Seat Number

SONU-84

RM-507 : Research Methodology

(2272410007)

Total Page : 1]

Time: 3 Hours **Max. Marks : 60**

Instructions

1. Do not write anything on question paper except seat no
2. Each question carry 12 Marks
3. Attempt any 3 questions from section-I and Any 2 from section 2

SECTION-I

1. What do you mean by Research? Explain the research process in brief. 12

2. Explain the steps in sampling design & criteria for selecting sampling procedure? 12

3. What is measurement scale? Explain the factors in selecting appropriate 12

4. What do you mean by hypotheses. Give the procedure for hypotheses testing. 12

5. What are the techniques of interpretation? Explain the characteristics of good report 12

SECTION-II

6. Explain in detail the different methods of data collection. 12

7. What is research ethics? Explain the difficulties of the researcher in India. 12

8. Write a short note Any two 12

A Research Problems
B Chi-square test
C Difference Between Survey and Experiment

Seat Number

SONU-91

MBA - 516-B : Business Ethics and Corporate Governance
(2272420062)

Total Page : 1]

Time: 3 Hours **Max. Marks : 60**

Instructions

1. Do not write anything on question paper except Seat number
2. Graph or Diagram should be drawn by black HB pencil
3. Each question carries 12 marks
4. Attempt any 3 questions from section I and any 2 questions from section II.
5. Students should note no supplement will be provided

Section- I (Attempt any 3 questions) **36**

1. Describe concept of social issue. Explain characteristics and types of social issue in corporate environment, 12

2. What is mean by Ethical Dilemma. Explain various types of Ethical dilemmas. 12

3. Discuss the relationship between Values, Norms and Beliefs. Explain their influences on ethical decision making in organization. 12

4. Classify professional ethics in various functional department of the organization. 12

5. Discuss the key element that are essential for effective corporate governance. 12

Section- II (Attempt any 2 questions) **24**

6. Define Corporate Social Responsibility (CSR). Explain its scope and importance in business. 12

7. Explain Corporate Governances. Explain the characteristics and principles of Corporate Governance. 12

8. Write short notes on (Any 2) 12

a) CSR law under Companies Act 2013

b) Code of Conduct andCode of Practice

c) Benefits and Limitations in Corporate Governance.

Seat Number [| | | | |]

SONU-83

MBA-506-B : Computer Application in Business

(2272410062)

Total Page : 1]

Time: 3 Hours **Max. Marks : 60**

Instructions:

1) Do not write anything on question paper except seat number.
2) Each question carries 12 marks.
3) Attempt any 3 questions from section – I and any 2 questions from section – II

Section – I

1. Describe the characteristics and generations of computer. 12

2. Define Mobile Commerce. Explain Applications and Benefits of M-Commerce. 12

3. Describe the process of creating and using mail merge in Word. Also explain how to apply bullets and numbering in MS Word? 12

4. State different types of Computer Network. Also discuss different Network Topologies. 12

5. What do you mean by Macros? Discuss the advantages of Macros used in MS-Excel. 12

Section – II

6. Explain the term Slide Master. Describe the advanced features of Slide Master. 12

7. What do you mean by SAP? State advantages and dis-advantages of SAP. 12

8. Write short notes on any two: 12

a) Block Chain
b) VLOOKUP
c) Social Media Marketing

Seat Number

SONU-89

MBA-515 : Financial Management

(2272420005)

Total Pages : 3]

Time: 3 Hours **Max. Marks : 60**

Instruction

1. Do not write anything on question paper except seat no
2. Each question carry 12 Marks
3. Attempt any 3 questions from section-I and Any 2 from section 2
4. Use of Simple Calculator is Allowed

SECTION-I

1. From the following Information Balance sheet of Mahesh Com. Ltd. Prepare Fund flow statement 12

Balance sheet
as on 31 Dec-2024 & 31 Dec-2025

Liabilities	2024	2025	Assets	2024	2025
Share Capital	45,000	45,000	Fixed Assets	40,000	32,000
General Reserve	30,000	31,000	Investment	5000	6000
P & L A/c	5600	6800	Stock	24,000	21,000
Creditors	16,800	13,400	Debtors	21,000	45,500
Tax Provision	7500	1000	Bank Balance	14,900	19,700
Loan	-----	27,000			
	104900	124200		104900	124200

1. Investment costing Rs 800 sold for Rs 850 & another Investment purchase for Rs 1800
2. Depreciation of fixed assets Rs 7000
3. Provision for Income Tax Rs. 1000
4. A part of fixed asset costing Rs. 1000 sold for Rs.1200
5. Dividend paid Rs. 4000

2. A factory is currently working at 50% capacity and produces 10,000 units. Prepare a Flexible Budget and estimate the Profits of the Company when it work at 60% and 80% capacity and advise the Company. 12
At 60% working Raw Material Cost increase by 2% and selling price falls by 2%.
At 80% Raw Material cost increases by 5% and selling price falls by 5%.
At 50% capacity working the product costs of ₹ 180 is made up as follows:

Material ₹ 100
Labour ₹ 30
Factory overheads ₹ 30 (40% Fixed)
Administrative Overheads ₹ 20 (50% Fixed)

3. From the following Information on 31st March, 2025 prepare balance sheet of Zebra Ltd. 12

(1) Current Ratio	2.5
(II) Liquid Ratio	1.5
(iii) Proprietary Ratio	0.75
(Iv) Working Capital	₹60,000
(v) Reserves and surplus	₹40,000
(vi) Bank overdraft	₹10,000

There are no long term loans

4. A proforma cost sheet of a company provides the following particulars: 12

	Amount p.u. (Rs.)
Raw materials cost	100.00
Direct labour cost	37.50
Overheads cost	75.00
Total cost	212.50
Profit	37.50
Selling price	250.00

The Company keeps raw material in stock, on an average for one month; work-in-progress, on an average for one week; and finished goods in stock, on an average for two weeks.
The credit allowed by suppliers is three weeks and company allows four weeks credit to its debtors. The lag in payment of wages is one week and lag in payment of overhead expenses is two weeks. The Company sells one-fifth of the output against cash and maintains cash in hand and at bank put together at Rs. 37,500. Required: Prepare a statement showing estimate of working capital needed to finance an activity level of 1,30,000 units of production. Assume that production is carried on evenly throughout the year, and wages and overheads accrue similarly, work-in-progress stock is 80% complete in all respects.

5. A company produces single product which sells for Rs. 20 per unit. Variable cost is Rs. 15 per unit and Fixed overhead for the year is Rs. 6, 30,000. 12
Required:
(a) Calculate sales value needed to earn a profit of 10% on sales.
(b) Calculate sales price per unit to bring BEP down to 1, 20,000 units.
(c) Calculate margin of safety sales if profit is Rs. 60,000.

