions : **(6×2=12)**

1. a) What is service ? How do services differ from products ?
- b) Explain the importance of maintaining quality of service to improve the customer satisfaction.
- c) Draw Kelly's repertory grid
- d) Differentiate franchising and service agents.
- e) State any two relationship strategies.
- f) What is the significance of "Moments of Truth" in services marketing ?
- g) Explain the concept of STP (Segmentation-Targeting-Positioning) in services marketing.
- h) What do you understand by the tourism product ?

SECTION – B

Answer **any three** of the following questions : **(3×8=24)**

2. How services differ from goods ? What essential elements differentiate goods from services ?
3. Explain the marketing mix elements for services.
4. How does the communication gap relate to success in e-business ?
5. Explain the SERVQUAL model. How is it used by services marketers ?
6. Explain the strategies need to be followed to retain the customer by implementing customer relationship marketing.

P.T.O.



SECTION – C

Answer **any two** of the following questions :

(2×12=24)

7. What evidence do you see of organizations implementing quality programmes for continuous improvement of service quality ? How do you measure service quality ?
8. How E-commerce firms in India are meeting the customer expectations and addressing their complaints ? Discuss.
9. Select any two service industries and explain the different types of services which can be provided to retain the consumers and attract new consumer in retailing.

SECTION – D

10. **Compulsory** (Case Study) :

(1×15=15)

McDonald's is a leading international fast food restaurant chain with 30,000 restaurants spread across the globe. As per ACNielsen's Informal Eating Out (IEO) survey of branded food chains in India, McDonald's was found to be the leader in fast food chains. The caselet discusses the product strategy, pricing policy, and supply chain management practices of McDonald's in India. The caselet focuses on McDonald's emphasis on training and development of its employees. Finally, it describes the physical environment at McDonald's outlets and the promotional strategy followed by the company. The following were the issues noticed :

- ✓ Training and development of employees in service industry.
- ✓ Factors influencing pricing decisions in food retailing industry.
- ✓ Importance of physical evidence in food retailing business.



McDonald's is a leading international fast food restaurant chain with 30,000 restaurants spread across the globe. In India, it launched its operations in 1996, with two stores. It now has 54 restaurants with a daily inflow of 500,000 customers.

It plans to add 15 more outlets by the end of 2004. As per the Informal Eating Out (IEO) survey involving the survey of branded food chains in India, conducted by ACNielsen, McDonald's was found to be the leader in fast food chains. Many factors can be attributed to the success of McDonalds Indian operations.

Questions :

- 1) The services marketing mix consists of three additional elements like people, process, and physical evidence apart from the traditional marketing mix elements such as product, price, promotion and place. How McDonald was able to utilize these additional three elements to market its services ?
 - 2) The proliferation of western fast-food chains such as McDonald's, Pizza Hut, Subway and Dominos in the Indian market has only been a recent phenomenon. What are the reasons that have contributed to the increased popularity of western fast food chains in India ?
-



PJ – 792

**For All OE III Semester M.B.A. (CBCS) Degree Examination,
January/February 2019
COMPUTER SCIENCE
Cyber Space – Open Elective**

Time : 3 Hours

Max. Marks : 70

- Instructions** : 1) Part – **A** : Answer **all** the questions.
2) Part – **B** : Answer **any 4** questions.
3) Part – **C** : Answer **any 3** questions.

PART – A

Answer **all** the questions. **Each** question carries **2** marks.

(10×2=20)

1. Define WWW.
2. Define internet.
3. What is virus ?
4. What are the goals of E-commerce ?
5. What are the different types of payment modes in E-commerce ?
6. What are the disadvantages of using youtube ?
7. What are the advantages of E-Governance ?
8. What is cyber security ?
9. What is packet sniffing ?
10. Write any three objectives of IT-Act 2000.

PART – B

Answer **any four** questions. **Each** question carries **5** marks.

(4×5=20)

11. What is HTML ? Explain any 5 HTML tags with an example.
12. With a neat diagram explain the working of E-mail.

P.T.O.



