

**Subject : Research Methodology**

Day : Monday

Date : 09/06/2014

**S.D.E.**

Time : 02.00 PM TO 05.00 PM

Max Marks : 70 Total Pages : 1

**N. B. :**

- 1) Attempt **ANY THREE** questions from Section - I. Each question carries **14** marks.
- 2) Attempt **ANY TWO** questions from Section - II. Each question carries **14** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.

**SECTION - I**

- Q. 1** Explain the need and importance of a research design. Also, state the features of a good research design.
- Q. 2** What is non-probability sampling? Explain any two non-probability sampling techniques giving suitable illustrations.
- Q. 3** Explain the questionnaire method for collection of data. Discuss the considerations for drafting a good questionnaire.
- Q. 4** Explain clearly the procedure used for testing of research hypothesis. When is chi-square test used in research?
- Q. 5** Write short notes on **ANY TWO** of the following:
- a) Classification and Tabulation
  - b) Survey methods
  - c) Type - I and Type - II errors
  - d) Research proposal

**SECTION - II**

- Q. 6** Explain clearly the steps involved in processing of data.
- Q. 7** Discuss the importance of written and oral reports. State the steps to be followed while drafting a research report?
- Q. 8** A renowned travel company is interested in studying the different aspects of their clients like - the holiday destinations they prefer to take, the amount expected to be spent, the facilities preferred and their feed back regarding holidays enjoyed by them earlier. Prepare a suitable questionnaire and state the steps to be taken for the study.

**Subject : Macro Economics**

Day : Saturday  
Date : 07/06/2014

**S.D.E.**   
19016

Time : 02.00 PM TO 05.00 PM  
Max Marks : 70 Total Pages : 1

- N.B.:**
- 1) Attempt any **THREE** questions from Section-I and any **TWO** questions from Section-II.
  - 2) Both the sections should be written in the **SAME** answer book.
  - 3) Figures to the **RIGHT** indicate full marks.

**SECTION-I**

- Q.1 What are Macroeconomic variables? (14)
- Q.2 Explain following National Income Concepts (14)  
a) Gross National Product  
b) Gross Domestic Product.
- Q.3 Discuss 'Product' and 'Expenditure' methods of Measuring National Income. (14)
- Q.4 Explain the process of 'Circular Flow of Income' in a three sector model. (14)
- Q.5 Discuss "Say's Law of Market." (14)

**SECTION-II**

- Q.6 Explain importance of "Effective Demand." (14)
- Q.7 With example explain Credit Creation Process of Bank. (14)
- Q.8 Write short notes on any **TWO** of the following: (14)  
a) Aggregate Demand and Aggregate Supply  
b) Business Cycle  
c) Phillips curve.

\* \* \*

**Subject : Marketing Management**

Day : Monday

Date : 02/06/2014

**S.D.E.**



Time : 02.00 PM TO 05.00 PM

Max Marks : 70 Total Pages : 1

**N.B:**

- 1) Attempt any **FOUR** questions from Section-I. Each question carries **10** marks.
- 2) Attempt any **TWO** questions from Section-II. Each question carries **15** marks.
- 3) Both the sections should be written in the **SAME** answer book.

**SECTION-I**

- Q.1** "Selling is considered mere exchange a goods in terms of money, whereas Marketing is identifying opportunities and satisfying the customer better than competitors" Justify the above statement with suitable examples. (10)
- Q.2** What is Marketing Segmentation? What are the bases for segmenting consumer market? (10)
- Q.3** Managing business well is to manage its' future well and managing its' future well is to manage its information well" In the light of above statement explain the model of marketing information system. (10)
- Q.4** What is marketing planning process? What are important elements involved in formulation of marketing plan? (10)
- Q.5** What are the seven 'P's of marketing mix? Explain its' components with suitable examples. (10)

**SECTION-II**

- Q.6** Company manufacturing toothpaste, having dominant market share is facing competition in white, Gel and other categories of Toothpaste Product range. Suggest marketing strategy to cop up with competition. (15)
- Q.7** A leading Corporate House in India, having its' presence in Telecom, Power, Hotel, Automobiles, Steel and Other allied sector. Imagine the relative market share and industry growth for different sectors mentioned above and analyze the same with BCG model. (15)
- Q.8** A multinational company wants to introduce the car in Indian market? Suggest the Product Positioning strategy taking into account the other players in the market. (15)