SECTION-II

6. What do you mean by Financial Management? Explain the nature and scope of Financial Management. 12

7. What do you mean by Funds from Operations? Differentiate between Funds Flow Statement and Cash Flow Statement. 12

8. Write short note on (any 2) 12

a) Time value of Money

b) Trend Analysis

c) Operating Cycle

SONU- 86

[10618] M.B.A. NEP-2020 SEM. II -2272420002 MBA-512Business Communication

Time: 2 Hours	**Marks:** 30

Instructions

1. Do not write anything on question paper except seat no
2. Each question carry 10 Marks
3. Attempt any 2 questions from section-I and Any 1 from section II

SECTION-I

Q1	What are the means of Communication Skills? Explain the types of communication in briefly?	10
Q2	Define concept Interview? Explain types and preparation of interview?	10
Q3	What is Impact of social media on business communication?	10

SECTION-II

Q4	Define concept Interview? Explain types and preparation of interview?	10
Q5	**Write a short note Any two**	10
A	Resume formats	
B	Writing effective emails and memos	
C	Mass communication	

Seat Number

SONU-88

MBA-514 : MARKETING MANAGEMENT

(2272420004)

Total Page : 1]

Time: 3 Hours **Max. Marks : 60**

Instructions

1. Do not write anything on question paper except seat no
2. Each question carry 12 Marks
3. Attempt any 3 questions from section-I and Any 2 from section 2

SECTION-I

1.	Explain in briefly Scope of Marketing and Process of Marketing Management?	12
2.	Explain the concept of Consumer Behavior? What are the key determinants of consumer behavior, and how do they influence consumer decision-making?	12
3.	Define the concept of a product in marketing? Explain the levels of a product with examples?	12
4.	Define pricing policy and explain its role in the marketing strategy of a business	12
5.	Elaborate Types of Distribution Channel with suitable example?	12

SECTION-II

6.	What is production? How does the production concept influence pricing strategies?	12
7.	"How has the evolution from traditional marketing to digital marketing impacted businesses, and what are the key benefits of integrating both approaches?"	12
8.	Write a Short Note On ANY TWO	12
A	Difference between Selling and Marketing	
B	Green Marketing	
C	Marketing Mix	

Seat Number | | | | | | |

SONU-80

MBA-504 : Business Accounting and Costing

(2272410004)

Total Pages : 4]

Time : 3 Hours **Max. Marks : 60**

Instructions

1. Do not write anything on question paper except seat no
2. Each question carry 12 Marks
3. Attempt any 3 questions from section-I and Any 2 from section-II
4. Use simple calculator.

SECTION-I

Q1 **Pass Journal Entries in Books of Adinath Ltd.:** 12

(a) 1st April 2023 Adinath started a business with cash Rs.50,000/-

(b) On 5 April 2023 Cash Purchases Rs.20, 000/-.

(c) On 9 April 2023Sold goods to Sita at the price of Rs.6,000/-

(d) On 11 April 2023the Salary of an employee is paid of Rs. 5,000/-

(e) On 13 April 2023 Provide Rs.1, 000/- depreciation on machinery.

(f) On 19 April 2023Goods for Rs. 4,000/- were distributed as free samples.

(g) On 24 April 2023 Goods worth Rs. 25,000/- were Purchased by Gita.

Q2 From the following trial balance of Suresh Traders. You are required to prepare trading and P&L A/C for the year ended 31.3.2023 and Balance Sheet on that date. 12

Trial Balance as on 31st March 2023

Particulars	Debit	Particulars	Credit
Opening Stock	32,750	Sales	89,500
Purchases	55,000	Purchase Returns	2630
Sales Returns	4480	Bills Payable	12,500
Royalties	4,000	Reserve for Bad Debts	1,000
Wages & Salaries	8,000	Sundry Creditors	24,000

Office Salaries	11,000	Capital	1,25,000
Bills Receivable	19,250		
Office equipment	20,000		
Motor van	30,400		
Plant & Machinery	25,000		
Bad debts	2,500		
Advertisement	6,000		
Cash in hand	5,000		
Sundry Debtors	31,250		
	2,54,630		2,54,630

Adjustments:

1. Closing stock as on 31st March 2018 was valued at cost price Rs. 19,000/- , Market price Rs. 20,000/-

2. Office salaries outstanding Rs.1000/-

3. Prepaid Wages Rs. 1,000/-

4. Provide depreciation @5% on office equipment, @10% on motor van, and @15% on plant & machinery.

Q3	Bombay Manufacturing company submits the following information on 31-3-2019	12

Particulars Rupees

Sales for the year 2,75,000

Inventories at the beginning of the year-

- Raw Materials 3,000

- Work in Progress 4,000

- Finished Goods 1,10,000

Purchase of materials 65,000

Direct Labour6,000

Inventories at the end of the year -

- Raw Materials 4,000

- Work in Progress 6,000

- Finished Goods 8,000

Other expenses for the year –

Selling expenses 27,500

Administrative expenses 13,000

Factory overheads 40,000

Prepare Statement of cost

Q4 **Stores ledger FIFO method** (12)

The stock of materials as on 1st April was 200 units at Rs. 2 each.

The following purchases and issues were made; prepare stores ledger account under FIFO method.

April 5th Purchases 100 units @ Rs.2.20 each
April 10th Purchases150units @ Rs.2.40 each
April 20th Purchases 180 units @ Rs.2.50 each
April 2nd Issues 150 units
April 7th Issues 100 units
April 12th Issues 100units
April 28th Issues200 units

Q5 The bank overdraft of Vijay on December 31, 2022, as per the cash book is ₹20,000. Prepare Bank Reconciliation Statement by taking the following into consideration: - (12)

	1. Cheques not presented for payment of ₹9,000 2. Uncleared cheques ₹2,500 3. Bank interest debited in the passbook only ₹500 4. Bills collected and credited in the passbook only ₹1,800 5. Cheque of Haris Brothers dishonored ₹2,000 6. Cheque issued to Birla Ltd. has not been yet entered in the cashbook ₹520.	
	SECTION-II	
Q6	What do you mean by accounting? Explain the concepts and conventions for accounting?	12
Q7	Explain the methods of reconciliation s? Explain the causes of difference between two balances?	12
Q8	**Write short note on (any 2)**	12
a)	Methods of Absorption	
b)	Levels of Inventory	
c)	Basic Concepts of Cost Accounting	

Seat Number | | | | | |

SONU-87

MBA-513 : Human Resource Management
(2272420003)

Total Page : 1]

Time: 3 Hours **Max. Marks : 60**

Instructions to candidate:

1) Don't write anything on question paper except Seat No.
2) Each question carries 12 marks.
3) Attempt any 3 questions from section I and any 2 from Section II.

	Section I	
1.	Define Human Resource Management (HRM). And explain in brief Nature, Scope of HRM.	12
2.	What is Career Planning? What is the Need, features & objective of career Planning.	12
3.	What is Succession Planning? Explain Process & Benefits of Succession Planning	12
4.	What is Human Resource Planning? And explain Process of Human Resource Planning, Requirements of Effective HRP.	12
5.	Describe Meaning, Need and Objective of Training & Development.	12
	Section II	
6.	Explain in details Process & Methods of Performance Appraisal also describe Traditional Methods, Modern Methods.	12
7.	Explain in details Evaluation and Assessment of Training Programs in HRM.	12
	Write short note on any 2 of the following a. Green HRM b. Coaching & Mentoring c. Concept of VUCA	 6 6 6

Seat Number

SONU-79

MBA-503 : Managerial Economics
(2272410003)

Total Page : 1]

Time: 2 Hours **Max. Marks : 30**

Instructions

1. Do not write anything on question paper except seat no
2. Each question carry 10 Marks
3. Attempt any 2 questions from Section-I and Any 1 from Section-II

SECTION-I

1. Explain meaning, Nature and Significance of Managerial Economics. 10

2. Explain Determinants of Supply and Concept Elasticity of Supply. 10

3. Explain Concept of Product Pricing & Factors Affecting Pricing Decisions. 10

SECTION-II

4. Describe The Law of Diminishing Marginal Returns. 10

5. Write short note on (any 2) 10

a) Revenue Curves under Perfect Competition 5

b) Marginal Cost Pricing and Market Skimming Pricing 5

c) Meaning of Demand Forecasting 5

Seat Number

SONU-78

MBA-502 : Organisation Behaviour

(2272410002)

Total Pages : 2]

Time: 3 Hours **Max. Marks : 60**

Instruction to Candidates:

1. Do not write anything on question paper except Seat No.
2. Graph or diagram should be drawn with the black ink pen being used for writing paper or black HB pencil.
3. Students should note, no supplement will be provided.
4. Attempt any five questions. 3 from section I and 2 from section II
5. Each question carries 12 marks.