- 13. What are the security issues in E-commerce ? Explain security measures of E-commerce.
- 14. Explain the stages of E-Governance.
- 15. Write a short note on digital signature.
- 16. What are the salient features of IT Act ?

PART – C

Answer **any three** questions. **Each** question carries **10** marks. **(3×10=30)**

- 17. Explain WWW architecture with a neat diagram.
 - 18. Explain issues and challenges of E-Governance.
 - 19. a) Differentiate between E-Government and E-Governance. **5**
b) What is search engine ? Explain the advantages of search engine. **5**
 - 20. a) Discuss C2B, B2B and intra-organizational E-commerce. **5**
b) Describe cyber-Appellate Tribunal. **5**
 - 21. Write a short note on :
 - a) Privacy issues in social media. **4**
 - b) Cryptography. **3**
 - c) EDI. **3**
-



PJ – 793

For All OE III Semester M.B.A. (CBCS) Degree Examination, Jan./Feb. 2019
JOURNALISM AND MASS COMMUNICATION
Open Electives
Media and Society

Time : 3 Hours

Max. Marks : 70

Instructions : Answer **all** questions from Part – **A**, **four** questions from Part – **B** and **three** questions from Part – **C**.

ಸೂಚನೆಗಳು : ಭಾಗ - 'ಎ'ನಲ್ಲಿ ಎಲ್ಲಾ ಪ್ರಶ್ನೆಗಳು, ಭಾಗ - 'ಬಿ'ನಲ್ಲಿ ನಾಲ್ಕು ಪ್ರಶ್ನೆಗಳು ಮತ್ತು ಭಾಗ - 'ಸಿ'ನಲ್ಲಿ ಮೂರು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ.

PART – A

ಭಾಗ - ಎ

1. Define the following terms :

(2×10=20)

ಈ ಕೆಳಗಿನ ಪದಗಳನ್ನು ವ್ಯಾಖ್ಯಾನಿಸಿ :

a) Privatisation of Media.

ಮಾಧ್ಯಮಗಳ ಖಾಸಗೀಕರಣ.

b) Government control over media.

ಮಾಧ್ಯಮಗಳ ಮೇಲೆ ಸರ್ಕಾರದ ನಿಯಂತ್ರಣ.

c) Advocacy journalism.

ವಕಾಲತ್ತು ಪತ್ರಿಕೋದ್ಯಮ.

d) Communal harmony.

ಕೋಮು ಸೌಹಾರ್ದತೆ.

e) Media diversity.

ಮಾಧ್ಯಮ ವೈವಿಧ್ಯತೆ.

f) Freedom of expression.

ಅಭಿವ್ಯಕ್ತಿ ಸ್ವಾತಂತ್ರ್ಯ

P.T.O.



- g) Paid News.
ಕಾಸಿಗಾಗಿ ಸುದ್ದಿ.
- h) Right to Privacy.
ಖಾಸಗಿತನ ಹಕ್ಕು.
- i) Disaster management.
ವಿಕೋಪ ನಿರ್ವಹಣೆ.
- j) Goods and Services Tax.
ಸರಕು ಮತ್ತು ಸೇವಾ ತೆರಿಗೆ.

PART – B

ಭಾಗ - ಬಿ

Note : Answer any four questions :

(5×4=20)

ಯಾವುದಾದರೂ ನಾಲ್ಕು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ :

