

Enrollment No.....

Master of Business Administration
Third Semester Main Examination, Dec-2020
Strategic Materials & Supply Chain Management [MBA301C]

Time: 3:00

Max Marks 80

Note : Attempt any five questions.
All question carry equal marks.

- Q.1 Explain concept and importance of Supply Chain Management.
- Q.2 What are the factors affecting distributions of supply chain management.
- Q.3 Discuss the role of network in SCM and the factors affecting network design.
- Q.4 What is the importance of materials management?
- Q.5 Define the various role of materials management in the context of internal and external interface to a materials management system.
- Q.6 Discuss supply chain interventions with suitable examples.
- Q.7 What is fourth party logistics? How does it differ from third party logistics?

Enrollment No.....

Master of Business Administration
Third Semester Main Examination, Dec-2020
Project Management [MBA302C]

Time: 3:00

Max Marks 80

Note : Attempt any five questions.
All question carry equal marks.

- Q.1 How does cost to change and possibility of value addition vary during project life cycle?
- Q.2 What is Appropriate Technique? What factors make technology in appropriate?
- Q.3 Discuss the social cost and benefits considered during Social cost benefit analysis.

- Q.4 Discuss in detail any two models of Quantitative and Non-quantitative used for project selection with the suitable examples.
- Q.5 What is Technical analysis and how would you evaluate appropriateness of a technology.
- Q.6 Discuss the procedure for determining whether a project should be continued, terminated or divested.
- Q.7 How is Project Monitoring undertaken? Explain project termination and audit.

Enrollment No.....

Master of Business Administration
Third Semester Main Examination, Dec-2020
Tax Planning and Management [MBA303F]

Time: 3:00

Max Marks 80

Note : (i) Attempt any five questions.
(ii) All question carry equal marks.

- Q.1 Explain any four deductions allowed under income from business and profession.
- Q.2 Mention the types of business income not taxable with brief reasons.
- Q.3 Discuss the provisions for Deductions expressly allowed in respect to Rent, Rates, Taxes, Repairs and insurance of building with relevant sections.
- Q.4 Briefly explain the term TDS.
- Q.5 Explain in detail about advance Payment of Tax.
- Q.6 Explain the term Company under IT Act. Mention different types of companies.
- Q.7 Discuss the provisions of any two sections from 115 A and 115 D regarding computation of income and tax thereon for NRIs.

Enrollment No.....

Master of Business Administration
Third Semester Main Examination, Dec-2020
Industrial Relations and Labour Laws [MBA303H]

Time: 3:00

Max Marks 80

Note: Attempt any five questions.

All question carry equal marks.

- Q.1 What is employee empowerment? Discuss its impact on quality of worklife.
- Q.2 What is globalization and the emerging socio-economic scenario and their impact on Industrial Relations.
- Q.3 What is labor court industrial tribunal and national tribunal.
- Q.4 What is the impact of globalization, technology and economic reforms on trade unions.
- Q.5 Write a note on Quality Of Work Life & Industrial Relation ship
- Q.6 Discuss the history and structure of Trade Unions in India. Give reference of fragmentation of Trade Unions in India.
- Q.7 Discuss the types of disputes? Explain the role of TU and judiciary in resolving Disputes?

Enrollment No.....

Master of Business Administration
Third Semester Main Examination, December 2020
Object Oriented Programming using C++ [MBA303I]

Time: 3:00

Max Marks 80

Note : Attempt any five questions. All question carry equal marks.

- Q.1 What is polymorphism? Explain compile time polymorphism.
- Q.2 What are the benefits of object oriented programming over procedure oriented programming?
- Q.3 What is friend function? What are the privileges granted to it?
- Q.4 Write about following operations related to a file: Read a file, EOF, and Close a file.

- Q.5 What do you understand by inheritance? Give its various types and access mechanisms.
- Q.6 What is the importance of Exception Handling? Explain how it is achieved in object oriented programming.
- Q.7 What is Template? Explain the procedure of reading and writing a text file.

Enrollment No.....

Master of Business Administration
Third Semester Main Examination, Dec-2020
Product Policy Management [MBA303M]

Time: 3:00

Max Marks 80

Note : (i) Attempt any five questions.
(ii) All question carry equal marks.