SECTION I

1. Write the difference between authority, power and leadership with suitable example? 12

2. Why do people join groups? Explain the five stage model of group development. 12

3. Enlist theories of Motivation. Explain Maslows Theory and XY Theory in detail. 12

4. According to Transactional Analysis what are the three main ego states? What are the three basic types of transaction analysis? 12

5. Enlist and explain the key elements of organizational Behaviour. Write down the importance of organizational behaviour. 12

SECTION II

6. Parag Publishers Co. Ltd. in Ankleshwar have ten thousand employees. There is a formal union. But, the informal groups are diverse and dignifies. The top management has explored their strengths and weakness and is fully exploiting the intergroupbehaviour for enhancing productivity. Mr. Swaminathan is a newly appointed Managing Director. He has a biased opinion about Biharis and is very favourable to Karnataka employees. He thinks of the former as lethargic and arrogant. The employees of Bihar objected to his perception and warned his against such attitudes because intergroup policies would spoil the atmosphere. Mr. Swaminathan did not heed this warning. He gave more power to Karnataka employees, ignoring the behaviour of the Bihar employees. Production declined in the unit where a large number of employees from Karnataka were employed. He became doubtful and was forced to think seriously about the intergroup behaviour. He became doubtful and was forced to think seriously about the intergroup behaviour. 12

Answer the following Questions

a) Where is the mistake in the organization? Find and replace it.

b) Discuss the role of the middle manager in intergroup behaviour?

7. Explain the concept of personality and also explain personality traits and attributes. 12

8. **Write a short note on. (Any 2)** 12

a) Ethical Considerations in OB. 6

b) Emerging challenges for OB. 6

c) Nature and types of Groups 6

Seat Number

SONU-85

MBA-511 : Business Analytics
(2272420001)

Total Pages : 2]

Time: 3 Hours **Max. Marks : 60**

Instructions

1. Do not write anything on question paper except Seat number
2. Graph or Diagram should be drawn by black HB pencil
3. Each question carries 12 marks
4. Attempt any 3 questions from section I and any 2 questions from section II.
5. Students should note no supplement will be provided

Section- I (Attempt any 3 questions) 36

1. Explain the term "Analytics". Describe different tools and types of Analysts. 12

2. Find the Mean, Median, and Mode for the following data. 12

Marks (Below):	5	10	15	20	25	30	35
No. of Students	1	3	9	17	27	36	38

3. a) Compute the coefficient of mean deviation about median for the following distribution. 06

Weight in Kgs	40-50	50-60	60-70	70-80
No. of Persons	8	12	20	10

b) An Analysis of production rejects resulted in the following figures: 06

No. of rejects per operator	21-25	26-30	31-35	36-40	41-45	46-50	51-55
No. of Persons	5	15	28	42	15	12	3

4. Find optimal Solution for the Linear Programming Problem graphically. 12

Min. $Z = 50\ X_1 + 20\ X_2$

Subject to constraints

$X_1 + X_2 \leq 600$

$X_1 + X_2 \geq 00$

$6X_1 + 2X_2 \geq 1200$

$X_1,\ X_2 \geq 0$

5. Find out the Range. Coefficient of Range and Quartile Deviation for the following data: **12**

X	5-7	8-10	11-13	14-16	17-19
Frequency	14	24	38	20	4

Section- II (Attempt any 2 questions) **24**

6. Explain importance of data in business Analytics. Discuss analytical decision-making process. 12

7. Discuss future of Business analytics. Explain skills of good business analyst. 12

8. Write short notes on (Any 2) 12

a) Characteristics of the analytical decision-making process.
b) Sales Analytics.
c) Difference between data analyst and business analyst.

Seat Number

SONU-77

MBA-501 : Management Science
(2272410001)

Total Pages : 3]

Time: 3 Hours **Max. Marks : 60**

Instructions

1. Do not write anything on question paper except seat no
2. Each question carry 12 Marks
3. Attempt any 3 questions from section-I and Any 2 from section -II

SECTION-I

1. Management an Art or Science & as a Profession. Explain. 12

2. What do you mean by Directing? Explain Principles of effective direction? 12

3. Discuss the techniques of Effective Coordination? 12

4. What is Management Audit? Explain its need? 12

5. Write short notes on (any 2) 12

A. 5S
B. Purpose of Management
C. Management by Objectives (MBO)

SECTION-II

6. At a planning meeting held by the directors of Multi-Products Company Ltd. Each director presented his approach to profit and budget planning within their division. Two of the directors, Mr. Bhusan of the textile division and Mr. Ramesh of the chemical division, spent about 20 minutes each describing how their budget and profit projections were determined. Below are excerpts from their presentations: 12

Mr. Bhusan : 'As divisional manager, I believe I have the best picture of the capabilities of the whole division. So I set the target profit and sales goals for my managers. These goals present my expectations and simply call in each of managers and give them the sales and profit goals for their departments. Their performance is then measured against the goals I have set If manager has a question about the target, I explain my reasons for setting the goal at a particular level.

Mr. Ramesh : I feel my manager should determine the goals for their departments. I ask each manager to submit to me his projections for sales and profit. Once I receive these targets I increase them by fifteen percent to force creativity from my managers in order to achieve these modified goals. In this way I can identify my truly creative managers.'

Questions-

1. Whose style do you consider more appropriate?
2. If you were a divisional manager which approach would you choose?

7. Anna Electronics Company (AEC) has an excellent national and international reputation and its employees are proud to work for the firm. But the company demands total loyal from its employees and even tries to influence their behaviour and appearance after work 12

Malliga, a bright young woman working for AEC for over 10 years, was highly respected by the colleagues and did a fine job as a divisional sales manager. It was generally agreed that she had excellent potential for advancement. For 2 months, Ms Malliga had been in love with Ramanan, who worked in the electronics division of a competing company. One day Kumaran, Malliga's boss, approached her about this matter, stating that there might be a possible conflict of interest in her association with an employee of the competitor. He made it clear that AEC has an unwritten policy that demands (and rewards) complete loyalty from all its employees.

Shortly after this emotional confrontation with her boss, Ms Malliga was transferred to a non-managerial position without any loss in pay.

She also noted that even her friends at AEC tried to avoid her. But Malliga felt very strongly that the company had no business suggesting whom she could and could not see after working hours; as a result, she quit her job.

Questions-

1. Can a company demand loyalty to the extent indicated in the case? Would your answer be different if Mallinga had access to important company trade secrets?