\* \* \* \* \*



**Subject : Human Resource Management**

Day : Wednesday  
Date : 04/06/2014

**S.D.E.**



Time : 02.00 PM TO 05.00 PM  
Max Marks : 70 Total Pages : 1

**N. B. :**

- 1) Attempt **ANY THREE** questions from Section - I. Each question carries **14** marks.
- 2) Attempt **ANY TWO** questions from Section - II. Each question carries **14** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.

**SECTION - I**

- Q. 1 Discuss the concept of Human Resource Management in a changing environment.
- Q. 2 "Recruitment is a positive process and selection is negative process". Comment.
- Q. 3 Define Socialization. Elaborate importance of training in HR.
- Q. 4 What is performance appraisal? Discuss various methods of performance appraisal.
- Q. 5 Write short notes on **ANY TWO** of the following:
  - a) Grievance Management
  - b) Job evaluation
  - c) Job analysis

**SECTION - II**

- Q. 6 Design a training calendar for executive managers of a company to be completed in six months.
- Q. 7 One of the well known automobile company is facing strike for the issue of salary hike. As an HR manager what mechanism will you suggest to management so as to handle the strike?
- Q. 8 As an HR Manager Design a questionnaire to evaluate performance of employees for sales department.

\* \* \* \* \*

**Subject : International Business**

Day : Friday

Date : 06/06/2014

**S.D.E.**   
19015

Time : 02.00 PM TO 05.00 PM

Max Marks : 70 Total Pages : 1

**N.B.:**

- 1) Answer any **FOUR** questions from Section-I and any **TWO** questions from Section-II.
- 2) Both the sections should be written in the **SAME** answer books.
- 3) Figures to the **RIGHT** indicate full marks.

**SECTION-I**

- Q.1 What is Balance of Payment? What different components indicate about international finance of a country? (10)
- Q.2 What is the role of I.M.F. in international finance? (10)
- Q.3 Write in brief about UCPDC as regards documentary credit operations. (10)
- Q.4 State and explain about any two factors having impact on Foreign Exchange rate of a country. (10)
- Q.5 Write short notes (Any **Two**) (10)
  - a) Euro market
  - b) Offshore financial centers
  - c) Global Business characteristics.

**SECTION-II**

- Q.6 What is letter of credit? What are its types? Give their merits and suitability. (15)
- Q.7 Which factors you would consider as an exporter of food products from country risk point of view for following countries. (15)
  - a) Nepal
  - b) South Korea
  - c) Denmark
- Q.8 Which are the modes and instruments in which the country can invite F.D.I.? What are its advantages and demerits? (15)

\* \* \*

**Subject : Production & Operations Management**

Day : Thursday

Date : 05/06/2014

**S.D.E.**



19014

Time : 02.00 PM TO 05.00 PM

Max Marks : 70 Total Pages : 1

**N.B.:**

- 1) Attempt **ANY THREE** questions from Section - I and attempt **ANY TWO** questions from Section - II.
- 2) Answers to both the sections should be written in the **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

**SECTION - I**

- Q.1 State the objectives of Production Management and briefly explain its main functions. [14]
- Q.2 "Production Planning Control is a nerve centre of a manufacturing organization". Discuss. [14]
- Q.3 Explain the importance of Maintenance Management in the organization. Describe current trends in managing maintenance function. [14]
- Q.4 Explain the meaning and significance of following: [14]  
a) Total Productive Maintenance (TPM)  
b) Kaizen
- Q.5 Write short notes on **ANY TWO** of the following: [14]  
a) Environmental Management System (EMS - ISO - 14000)  
b) Logistics Management  
c) Quality Assurance

**SECTION - II**

- Q.6 State the symptoms of poor stores management. Suggest actions for making stores function efficient. [14]
- Q.7 Describe an outline for implementation of Total Quality Management (TQM) for a manufacturing organization [14]
- Q.8 Describe the steps involved in application of six sigma concept in context of a project to minimize process rejections for an engineering organization. [14]