2. Discuss the significance of social media.
ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮಗಳ ಮಹತ್ವವನ್ನು ಚರ್ಚಿಸಿ.
3. Explain the characteristics of community radio.
ಸಮುದಾಯ ಬಾನುಲಿ ಗುಣಲಕ್ಷಣಗಳನ್ನು ವಿವರಿಸಿ.
4. Examine the issue of foreign direct investment.
ಮಾಧ್ಯಮದಲ್ಲಿ ವಿದೇಶಿ ನೇರ ಬಂಡವಾಳ ಹೂಡಿಕೆ ವಿಷಯವನ್ನು ಪರಿಶೀಲಿಸಿ.
5. Analyze the relevance of Right to Information.
ಮಾಹಿತಿ ಹಕ್ಕಿನ ಪ್ರಸ್ತುತತೆಯನ್ನು ವಿಶ್ಲೇಷಿಸಿ.
6. Discuss the need for citizen journalism.
ನಾಗರಿಕ ಪತ್ರಿಕೋದ್ಯಮದ ಅವಶ್ಯಕತೆಯನ್ನು ಚರ್ಚಿಸಿ.
7. Examine the social responsibility of media in India.
ಭಾರತದಲ್ಲಿ ಮಾಧ್ಯಮಗಳ ಸಾಮಾಜಿಕ ಹೊಣೆಗಾರಿಕೆಯನ್ನು ಪರಿಶೀಲಿಸಿ.
8. Analyze the importance of cultural pluralism in India.
ಭಾರತದಲ್ಲಿ ಸಾಂಸ್ಕೃತಿಕ ಬಹುತ್ವದ ಮಹತ್ವವನ್ನು ವಿಶ್ಲೇಷಿಸಿ.



PART – C

ಭಾಗ - ಸಿ

Note : Answer any three questions :

(10×3=30)

ಯಾವುದಾದರೂ ಮೂರು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ :

9. Examine the cyber crime in modern times.

ಆಧುನಿಕ ಕಾಲದಲ್ಲಿ ಸೈಬರ್ ಅಪರಾಧವನ್ನು ಪರಿಶೀಲಿಸಿ.

10. Discuss the role of media as a watch dog.

ಮಾಧ್ಯಮಗಳ ಕಾವಲು ನಾಯಿ ಪಾತ್ರವನ್ನು ಚರ್ಚಿಸಿ.

11. Justify the need for social justice in Indian society.

ಭಾರತೀಯ ಸಮಾಜದಲ್ಲಿ ಸಾಮಾಜಿಕ ನ್ಯಾಯದ ಅವಶ್ಯಕತೆಯನ್ನು ಸಮರ್ಥಿಸಿ.

12. Examine the contemporary pressures on media.

ಸಮಕಾಲೀನ ಮಾಧ್ಯಮಗಳ ಮೇಲೆ ಇರುವ ಒತ್ತಡಗಳನ್ನು ಪರಿಶೀಲಿಸಿ.

13. Examine the role of media in the empowerment of peasants.

ರೈತರ ಸಬಲೀಕರಣದಲ್ಲಿ ಮಾಧ್ಯಮದ ಪಾತ್ರವನ್ನು ಪರಿಶೀಲಿಸಿ.



PJ – 795

**For All OE III Semester M.B.A. (CBCS) Degree Examination,
January/February 2019**

PSYCHOLOGY

Open Elective : Psychology and Life

Time : 3 Hours

Max. Marks : 70

Instructions : 1) Answer **all** questions.
2) **All** questions carry **equal** marks.

SECTION – A

Answer **all** the following questions :

(2×10=20)

1. a) Define Psychology.
- b) What is memory ?
- c) What is Learning ?
- d) Define Health.
- e) What is effective communication ?
- f) Describe the meaning of prejudice.
- g) Define stress.
- h) What is coping ?
- i) Describe social attraction.
- j) What is social pressure ?

SECTION – B

Write **any four** of the following :

(4×5=20)

2. Discuss the scope of psychology.
3. Briefly explain myths and misconceptions of psychology.
4. Describe the importance of non verbal communication.
5. Explain any two types of learning.
6. Explain any two types of memory.
7. Write a note on occupational stress.

P.T.O.



SECTION – C

Answer **any three** of the following questions :

(3×10=30)

- 8. Discuss the meaning and branches of psychology.
- 9. Describe the measures to enhance effectiveness of communication.
- 10. Explain coping strategies to manage occupational stress.
- 11. Describe the techniques to enhance memory.
- 12. Write an essay on work life balance.

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(2×10=20)

- 1. a) ଣ ଓ ଓ ଓ ଓ .
- b) ଓ ଓ ?
- c) ଓ ?
- d) ଓ ଓ ଓ ଓ .
- e) ଚି ଚି ଓ ଓ ?
- f) ଓ ଓ ଓ .
- g) ଓ ଓ ଓ .
- h) ଓ ଓ ?
- i) ଓ ଓ .
- j) ଓ ?