2. What would you do in Malliga's position?

8. Ben Turner is the manager for Rice Printing Company, a medium sized printing firm (300 employees) that publishes regional editions of Time, Us, people, and Sports Illustrated magazines. The plant runs three shifts a day, five days a week, and the organizational structure is composed of a senior management staff of 6 people who work the day shift and 20 supervisors and 60 lead operators who are split among the three shifts. Each leand operator has 4 to 10 employees directly under his or her supervision. 12

Recently Ben listened to a speech on management by objectives at the local university by a renowned lecturer and management consultant. He was inspired by MBO and returned to the plant intent on installing such a system at Rice. He was confident it would make performance evaluation easier and improve employee productivity.

Ben spent several days working on the overall output goals he wanted the company to meet for the year and then called in his senior management team. He issued written copies of the goals in each functional area to each management member and requested that each person review the goals, ask questions for clarification, and then prepare specific operational plans, strategies and quotas for her or his respective departments, supervisors, and lead operators.
Analyze the case & answer the following Questions.

Questions:

1. What would you do differently? Why?
2. If you were Ben, What goals would you set for the company?

Seat Number

SONU-62

MBA-405-B : Retail Management and E-tailing

(21245B)

Total Page : 1]

Time: 3 Hours **Max. Marks : 60**

Instructions

1. Do not write anything on question paper except seat no
2. Each question carry 12 Marks
3. Attempt any 3 questions from section-I and Any 2 from section -II

SECTION-I

1. 'Store Layout is an important factor in Retail.' Explain. 12

2. Define Retail Management? Explain the factors affecting the growth in India? 12

3. What do you mean by Retail Pricing? Describe Retail Pricing strategies? 12

4. Elaborate the forms of Modern retailing? 12

5. What is Exhibitions and campaigning? How they are important for retail business? 12

SECTION-II

6. Write a note on Online Advertising and Offline Advertising. 12

7. What do you mean by Store design? Explain the objectives of Store Design? 12

8. Write short note on (any 2)

a) Franchising 6

b) Retail Logistics 6

c) The retail life cycle 6

Seat Number

SONU-44

MBA-307-C : Labour Laws

(21237C)

Total Page : 1]

Time: 3 Hours **Max. Marks : 60**

Instruction to Candidates:

1. Do not write anything on question paper except Seat No.
2. Graph or diagram should be drawn with the black ink pen being used for writing paper or black HB pencil.
3. Students should note, no supplement will be provided.
4. Attempt any five question. 3 from section I and 2 from section II
5. Each question carries 12 marks.

SECTION-I

1.	What are authorized deductions given in the Payment of wages Act 1936? What are the penalties for Offences under the Act?	12
2.	When is gratuity payable under the Payment of Gratuity Act, 1972? When may gratuity be forfeited? Can the whole of forfeited?	12
3.	Explain the amendments of Maternity Benefit Act, 1961 and Paternities amendments for Central/ State Government and various sectors.	12
4.	Briefly comment on Child labour (Prohibition and Regulation) Act, 1986.	12
5.	Outline the provisions relating to the welfare measures under the Factories Act, 1948.	12

SECTION-II

6.	Define 'Dependent' as per ESI Act. Describe the different types of Benefits Under Employee State Insurance Act, 1948.	12
7.	Discuss the provisions of trade Unions Act, 1926 relating to Registration and cancellation of trade Unions.	12
8.	**Write a short note on. (Any 2)**	12
a)	The Air (Prevention and control of pollution) Act, 1981	6
b)	The workmen's compensation Act, 1923	6
c)	Employees' pension scheme, 1995	6

Seat Number

SONU-69

MBA-406-A : Case Studies in Financial Management
(21246A)

Total Pages : 2]

Time: 3 Hours **Max. Marks : 60**

Instructions

1. Do not write anything on question paper except seat no
2. Each question carry 20 Marks
3. Attempt any 3 cases
4. Use of Simple Calculator is allowed.

Case I **U**mesh Enterprises, a distributor of Britannia Cosmetics has present Credit sales of Rs. 50 lakhs. Its variable cost is 60% of sales. Fixed Costs amounts to Rs. 10 lakhs p.a. In order to increase the sales it has decided to increase the credit period. Following details are available – 20

	Present Policy	Option – I	Option - II
Credit Period	1 Month	2 Months	3 Months
Increase in sales	-	20%	30 %
Bad Debts (%)	1 %	2.5 %	5 %

If the Co. requires return on investment of 20%, evaluate the policies

Case II Biocon Ltd. producing product 'PIE' and 'SIGMA' using a single production process, has the following cost data: 20

	PIE	SIGMA
Selling price per unit (Rs)	200	300
Material cost per unit (Rs)	80	100
Labour hours/per unit	1hr	2hrs
Demand (units)	1 lakh	2.5 lakhs
Total Labour hours available- 4 lakhs		
Fixed cost per annum- Rs. 26 lakhs		
Labour cost /Hour = Rs.50		

a) Indicate the Best Production Plan
b) Profitability Statement based on Best Production Plan

Case III Hind Copper Ltd. is evaluating an investment project involving the purchase of a new automated machine to improve operational efficiency. **20**

The machine will cost Rs. 58,00,000, with an installation cost of Rs. 5,00,000. The expected economic life of the machine is 5 years; after which it is expected to have a salvage value of Rs. 3,00,000.The following are the expected annual income before depreciation and tax

Year	1	2	3	4	5
PBDT	15,00,000	18,00,000	20,00,000	22,00,000	25,00,000

The project will need Working Capital of Rs. 500000 . Co. pays income tax @ 30%. It has a cost of Capital of 12%

Evaluate the Proposal,if PV factors @ 12% for 5 years are 0.893, 0.797, 0.712, 0.636 & 0.567 respectively

Case IV Engineering Ltd. is engaged in manufacturing equipments. The company has provided the following projected data – **20**

Estimated Annual Output: 1,20,000 units
Selling Price per unit: Rs. 100

Cost Structure (Rs. per unit)
Raw Material: 40
Direct Labour: 15
Factory Overheads (including depreciation Rs.5) 20
Selling Overheads 10

(a) Raw Material in stock: 2 months
(b) Work-in-progress: 1 month (50% completion on labour and overheads; full raw materials)
(c) Finished Goods stock: 1 month
(d) Credit allowed to Debtors: 2 months
(e) Credit allowed by Creditors: 1 month
(f) Time lag in payment of overheads: 1 month
(g) Cash balance to be maintained: Rs. 1,00,000
(h) 20% of sales are cash sales

Estimate the working Capital requirement of the Co.

Case V From the following details prepare a Balance Sheet of Govind Ltd. **20**

Inventory Turnover Ratio = 6
Capital Turnover Ratio = 2
Fixed Assets Turnover Ratio = 4
Gross Profit Ratio = 20%
Debt Collection Period = 2 months
Creditors Payment Period = 73 days

The Gross Profit is Rs. 60000. Closing Stock was Rs. 5000 in excess of Opening stock. All the purchases and sales are on credit

Seat Number

SONU-63

MBA-405-C : International Human Resource Management

(21245C)

Total Page : 1]

Time: 3 Hours **Max. Marks : 60**

Instruction to the students:

1. Do not write anything on the question paper except Seat No.
2. Graph or diagram should be drawn with black ink pen being used for writing paper or black HB pencil.
3. No supplement will be provided.
4. Attempt any **Three** from section I and any **Two** from section II
5. All questions carry equal marks.