- Q.1 Explain the product line strategy with suitable examples.
- Q.2 What do you mean by market structuring? Explain with the help of suitable examples.
- Q.3 Discuss the characteristics of successful product development process.
- Q.4 How idea generation can be useful in new product development process.
- Q.5 What is the Relationship between Competition, Marketing and Product Management?
- Q.6 Explain various product positioning strategies.
- Q.7 Explain New Product Development Process and its evaluation.
- Q.8 What is Product Line and Product Mix. How they are managed in Product Management Environment.

Enrollment No.....

Master of Business Administration
Third Semester Main Examination, Dec-2020
Strategic Technology Management [MBA303P]

Time: 3:00

Max Marks 80

**Note : Attempt any five questions.
All question carry equal marks.**

- Q.1 Discuss any two basic approaches to technology forecasting. Discuss two methods for each of the suggested approaches.
- Q.2 What factors should the licensor of technology look for while transferring his technology to the potential licensee?
- Q.3 Information Technology brings about changes in products and these have some major consequences. What are these consequences?
- Q.4 The key words in Technology assessment are neutrality, unbiasedness and objective analysis on the part of the study group. Comment and elaborate.
- Q.5 What broad principles should be kept in view with regard to planning for development of indigenous technological capabilities? Discuss.
- Q.6 Why are national and international linkages in the field of technological cooperation important?
- Q.7 Explain the following perspectives with reference to technology diffusion:
i) Adoptive perspective.
ii) Infrastructure perspectives.
iii) Regulatory perspective

Enrollment No.....

**Master of Business Administration
Third Semester Main Examination, Dec-2020
Financial Systems and Services [MBA304F]**

Time: 3:00

Max Marks 80

**Note: Attempt any five questions.
All questions carry equal marks.**

- Q.1 What do you understand by call money market and treasury bills market? Discuss their significance in the Indian Money Markets.
- Q.2 Discuss the evolution of financial services in India. What are the problems faced by financial services industry in India?

- Q.3 Why do you think financial markets are required? What are your views on proper regulations of these markets?
- Q.4 Describe various stages of venture capital financing offered by the Indian venture capital companies.
- Q.5 Explain the meaning of capital and money market. Compare and contrast these two markets.
- Q.6 Discuss the role of stock exchange in the economic development and growth.
- Q.7 Consider any three credit cards and compare the additional facilities that each of these cards offer to their customers besides credit.

Enrollment No.....

Master of Business Administration
Third Semester Main Examination, Dec-2020
Human Resource Development & Audit [MBA304H]

Time: 3:00

Max Marks 80

Note : Attempt any five questions.
All questions carry equal marks.

- Q.1 Define HRD. Discuss its Evaluation, Challenges and Goals.
- Q.2 What are the roles and competencies of HRD professionals?
- Q.3 How can HR strategies be developed? Discuss the systems approach to HRD.
- Q.4 What is career management and development? Discuss its essential attributes.
- Q.5 What are the various HRD System Design Principles? Discuss the design and administration of select HRD systems.
- Q.6 Explain Blue collar employees. Discuss the HRD systems for international managers.
- Q.7 Training and development is the heart and soul of HRD. Justify.

Enrollment No.....

Master of Business Administration
Third Semester Main Examination, Dec-2020
Management Information System [MBA304I]

Time: 3:00

Max Marks 80

Note : Attempt any five questions. All questions carry equal marks.

- Q.1 Define System. Discuss any three system characteristics.
- Q.2 Define and Explain the term MIS. State its objectives.
- Q.3 Explain in detail Planning, Implementation and Controlling of MIS.
- Q.4 Draw a flowchart to generate the prime number lying between 0 to 100.
- Q.5 What steps are important if you want to convert manual MIS to computer based on-line MIS?
- Q.6 Discuss the system analysis and design life cycle phase with examples.
- Q.7 Differentiate between batch processing and real time processing system.

Enrollment No.....

Master of Business Administration
Third Semester Main Examination, Dec-2020
Advertising and Brand Management [MBA304M]

Time: 3:00

Max Marks 80

Note : Attempt any five questions. All question carry equal marks.

- Q.1 Discuss Social and Ethical Regulatory Aspects of Advertising with suitable examples.
- Q.2 Explain the Hierarchy of effects model. Also describe its significance in the field of advertising.
- Q.3 Explain hierarchy of effects model & advertising objectives.
- Q.4 Discuss the economic and regulatory aspects of advertising with suitable examples.

- Q.5 Discuss: Brand Planning, Brand Vision and Visioning Process.
- Q.6 What is Brand Equity? How does a marketer understand and increase the brand equity of its brands in the market.
- Q.7 What is DAGMAR? Explain the goals of advertising?

Enrollment No.....