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ଓ ଓ ଓ ଓ ଚି .

(4×5=20)

- 2. ଣ ଓ ଓ .
- 3. ଣ ଓ ଓ ଓ ଓ ଓ ଓ .
- 4. ଓ ଓ ଓ ଓ .



**For All OE III Semester M.B.A. (CBCS) Degree
Examination, January/February 2019
(Semester Scheme)**

Open Elective : HEALTHY LIFE STYLE AND NUTRITION

Time : 3 Hours

Max. Marks : 70

Instruction : All Parts are compulsory.

PART – A

Answer the following questions.

(2×10=20)

1. What are Saturated fats ? Give one food source for it.
2. What is behaviour modification ?
3. Classify vitamins. Give examples for each class.
4. Give four dietary guidelines for preschool children.
5. Give 4 food sources for vitamin C.
6. What is the significance of iron for pregnant women ?
7. What are probiotics ? Give one example.
8. What are functional foods ?
9. What is B.M.I. ?
10. What is a balanced diet ?

PART – B

Answer **any four** questions.

(5×4=20)

11. Briefly explain the significance of weight management.
12. Discuss the functions and sources of carbohydrates.
13. What is the effect of yoga and meditation on health ? Briefly explain.

P.T.O.

PJ – 798



14. Write a short note on calcium and health.
15. Draw and explain food pyramid.
16. Briefly explain the significance of nutrition during old age.

PART – C

Answer **any three** questions.

(10×3=30)

17. Explain the role of diet and physical activity in maintaining healthy lifestyle.
 18. Explain the functions, sources and deficiency of proteins.
 19. Describe the importance of nutrition during adolescence.
 20. Explain in detail comprehensive weight management programme.
 21. What are dietary supplements ? Explain the advantages and disadvantages.
-



PJ – 799

For All OE III Semester M.B.A. (CBCS) Degree Examination, Jan./Feb. 2019
PHYSICAL EDUCATION
Yoga and Wellness (Open Elective)

Time : 3 Hours

Max. Marks : 70

Instructions : Section – **A** : Answer **any ten**.
Section – **B** : Answer **any four** questions.
Section – **C** : Answer **any three** questions.

SECTION – A

-

Answer **any ten** of the following questions. **Each** answer shall **not** exceed **four** lines : (10×2=20)

ಉತ್ತರಿಸಿ ಯಾವುದೇ ಹತ್ತು ಪ್ರಶ್ನೆಗಳನ್ನು. ಪ್ರತಿ ಉತ್ತರವೂ ನಾಲ್ಕು ರೇಖೆಗಳನ್ನು ಮೀರಬಾರದು. (10×2=20)

1. a) Yama
ಋಷಿ
- b) Yogic food
ಋಷಿ
- c) Meditation
ಋಷಿ
- d) Proteins
ಋಷಿ
- e) Kumbhaka
ಋಷಿ
- f) Karma yoga
ಋಷಿ
- g) Pratyahara
ಋಷಿ

P.T.O.



h) Mudras

i) Nutrition

j) Yoga Sutra

k) Shat Kriya

l) Pancha Prana

SECTION – B

-

Answer **any four** of the following questions. **Each** answer shall **not** exceed **one** page : **(4×5=20)**

1. What is yoga according to Patanjali Maharshi ? Explain the benefits of yoga.
2. What is yoga according to Patanjali Maharshi ? Explain the benefits of yoga.
3. Explain the concepts of yoga.
4. Describe the importance of Pranayama.
5. Explain the importance of proximate principles of Diet in carbohydrate.
6. Explain the effect of practicing Kapalabhati on respiratory system.
7. Explain the Pancha Niyamas.