Section-I

1. Discuss the concept of global HR planning. Explain the issues in supply of international human resources. 12

2. Define IHRM. State the functional positioning and organizational context of IHRM. 12

3. State the characteristics of International Joint Venture. Discuss the methods of overcoming cultural and other problems in IJV 12

4. Discuss the strategies of MNC's towards International IR. Explain the recent developments in management and union's approach to international IR 12

5. What is Repatriation. Discuss the benefits from returnees. Write the tips for successful repatriation. 12

Section-II

6. Explain the concept of Multiculturalism. State the religions and economic implications of IHRM. 12

7. Elucidate the selection criteria and technique in International Context. 12

8. Write Short Notes Any **Two**

A. Global Compensation: Emerging issues 6

B. Growing interest in IHRM 6

C. Key Issues in International IR 6

Seat Number | | | | | | |

SONU-12

MBA-205 : Financial Management
(211205)

Total Pages : 3]

Time: 3 Hours **Max. Marks : 60**

Instructions

1. Do not write anything on question paper except seat no
2. Each question carry 12 Marks
3. Attempt any 3 questions from Section-I and Any 2 from section - II

SECTION-I

1. The expenses budgeted for production of 10000 units in a factory are furnished below: 12

	Per Unit Rs.
Material	70
Labour	25
Variable factory overheads	20
Fixed factory overheads (Rs.100000)	10
Variable expenses (Direct)	5
Selling Expenses (10% Fixed)	13
Distribution expenses (20% Fixed)	7
Administrative expenses (Rs.50000)	5
Total cost of sale per unit	**155**

You are required to prepare a Budget to produce 8000 units.

2. From the following particulars ascertain the following ratios: 12

a. Current Ratio
b. Liquid Ratio
c. Net Profit Ratio
d. Operating Ratio
e. Operating Profit Ratio
f. Stock Turnover Ratio

Trading and Profit and Loss Account

Particulars	Amt. Rs.	Particulars	Amt. Rs.
To Opening Stock	100000	By Sales	1600000
To Purchase	800000	By Closing Stock	200000
To Gross Profit	900000		
	1800000		**1800000**
To Office & Administrative Exp.	200000	By Gross Profit	900000
To Selling & Distribution Exp.	100000	By Profit on sale of Fixed Asset	25000
To Other Exp.	25000		
To Net Profit	600000		
	925000		**925000**

Balance Sheet

Liabilities	Amt Rs.	Assets	Amt Rs.
Equity share capital	500000	Land and Building	350000
General Reserve	200000	Plant and Machinery	350000
Profit and Loss A/c.	200000	Stock	200000
8% Debenture	100000	Sundry Debtors	200000
Sundry Creditors	200000	Cash at Bank	100000
	1200000		**1200000**

3. The summarized balance sheet of XYZ & Co. Ltd., You are required to prepare a Cash Flow Statement: 12

Balance Sheet

Liabilities	2021 Rs.	2022 Rs.	Assets	2021 Rs.	2022 Rs.
Share capital	90000	90000	Fixed assets	80000	64000
General Reserve	60000	62000	Investments	10000	12000
Profit & Loss A/c.	11200	13600	Stock	48000	42000
Creditors	33600	26800	Debtors	42000	91000
Provision for Tax	15000	2000	Bank	29800	39400
Mortgage Loan	--	54000			
	209800	**248400**		**209800**	**248400**

Additional information:

1. Investments costing Rs.1600 were sold during the year 2022 for Rs.1700.
2. Provision for Tax made during the year was Rs.1800.
3. During the year part of fixed asset costing Rs.2000 was sold for Rs.2400 and the profit was included in profit and loss account
4. Dividend paid during the year amounted to Rs.8000

4. The records of a company show the following: 12

Period	Sales (Rs.)	Profit (Rs.)
I	100000	9000
II	120000	13000

Find out:

(a) P/V Ratio
(b) Break Even Point
(c) Fixed Cost
(d) Profit when sales are Rs.1,50,000.
(e) Sales required to earn a profit of Rs.50000.
(f) Margin of Safety

5. Prepare an estimate on net working capital requirements for the ABC ltd. 12

Estimated cost per unit of production Rs.170 includes raw material Rs.80, direct Labour Rs.30 and overheads (exclusive of depreciation) Rs.60.

Selling price is Rs.200 per unit.

Level of activity per annum 104000 units.

Raw material in stock: 4 weeks

Work in progress (assume 50% completion stage): 2 weeks.

Finished goods in stock: 4 weeks.

Credit allowed by supplier: 4 weeks.
Credit allowed to debtors: 8 weeks.
Lag in payment of wages :1.5 weeks.
Cash at bank is expected to be Rs.25000
You may assume that production is carried on evenly throughout the year (52 weeks) and wages and overheads accrue similarly. All sales are on credit basis only.

SECTION-II

6. Explain the scope and objectives of financial management 12

7. Explain the concept, objectives, and limitations of Budgetary control. Write the difference between budgetary control and standard costing 12

8. Write Short Notes (Any Two) 12

A) Importance / Uses of fund flow statement

B) Time value of money

C) Factors Determining Working Capital Requirement

Seat Number

SONU-26

MBA - 305-A Income Tax
(21235-A)

Total Pages : 2]
Time: 3 Hours **Max. Marks : 60**

Instructions
1. Do not write anything on question paper except seat no.
2. Graph or diagram should be drawn with the black ink pen being used for writing paper or black HB pencil
3. All Questions carry equal marks.
4. Students should note, no supplement will be provided.
5. Attempt any three questions from Section I & any two questions from Section II.
6. Use of simple calculator is allowed.

SECTION-I

1. Mr. Krishna has two let out houses. The particulars of the houses for the P.Y.2024-25 are as under: 12

Particulars	House I	House II
Municipal valuation p.a. (Rs.)	70,000	39,000
Fair rent p.a. (Rs.)	51,000	42,000
Standard Rent p.a. (Rs.)	52,000	41,000
Monthly Rent (Rs.)	6,000	4,000
Unrealized Rent (Rs.)	5,000	-
Vacancy Period (in Months)	2	1
Municipal tax paid by owner	3,000	5,000
Interest on loan taken for construction	nil	9,400

Compute Mr. Krishna income from house property as per old regime for A.Y.2025-26.