**Subject : Production & Operations Management**

Day : Thursday

**S.D.E.**



Time : 02.00 PM TO 05.00 PM

Date : 05/06/2014

Max Marks : 70 Total Pages : 1

**N.B.:**

- 1) Attempt **ANY THREE** questions from Section - I and attempt **ANY TWO** questions from Section - II.
- 2) Answers to both the sections should be written in the **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

**SECTION - I**

- Q.1 State the objectives of Production Management and briefly explain its main functions. [14]
- Q.2 "Production Planning Control is a nerve centre of a manufacturing organization". Discuss. [14]
- Q.3 Explain the importance of Maintenance Management in the organization. Describe current trends in managing maintenance function. [14]
- Q.4 Explain the meaning and significance of following: [14]  
a) Total Productive Maintenance (TPM)  
b) Kaizen
- Q.5 Write short notes on **ANY TWO** of the following: [14]  
a) Environmental Management System (EMS - ISO - 14000)  
b) Logistics Management  
c) Quality Assurance

**SECTION - II**

- Q.6 State the symptoms of poor stores management. Suggest actions for making stores function efficient. [14]
- Q.7 Describe an outline for implementation of Total Quality Management (TQM) for a manufacturing organization [14]
- Q.8 Describe the steps involved in application of six sigma concept in context of a project to minimize process rejections for an engineering organization. [14]

## Subject : Financial Management

Day : Tuesday

Date : 03/06/2014

S.D.E.



19012

Time : 02.00 PM TO 05.00 PM

Max Marks : 70 Total Pages : 2

N.B.:

- 1) Attempt **ANY THREE** questions from Section - I and attempt **ANY TWO** questions from Section - II.
- 2) Answers to both the sections should be written in the **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

## SECTION - I

- Q.1 Define Financial Management. Elaborate on Profit Maximization Vs. Wealth Maximization as objectives of Financial Management. [14]
- Q.2 What are the factors determining requirement of Working Capital of a manufacturing company? [14]
- Q.3 Explain sources of Long Term Finance. [14]
- Q.4 Write a detailed note on Fund Flow Statement and Cash Flow Statement as techniques of analysing Financial Statements. [14]
- Q.5 Write short notes on **ANY TWO** of the following: [14]
- a) Dividend decision
  - b) Internal Rate of Return
  - c) Venture Capital Financing

## SECTION - II

- Q.6 Aniruddha Electronics is considering two alternate investment proposals. The following information is available about these proposals: [14]

Particulars	Proposal X (Rs.)	Proposal Y (Rs.)
Initial cost	80,00,000	95,00,000
<b>Cash inflow</b>		
Year 1	30,00,000	41,15,800
Year 2	27,50,800	32,80,900
Year 3	28,90,500	33,90,900
Year 4	20,10,000	28,00,500
Year 5	25,70,900	29,10,500

Management's minimum desired rate of return is 10%. Which project should be chosen by using following techniques?

- a) Pay back period
- b) Net present value
- c) Profitability index

The discounting factors at 10% are 0.909, 0.826, 0.751, 0.683, and 0.621.



- Q.7 Amhed Electronic company is planning to manufacture an electronic item which has been developed by its R and D department. The cost of product is estimated to be as given below:

	Cost per unit (Rs.)
Raw materials	180
Direct labour	90
Overheads	60
Total	330

The new product will be sold at Rs. 400 per unit. For the 1st year, sales are expected to be 1,50,000 units. The company is a going concern with its working network and it thinks that the maximum credit to be allowed to the customers will be 8 weeks. Other relevant information are set out below:

Raw materials stock required	4 weeks
Works process	2 weeks
Finished goods stock	6 weeks
Credit allowed by suppliers	4 weeks
Cash and bank balance required	Rs. 1,20,000

Estimate working capital requirements for the new product of the company.

- Q.8 a) Write a note on factors considered while forming capital structure of a company. [0
- b) How Weighted Average Cost of Capital is determined of a company? [0

\* \* \* \*