SECTION – C

-

Answer **any three** of the following questions. **Each** answer shall **not** exceed **two** pages : **(10×3=30)**

୨ ମ ଯୁଗର ଉତ୍ପତ୍ତି ଓ ବିକାଶ :
୧୫

8. Discuss Pancha Kosha (The Five Sheaths).

୦ ୫

9. Explain eight fold path of yoga.

୦ ୫

10. Write the different types of Pranayama and explain any two of them.

୦ ୫

11. What is nutrition ? Explain balanced diet.

୦ ୫

12. Explain the effect of Yogasanas on physiological functioning of Human body.

୦ ୫



PJ – 801

**For All OE III Semester M.B.A. (CBCS) Degree
Examination, January/February 2019
ECONOMICS
Open Elective : Economics of Globalization**

Time : 3 Hours

Max. Marks : 70

- Instructions :** 1) Answer **all** Parts.
2) Read instructions **carefully**.

PART – A

1. Answer **all** the following questions. (10×2=20)
- a) What is trade liberalisation ?
 - b) What is port folio investment ?
 - c) Define the concept of globalisation.
 - d) What are the main objectives of WTO ?
 - e) Explain the trade competitiveness.
 - f) What is international financial flows ?
 - g) Bring out the features of globalisation.
 - h) What is official development Assistance ?
 - i) What is a trade Bloc ?
 - j) What is technology transfer ?

PART – B

- Answer **any four** of the following. (4×5=20)
2. Explain the various dimensions of globalisation.
 3. Discuss the features of trade liberalisation.
 4. Examine the role of regional trade Blocs in International trade.
 5. Discuss the advantages of globalisation.
 6. Explain the major causes for financial crisis in MDCs.
 7. Discuss the functions of WTO.

P.T.O.



PJ – 802

For all O.E. III Semester M.B.A. (CBCS) Degree
Examination, January/February 2019

(Semester Scheme)

RURAL DEVELOPMENT AND MANAGEMENT

Co-operative Management (Open Elective)

Time : 3 Hours

Max. Marks : 70

- Instructions :** 1) Answer **any two** in Part – A.
2) Answer **any three** in Part – B.
3) Answer **any two** in Part – C.

-
PART – A

ଉତ୍ତର ଦିଅନ୍ତୁ :
Answer **any two** questions :

(2×5=10)

1. ଗାନ୍ଧୀଜୀଙ୍କ ଗ୍ରାମସ୍ଵରାଜ୍ୟର ଅର୍ଥାତ୍ତ୍ଵ ଉପରେ ଉଲ୍ଲେଖ କରନ୍ତୁ ।
Explain the Gandhian concept of Gramaswaraj.
2. ପ୍ରାଥମିକ କୃଷି ଉତ୍ପାଦକ ସମାଜର ଅର୍ଥାତ୍ତ୍ଵ ଉପରେ ଉଲ୍ଲେଖ କରନ୍ତୁ ?
What is meant by Primary Agricultural Co-operative Societies ?
3. ପୁରା (PURA) ଉପରେ ଉଲ୍ଲେଖ କରନ୍ତୁ ।
Explain the objectives of PURA Scheme.
4. ସ୍ଵଚ୍ଛତା ଉପରେ ଉଲ୍ଲେଖ କରନ୍ତୁ ।
Explain the importance of sanitation.

-
PART – B

ଉତ୍ତର ଦିଅନ୍ତୁ :
Answer **any three** questions :

(3×10=30)

5. ଗରିବତା ଉପରେ ଉଲ୍ଲେଖ କରନ୍ତୁ ? ଗରିବତା ଉପରେ ଉଲ୍ଲେଖ କରନ୍ତୁ ।
What is meant by poverty ? Explain the indicators of poverty.

P.T.O.



- 6. Explain the short term, medium term, long term agricultural co-operative credit in India.
- 7. Briefly explain the objectives of IFFCO.
- 8. Discuss the health infrastructure in urban and rural areas in India.
- 9. Discuss the animal husbandry in India.