2. From the following Receipts and Payments, A/c of Mr. Abhay, a tax consultant, calculate income from profession as per New regime for A.Y 2025-26. 12

Receipt	Amount	Payment	Amount
To balance	3,00,000	By office and admin expenses	70,000
To fees from clients 2024-25 1,00,000 2023-24 1,00,000 -----------	2,00,000	By salary to staff:	60,000
To presents from clients	40,000	By repairs	8,000
To winning from lotteries	28,000	By interest on loan for business	12,000
To rent from let out property	75,000	By income tax	6,000
To share of income from firm	12,500	By purchase of car (15 Dec 2024)	1,00,000
		By balance	3,99,500
	6,55,500		6,55,500

3. Miss. Soni furnishes the information of his income for previous year 2024-25. Compute the income under the head "income from other sources" for A.Y. 2025-26 as per New regime. 12

1. Dividend income from equity shares	Rs.700
2. Dividend on Preference Shares	Rs.4000
3. Income from letting building and Furniture	Rs.20,000
4. Interest on Bank Deposits	Rs.3000/-
5. Directors sitting fee	Rs.1500/-
6. Ground rent received	Rs.500/-
7. Winning lottery	Rs.8,000/-
8. Following deduction claimed by him, i) Allowable depreciation on building & Furniture	Rs.4,000/

4. The Following are the particulars of income of Mr. Radhe (an employee of an Individual) for the previous year ended on 31st march 2024. 12

i. Salary Rs.4500 p.m.
ii. Bonus equal to two months' pay
iii. Dog allowance – Rs.75 p.m.
iv. Special Allowance – Rs.60 p.m.
v. Employee's contribution to a recognized provident fund @ 15% of salary
vi. Employer's contribution to the fund @ 15% of the salary
vii. Interest credited to the provident fund @ 9.5% p.a. is Rs.2,800
viii. He is provided with free lunch in office. The cost per meals Rs.30
ix. The employer has given him the use of small car which he uses for personal and official purpose. He meets the expenses for personal purpose from out of his pocket. Compute Gross Salary of Mr. Ramesh for the A.Y. 2025-26 as per old regime.

5. Siddhi Ltd. has an industrial undertaking operating in an urban area. During the year 2024-25, it sold its two machineries for ₹ 2,00,000 and ₹ 3,80,000 in course of shifting its industrial undertaking from urban area to rural area. The written down value of the block (consists of 4 machineries) as on 1/04/2024 was ₹ 3,50,000. 12

The company incurred ₹ 20,000 expenses on other purposes as specified in a scheme framed by the Central Government for the purposes of this section. Determine its taxable capital gain, if the company acquired new machinery for industrial purpose for ₹ 50,000 as on –
Case A) 28/03/2025; Case B) 12/04/2025

SECTION-II

6. What do you mean by residential status? Explain the need for determining residential status? 12
7. Define allowances. Explain different forms of allowances? 12
8. Write Short Note on (Any 2) 12

a) Deduction Under section 24
b) Net Annual Value
c) Assessment Year & Previous Year

Seat Number

SONU-05

MBA 105 : Business Accounting and Costing

(211105)

Total Pages : 3]

Time: 3 Hours **Max. Marks : 60**

Instructions

1. Do not write anything on question paper except seat no
2. Each question carry 12 Marks
3. Attempt any 3 questions from section-I and Any 2 from section-II
4. Use of Simple Calculator is allowed

SECTION-I

1. Journalize the following transactions 12

1 February 2021 Started business with Cash for Rs. 50000
2 February 2021 Purchased machinery for Rs. 2000 in cash
3 February 2021 Return damaged goods to Srinivas for Rs. 200
4 February 2021 Received cash form Sridhar for Rs. 1000
5 February 2021 Deposited cheque into bank for Rs. 1100
6 February 2021 Goods drawn for use at home for Rs. 500
7 February 2021 Introduced further capital for Rs. 1000
8 February 2021 Purchased goods form Ravindra for Rs. 1000
9 February 2021 Sold goods to Harish Rs. 1500
10 February 2021 Purchase securities worth for Rs. 1000

2. Prepare a Bank Reconciliation of M/s BK as on 31st December 2024 from the following particulars. 12

a) Overdraft as per cash book Rs. 8,900

b) A cheque for Rs. 1,200 issued to supplier on 28th December but the cheque was not presented to bank till 5th January 2025.

c) Cheques for Rs 3,400 paid into bank, but a cheque of Rs. 1,600 only were cleared and credited by the bankers.

d) A bill for Rs. 4,000 discounted for Rs. 3,980 returned dishonoured by the bank, noting charges being Rs. 20.

e) Dividends amounting to Rs. 500 had been paid direct to the bank and not entered in the cash book.

f) A cheque of Rs. 1,200 was issued to creditor was inadvertently destroyed it. A duplicate cheque was issued and recorded in the cash book as a new payment.

g) Interest for Rs. 100 charged by the bank recorded twice in the cash book.

h) A cheque from a customer entered in the cash book as Rs. 75 has been correctly entered by the bank as Rs. 275.

3. The following trial balance of Desai & co as taken on 31-12-2024. Prepare trading account, Profit & loss account and Balance Sheet taking the following facts into consideration. 12

1. Allow interest on capital at 6%
2. The insurance premium of Rs. 120 has been paid for the year ending 30-6-2025.
3. Depreciate building and furniture by 10%
4. A sum of Rs. 40 due for wages has not been paid.
5. Reserve 10% of the book debts, for bad and doubtful debts and 5% discount on debtors andcreditors.
6. Stock of goods on 31-12-2024 is Rs. 7060

Trial Balance as on 31-12-2024

Particulars	Dr.	Cr.
Capital		15,000
Drawings	750	
Stock (1-1-2024)	6,920	
Bills receivable	1,000	
Purchase returns		320
Sales returns	300	
Bills payable		1,180
Sales		8,300
Purchases	4,500	
Wages	70	
Discouont		30
Salaries	200	
Union bank shares	3,000	
Insurance	120	
Buildings	3,000	
Furniture	700	
Sundry Debtors	6,000	
Sundry Creditors		1,300
Cash in hand	470	
Overdraft at bank		900
	27,030	**27,030**

4. Tirupathi Electronics Ltd., produces a standard product and provides you the following information for the year ending 31st March 2023. 12

Raw Materials:	
Opening Stock	10,000
Purchases	85,000
Closing stock	4,000
Direct Wages	20,000
Other direct expenses	10,000
Factory overheads	100% of direct wages
Office overheads	10% of works cost
Selling expenses	Rs. 2 per unit sold
Finished goods:	
Opening stock 1,000 Unit	(Rs. 16000)
Produced during the year	10,000 Units
Closing stock	2,000 Units
Sales	1,97,600

Prepare cost sheet for the year ending 31st March 2023

5. During the first week of April 2019, a workman Mr. Syam manufactured 300 units. He receives wage for a 48 hours week at the rate of Rs. 4 per hour which s guaranteed. The estimated time to produce one article is 10 minutes, and under incentive scheme the time allowed is increased buy 20%. Calculate his gross wages according to A) Halsey Premium Bonus, B) Rowan System. 12

SECTION-II

6. Explain the techniques of Inventory Management? 12

7. Discuss important factors for controlling labor Cost. 12

8. Write short note on (any 2) 12

a) Elements of Cost

b) Types of Accounts

c) Methods of Reconciliation

Seat Number [| | | | | |]

SONU-97

MBA 604-C : Industrial Relations and Labour Welfare
(2272430061)

Total Page : 1]

Time: 3 Hours **Max. Marks : 60**

Instructions to candidates:

1. Do not write anything on question paper except Seat No.
2. Graph or diagram should be drawn with the black in pen being used for writing paper or Black HB pencil.
3. Student should note, no supplement will be provided.
4. Attempt any FIVE questions. (THREE from Section-I and TWO from Section-II).
5. Each question carries 12 Marks.