Master of Business Administration
Third Semester Main Examination, Dec-2020
Product Innovation and Planning [MBA304P]

Time: 3:00 **Max Marks 80**

Note : Attempt any five questions. All question carry equal marks.

- Q.1 What are the various product Mix Decisions.
- Q.2 Explain in detail various steps of Idea Generation.
- Q.3 Explain in detail various steps of successful product development procedure.
- Q.4 Discuss with suitable example, the process of launching a new product in the market.
- Q.5 What do you understand by Materials Planning and Control?
- Q.6 Define the process of materials planning.
- Q.7 What are the decisions required in the operationalization of a product life cycle

Enrollment No.....

Master of Business Administration
Third Semester Main Examination, Dec-2020
Bank and Insurance Management [MBA305F]

Time: 3:00 **Max Marks 80**

Note : Attempt any five questions.
All question carry equal marks.

- Q.1 Discuss the various factors considered in determination of life insurance policies.

- Q.2 Explain the functions and process of Asset Liability Management in banks.
- Q.3 What do you understand by CAMELS Rating? What are the key ratios involved in it?
- Q.4 Discuss various life insurance policies available in Indian market.
- Q.5 Explain the concept of Mortality Tables and Reinsurance.
- Q.6 What are the objectives and functions of state level development banks in India?
- Q.7 Discuss IRDA, its functions and importance in insurance sector.

Enrollment No.....

Master of Business Administration
Third Semester Main Examination, Dec-2020
Social Psychology [MBA305H]

Time: 3:00 Hrs

Max Marks 80

Note : Attempt any five questions.

All questions carry equal marks.

- Q.1 Define Social Psychology and Illustrate its relevance in present business scenario.
- Q.2 What is non-verbal communication? Define Impression Management.
- Q.3 Define self-concept, self-esteem, self-efficacy, self-monitoring and self-focusing.
- Q.4 How conformity and compliance interrelated with regard to social influence.
- Q.5 How is application blank and reference investigation an important part of interviews.
- Q.6 What is safety psychology? Explain differential accident liability.
- Q.7 What is meant by social perception? Discuss the theories of attribution in brief.

Enrollment No.....

Master of Business Administration
Third Semester Main Examination, Dec-2020
Relational Database Management Systems using ORACLE [MBA305I]

Time: 3:00

Max Marks 80

Note : Attempt any five questions. All question carry equal marks.

- Q.1 What is DBMS? Write their advantages and disadvantages.

- Q.2 What do you mean by weak entity and strong entity? Differentiate between them.
- Q.3 Write a detailed note on RDBMS.
- Q.4 Explain the PL / SQL block structure.
- Q.5 Explain 12 Codd's rules for DBMS.
- Q.6 Describe the concept of Normalization process with examples.
- Q.7 Explain PL/SQL Database with suitable example.

Enrollment No.....

Master of Business Administration
Third Semester Main Examination, Dec-2020
Sales and Distribution Management [MBA305M]

Time: 3:00 Hrs

Max Marks 80

- Note: 1. Attempt any five questions out of seven.**
2. All question carry equal marks.

- Q.1 Define personal selling? Explain the role of personal selling in marketing mix.
- Q.2 Discuss the non-statistical methods of sales forecasting including Delphi Techniques.
- Q.3 Explain Consumer's clinic and Experts Opinion method with their merits and demerits.
- Q.4 Which factors are most critical in selecting distribution channel?
- Q.5 Explain the elements of Behavioral Equation Theory with respect to the buyer dissonance.
- Q.6 What is merchandising? How does the store manager prepare his merchandising plan?
- Q.7 What is the importance of e-commerce in arranging channels of distribution for any of the company?

Enrollment No.....

Master of Business Administration
Third Semester Main Examination, Dec-2020
Work Study and Productivity [MBA305P]

Time: 3:00

Max Marks 80

Note : Attempt any five questions. All question carry equal marks.

- Q.1 Explain in detail Productivity Improvement factors which are Internal to Organization.
- Q.2 Explain in detail Productivity Improvement Factors which are External to Organization.
- Q.3 Define various Techniques to reduce Work Content and ineffective Time.
- Q.4 Explain Work- Sampling Procedure. How do you calculate number of observations to be taken?
- Q.5 Draw the various process chart symbols and explain their meaning.
- Q.6 Discuss the factors responsible for reducing Productivity. What are the steps to be taken to increase the productivity?
- Q.7 Explain the construction, uses and drawbacks of String Diagram.