-
PART – C

Answer **any two** questions :

(2×15=30)

- 10. Discuss how rural development in India has been changing in the contest of globalization.
 - 11. What is meant by co-operation ? Explain the principles of co-operation.
 - 12. Discuss the decentralization experiments of 73rd Amendment in Karnataka.
 - 13. Explain the history of Indian Co-operative Movement.
-



**For All OE III Semester M.B.A. (CBCS) Degree
Examination, January/February 2019
FRENCH
Basic French (Open Elective)**

Time : 3 Hours

Max. Marks : 70

PART A

Répondez aux questions suivantes:

20

1. Mettez les verbes au temps indiqué:

- a) Nous _____ le match de football. (regarder - présent)
- b) Il _____ le repas. (finir - présent)
- c) Tu _____ le taxi. (attendre - présent)
- d) Elles _____ au concert. (aller - présent)
- e) Vous _____ en vacances. (partir - présent)
- f) Elle _____ parler français. (savoir - présent)
- g) Nous _____ en Inde. (voyager - présent)
- h) Il _____ à Sophia. (parler - passé récent)
- i) Ils _____ des légumes. (acheter - futur proche)
- j) Je _____ du jus, s'il vous plaît. (vouloir - conditionnel présent)

2. Conjuguez les verbes au présent:

AIMER

FAIRE

**PART B**

Répondez à 4 questions au choix:

20

1. Complétez avec un article indéfini (un / une / des).

- a) C'est _____ jolie écharpe.
- b) Elle a besoin d'_____ crayon.
- c) Ce sont _____ clés.
- d) J'achète _____ chaussures.
- e) Il porte _____ manteau.

2. Complétez avec à / au / en / aux / à la / à l').

- a) Les étudiants arrivent _____ collège.
- b) Jacques habite _____ France.
- c) Elle va _____ Paris en octobre.
- d) Il fait beau. Nous allons _____ plage.
- e) Karl est _____ hôpital.

3. Complétez avec un adjectif possessif (mon / ma / mes ...).

- a) Ce sont les lunettes d'Allain. Ce sont _____ lunettes.
- b) Vous allez rencontrer _____ amis ce soir?
- c) C'est la fille de Mme Gérard. C'est _____ fille.
- d) Tu aimes _____ grand-père?
- e) Nous avons _____ chien. C'est _____ chien.

4. Faites des phrases:

- a) un / portes / blanc / pantalon / tu
- b) à la / bibliothèque / sommes / nous
- c) avez / quel / vous / âge
- d) petit déjeuner / prend / le / il
- e) faites / un / vous / cadeau



5. Mettez les phrases au négatif:

- a) Nous vendons notre voiture.
- b) Je reste dans cet hôtel.
- c) Miki achète les billets.
- d) Vous connaissez cette chanson.
- e) Elle mange du fromage.

6. Choisissez l'adjectif qui convient:

- a) Kelly, elle est _____. (américain / américaine / américains)
- b) C'est un _____ arbre. (vieux / vieil / belle)
- c) Les cravates bleues sont _____. (beau / beaux / belles)
- d) La montagne est _____. (attirant / attirante / attirants)
- e) Le bateau est _____. (lent / lente / lentes)

PART C

Répondez aux questions suivantes:

1. Traduisez en anglais.

10

- a) Nous allons partir à 11h.
- b) Peter sait danser.
- c) Il ne boit pas de vin.
- d) Quel temps fait-il?
- e) J'ai besoin d'argent.

2. Traduisez en français.

10

- a) Where is my pen ?
- b) I like coffee.
- c) She knows how to speak japanese.
- d) He is making the bed.
- e) The umbrella is on the table.



3. Présentez-le:

10

Nom : *Petrov*

Prénom : *Natasha*

Âge : *26 ans*

Nationalité : *russe*

Profession : *secrétaire*

Adresse : *16, rue Vladir, 63074 Moscou*

Situation de famille : *célibataire*

Langues parlées : *russe, français, anglais*



PJ – 805

**For All OE III Semester M.B.A. (CBCS) Degree
Examination, Jan./Feb. 2019
COMMERCE (Open Elective)
Income Tax**

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any seven** sub questions. **Each** sub question carries **2** marks : **(7×2=14)**
- a) Define 'Assessment Year'.
 - b) What do you mean by "Deemed Income" in India ?
 - c) Who is a Non-Resident ?
 - d) Write a short note on income to be included under the head "Income from Business and Profession".
 - e) Define Capital Gain. Give examples.
 - f) What is Annual Value ?
 - g) Expand CBDT and CIT.
 - h) What are the incomes from other sources ?
 - i) What is 'Agricultural Income' ?
 - j) Mention the various heads of income.