SECTION-I

1. What do you mean by "Industrial Relations'? Explain its objectives and approaches. 12

2. Describe in detail the Industrial Dispute Settlement Machinery? 12

3. Discuss the Concept and Process of Collective Bargaining? 12

4. Explain the Types Of Labour Welfare Activities in relation to Intra-mural and Extra-mural? 12

5. What is Quality Circle? Explain the objectives and benefits in detail? 12

SECTION-II

6. Explain the types of industrial accidents and discuss the safety measures to prevent them? 12

7. Explain the functions and activities of the International Labour Organization? 12

8. Write short notes on (any TWO):

a) Causes of Grievance 06

b) Workers' Participation in Management 06

c) Trade Unionism 06

Seat Number

SONU-95

MBA-604 A : Banking and Investment Management

(2272430051)

Total Page : 1]

Time: 3 Hours **Max. Marks : 60**

Instruction to Candidates:

1. Do not write anything on question paper except Seat No.
2. Graph or diagram should be drawn with the black ink pen being used for writing paper or black HB pencil.
3. Students should note, no supplement will be provided.
4. All questions carry equal marks.
5. Attempt any three questions from section - I & any two questions from section – II

SECTION-I

1. Describe the attributes and factors favourable for investment? 12

2. Explain in detail about types of Insurance policies? 12

3. Differentiate between marketable and non- marketable avenues. 12

4. Discuss the components of Fundamental Analysis — Economic, Industry, and Company Analysis. 12

5. Explain the functions, structure and types of capital market?

SECTION-II

6. Explain the role and functions of commercial banks in India? 12

7. Discuss how CRR, SLR, Repo Rate, and Reverse Repo Rate are used as monetary policy tools by the RBI. 12

8. Write short note on (any 2) 12

a) Modern Payment & settlement system

b) NPA Management

c) Portfolio Management

Seat Number [ ]

SONU-96

MBA-604 (B) : Marketing Research and Consumer Behaviour (2272430056)

Total Page : 1]

Time: 3 Hours **Max. Marks : 60**

Instructions

1. Do not write anything on question paper except seat no
2. Each question carry 12 Marks
3. Attempt any 3 questions from section-I and Any 2 from section II

SECTION-I

1. Describe the relationship between marketing research and marketing management.Explain the steps involved in the marketing research process. 12

2. Define market survey and explain its nature and objectives in detail. 12

3. Explain the stages of the buyer decision-making process and discuss the factors influencing consumer buying behavior. 12

4. State the challenges and opportunities in developing multinational marketing strategies. 12

5. Explain the role of "Product" in service marketing and state the pricing strategies used in service marketing. 12

SECTION-II

6. Define the core principles of CRM and explain the role of CRM in building long-term customer relationships. 12

7. What is a marketing intelligence system? Describe its components and significance. 12

8. **Write short note on(any 2)** 12

a) Data analysis and interpretation techniques 6

b) Cross-cultural psychographics segmentation 6

c) Reference group 6

Seat Number

SONU-20

MBA-304 C : Industrial Relations and Labour Welfare

(21234C)

Total Page : 1]

Time: 3 Hours **Max. Marks : 60**

Instruction to the students:

1. Do not write anything on the question paper except Seat No.
2. Graph or diagram should be drawn with black ink pen being used for writing paper or black HB pencil.
3. No supplement will be provided.
4. Attempt any **Three** from section I and any **Two** from section II
5. All questions carry equal marks.

Section-I

1. Discuss the various forms of WPM. Explain the essentials for effective WPM. 12

2. Explain the concept of industrial accidents. State the types and causes of accidents. 12

3. Discuss the objectives of collective bargaining. State the strategies for bargaining. 12

4. Define Industrial dispute. Write a note on Machinery for Settlement of Industrial Dispute 12

5. Discuss the role and problems of trade union. 12

Section-II

6. What is grievance? Explain the steps in grievance procedure. 12

7. Why is labour welfare important? State the types of Labour Welfare Services. 12

8. Write short notes Any two 12

a. Red Hot Stove Rule 6

b. Impact of ILO on India Labour 6

c. Consequences of Industrial Disputes 6

Seat Number

SONU-52

MBA-403 : Indian Commercial Law

(212403)

Total Page : 1]

Time: 3 Hours **Max. Marks : 60**

Instruction to Candidates:

1. Do not write anything on question paper except Seat No.
2. Graph or diagram should be drawn with the black ink pen being used for writing paper or black HB pencil.
3. Students should note, no supplement will be provided.
4. Attempt anythree questions from Section I and any two from Sec-II.
5. Case Study (Sec-II) is compulsory.

SECTION-I

1. Define Consumer and Consumer Dispute. Discuss unfair trade practices as per consumer Protection Act 1986. **12**

2. Define Company. Explain the process of Incorporation of a Company as per Companies Act 2013. **12**

3. What do you mean by Digital Signature? How authentication of electronic records take place. **12**

4. What are the principles of the Right to Information Act of 2005 concerning the relationship between citizens, access to information, and public authorities? **12**

5. What is Arbitration & Conciliation? Also discuss in brief about Arbitral Award **12**

SECTION-II

6. **Case a)** ABC Pvt. Ltd., is a private company having five members only. All the members of the company were going by car to Delhi in relation to some business. An accident took place and all of them died. **12**
Answer with reasons, under the company's act 1956, whether existence of the company has also come to the end?
Case b) Vimla, while travelling by a train, fell through the gap in the inter-connecting passage way between two compartments, and died. Her dependents claimed compensation. However, the railway authorities, relying on the rules in the Railway claims Tribunal Act, refused to pay any compensation. Then petition was filed under the Consumer Protection Act against the Railway authorities.
Would the petition succeed?

7. What is mediation? New features of new Consumers protection Act 2019. **12**

8. **Short Notes on (Any 2)** **12**
   a) Corporate Social Responsibility. **6**
   b) Objectives of the IT Act 2000. **6**
   c) Arbitration Agreement. **6**

Seat Number

SONU-10

MBA 203 : Indian Economy and Policy
(211203)

Total Page : 1]

Time: 3 Hours **Max. Marks : 60**

Instruction to Candidates:

1. Do not write anything on question paper except Seat No.
2. Graph or diagram should be drawn with a black ink pen or black HB pencil for writing paper.
3. Students should note, that no supplement will be provided.
4. Attempt any five questions. 3 from section I and 2 from section II

SECTION-I

1. Explain Concepts of Economic Growth and Development.Also describe Economic Factors &Non-Economic Factors in Economic Development. **12**

2. Explain Role of Microfinance and infrastructure in development &The Role of Agriculture, Role of large scale and small-scale Industries in Economic development. **12**

3. Explain Meaning, Objectives, Instruments, and effectiveness of Macroeconomic Policies. **12**

4. Explain Role of Public sector in Indian economy, Performance of Public sector, Problems faced by public sector. **12**

5. Explain Meaning, and Importance of Industrial Policy. Describe Objectives of industrial Policy 1991. **12**

SECTION II

6. Explain Basic Structure of Indian Economy and The pattern of Income distribution in India. **12**

7. Explain Strategies of Globalization Also explain Globalization and its impact on Indian Economy. **12**

8. **Short Notes on (Any 2)** **12**

a) Challenges before Indian Economy **6**

b) Meaning of Privatization **6**

c) World Trade Organization (WTO) **6**

Seat Number

SONU-94

MBA-603 : International Business Environment
(2272430003)

Total Page : 1]

Time: 2 Hours **Max. Marks : 30**

Instructions
1. Do not write anything on question paper except seat no
2. Each question carry 10 Marks
3. Attempt any 2 questions from section I and any 1 from section II

SECTION-I

1. Explain different types of government interventions in international trade – tariffs, non-tariff barriers, subsidies, and FDI policies? 10