SECTION – B

Answer **any four** questions. **Each** question carries **5** marks : **(4×5=20)**

2. What do you mean by Income Tax ? Write a note on residential status of an Assessee.
3. From the information given below find out the net income of Mr. Surya (an Indian citizen) for assessment year 2016-17 on the assumption that during the previous year 2015-16, Mr. Surya was in India for 46 days.
 - i) Salary received outside India a foreign company for rendering services in Mumbai **Rs.**
4,50,000

P.T.O.



ii) Income from operations confined to the purchase goods in India for the purpose of export to Brazil	2,00,000
iii) Income from operations confined to shooting of cinematography film in Mumbai	9,33,500
iv) Dividend from foreign company (received in India) (foreign company is engaged in agricultural activities in India)	4,00,000
v) Pension from service rendering in India	7,24,000
vi) Remuneration for consultancy service in Singapore, received in India	5,00,000

4. From the following calculate Gross Annual Value. Assume that there is no vacant period and period in the previous year 12 months.

Particulars	House A (Rs.)	House B (Rs.)	House C (Rs.)
Actual Rent	1,23,000	1,35,000	1,25,000
Fair Rent	1,30,000	1,25,000	1,10,000
Standard Rent	1,25,000	1,30,000	1,35,000
Municipal Value	1,23,000	1,35,000	1,25,000

5. What is the meaning of Salary in calculation of
- Gratuity Exempted, received under Gratuity Payment Act, 1972,
 - Taxable House Rent Allowance.
6. Determine the legal status as per term 'person'.
- Veer Narmad South Gujarat University
 - PM Narendra Modi
 - Axis Bank Ltd.
 - Vrundavan Co-operative Housing Society.
 - Surat Municipal Corporation.
 - Sarvajanik Education Society.
 - Rama.
 - Rama, Lakshmana and Bharath Brothers family business.
 - Bangalore University.
 - Tirupathi Venkateshwara.
7. Write a note on statutory provident fund.



SECTION – C

Answer **any three** questions. **Each** question carries **12** marks : **(3×12=36)**

- 8. Explain various deductions available to individual's u/s 80C, 80D and 80G.
- 9. Briefly explain the exempted incomes under section 10 of Income Tax Act.

Write a note on :

- a) Interest on borrowed capital
 - b) Entertainment Allowance
 - c) Gross total income.
10. Mr. Shashidhar is the owner of following house properties. Particulars in respect of which for the year 2014-15 are given below :

Particulars	House A (Rs.)	House B (Rs.)
Municipal Value	1,90,000	2,00,000
Fair Rent	2,00,000	1,90,000
Standard Rent	1,80,000	1,85,000
Interest on Loan	18,000	20,000
Unrealised Rent for 2013-14	–	5,000
Municipal Tax	10% of M.V.	10% of M.V.
Repairs	10,000	6,000
Land Revenue	5,000	1,000
Collection Charges	600	1,000

House B was let-out on a monthly rent of Rs. 16,000 from 1-5-2013 and it was vacant in April 2013. 3/4th of House-A was self-occupied by the assessee and remaining portions was let-out on a monthly rent of Rs. 3,500.

Compute the Income from House Properties of Mr. Shashidhar for the assessment year 2014-15.

11. Calculate the Taxable Income and Tax Liability from the following particulars :
- a) Net Salary Rs. 1,60,000 (after deduction of income tax Rs. 15,000 and own contribution to R.P.F. Rs. 25,000)



- b) He has self occupied house municipal valuation of which is Rs. 36,000.
The house was constructed on 04.04.01.
- c) Interest paid on loan for the construction of the above house is Rs. 14,000.
- d) He donated to P.M.'s National Relief Fund Rs. 4,000.
- e) He earned profit from speculation business Rs. 30,000.
- f) He claims that last year's carried forward speculation loss of Rs. 8,000
will be allowed to be set off this year.
- g) Repayment of house loan taken from LIC Rs. 44,000.

12. Explain the basic condition under Section 6 (1) and additional condition 6(6).