2. Differentiate between Foreign Direct Investment (FDI) and Foreign Portfolio Investment (FPI) with examples. 10

3. What are the different modes of entry into international markets? 10

SECTION-II

4. Explain the impact of digitalization and e-commerce on global business with examples? 10

5. Write short note on (any 2) 10

a) Globalization 5

b) New trade theories 5

c) Macroeconomic factors 5

Seat Number

SONU-51

MBA-402 : Entrepreneurship & Project Management

(212402)

Total Page : 1]

Time: 3 Hours **Max. Marks : 60**

Instructions

1. Do not write anything on question paper except seat no
2. Each question carry 12 Marks
3. Attempt any 3 questions from section-I and Any 2 from section 2

SECTION-I

1.	Define the concept of Entrepreneur. Discuss the Competencies & Capacity building for Entrepreneurs.	12
2.	What are the opportunities and challenges faced by women entrepreneurs? Suggest remedial measures.	12
3.	Explain the process of estimating financial fund requirements for a new venture. Discuss traditional and non-traditional sources of finance.	12
4.	Explain the key strategies for managing marketing and business growth in enterprises.	12
5.	Discuss the key components and structure of a detailed project report. Provide an example.	12

SECTION-II

6.	Explain the process of formulating Business Plan and evaluate the reasons for failure of business plan.	12
7.	Explain the essential marketing mix strategies for service-based enterprises and their importance.	12
8.	Write Short Notes (Any 2) 1. Entrepreneurship Today 2. E-Entrepreneur 3. Project Appraisal	12

Seat Number

SONU-09

MBA-202 : Business Research Methods

(211202)

Total Page : 1]

Time: 3 Hours **Max. Marks : 60**

Instructions

1. Do not write anything on question paper except seat no
2. Each question carry 12 Marks
3. Attempt any 3 questions from section-I and Any 2 from section 2

SECTION-I

1. What do you mean by Research Methodology? Explain in detail the research process with suitable example? 12

2. How to formulate objectives in research problem and the factors of problem identification? 12

3. Explain types and features of Research design? 12

4. Discuss the scaling techniques with suitable example? 12

5. Write a note on methods of primary data collection? 12

SECTION-II

6. Elaborate the techniques on qualitative research? 12

7. How to write research report, explain with suitable example? 12

8. **Write short note on (any 2)** 12

a) Variable 6

b) Sampling Methods 6

c) One way Analysis of variance (ANOVA) 6

Seat Number

SONU-93

MBA-602 : Business Law

(2272430002)

Total Page : 1]

Time: 2 Hours **Max. Marks : 30**

Instructions

1. Do not write anything on question paper except seat no
2. Each question carry 10 Marks
3. Attempt any 2 questions from section I and any 1 from section II

SECTION-I

1. What do you mean by contracts? Explain essentials of a valid offer and acceptance? 10

2. Write a detail note on distinction between sale and agreement to sell? 10

3. What is Intellectual Property Rights? Explain protection of intellectual property with example? 10

SECTION-II

4. Unpaid Seller - Ram Electronics 10

Ram Electronics sold a batch of smart phones to a local retailer, Raj Mobile, on credit. The payment terms were 30 days from the date of invoice. However, Raj Mobile failed to pay within the stipulated time frame. Despite multiple reminders, the payment remained outstanding.

Questions:

1. What rights does Ram Electronics have as an unpaid seller in this scenario?
2. What actions can Ram Electronics take to recover the outstanding payment from Raj Mobile?

5. Write short note on (any 2) 10

a) Consent 5

b) Memorandum of Association 5

c) Rights of the Patentee 5

Seat Number

SONU-16

MBA-302 : Management Information System & ERP

(212302)

Total Page : 1]

Time: 3 Hours **Max. Marks : 60**

Instruction:

1. Figures to right indicate full marks
2. Attempt any 3 From Section I & attempt any 2 Question from Section II
3. Use Black Ball Pen Only

SECTION - I

1. Define a Management Information System (MIS). Explain its objectives, characteristics, and types (TPS, DSS, ESS, CRM, etc.) with suitable examples. 12

2. Explain the barriers to the successful development of MIS. Suggest measures to overcome these barriers. 12

3. Describe the System Development Life Cycle (SDLC). Discuss the role and importance of system analysis in developing an effective MIS. 12

4. What is a Decision Support System (DSS)? Explain any three commonly used tools of business support systems with examples. 12

5. Discuss the benefits of implementing a Marketing Information System in an organization. How can it support decision-making and improve customer relations? 12

SECTION – II

6. What is Data Mining? Explain the different types of data mining and its applications in business decision-making. 12

7. What is Enterprise Resource Planning (ERP)? Explain the features, advantages, and process of ERP implementation. 12

8. Why is an Electronic Payment System important in E-Commerce? Describe any three methods of electronic payment and their benefits & limitations. 12

Seat Number

SONU-08

MBA-201 : Business Ethics and CSR

(211201)

Total Page : 1]

Time: 3 Hours **Max. Marks : 60**

Instructions

1. Do not write anything on question paper except seat no
2. Each question carry 12 Marks
3. Attempt any 3 questions from section-I and Any 2 from section - II

SECTION-I

1.	Discuss the characteristics and causes of social problems.	12
2.	What is culture? Explain Hofstede's Dimensions of Cultural Differences?	12
3.	Define Corporate Governance? Explain the principles of Corporate Governance. How do these principles help in achieving organizational goals?	12
4.	Describe the steps in the ethical decision-making process with examples.	12
5	Identify and explain the individual factors that can lead to unethical behavior in the workplace.	12

SECTION-II

6.	Define Corporate Social Responsibility (CSR) and explain its scope in business.	12
7.	What is Business Ethics? Explain the factors affecting Business Ethics?	12
8.	Write short note on (any 2)	12

a) Ethical Dilemma

b) Ethics in HRM

c) Values, norms & beliefs

Seat Number

SONU-92

MBA 601- Strategic Management

(2272430001)

Total Pages : 2]

Time: 2 Hours **Max. Marks : 30**

Instructions

1. Do not write anything on question paper except seat no
2. Each question carry 10 Marks
3. Attempt any 2 questions from section I and any 1 from section II

SECTION-I

1. Elaborate concept strategic Management? How to formulate vision, mission, goals and objectives? 10

2. Explain strategic analysis BCG matrix with suitable example? 10

3. Write in detail about strategy procedural, behavioural and functional implementation with example? 10

SECTION-II

4. Case Study 10

Tata Motors, an Indian multinational automotive company, has been pursuing a mix of corporate and business-level strategies to enhance its market position.

Corporate Strategy:

Tata Motors has adopted a diversification strategy by expanding its product portfolio to include passenger and commercial vehicles, electric vehicles, and even luxury cars under the Jaguar Land Rover brand.

Business-Level Strategy:

The company has focused on differentiation through innovation, especially in electric and affordable vehicles. For instance, the Tata Nexon EV has gained popularity in the Indian market due to its affordability and features.

Questions:

1. How does Tata Motors' diversification strategy contribute to its growth and risk management?
2. Analyze the role of innovation in Tata Motors' business-level strategy, particularly in the electric vehicle segment?

5. Write short note on (any 2) 10

a) SWOT Analysis and PESTLE Analysis 5

b) Process of Strategic Choice 5

c) Strategic Evaluation 5