

Qus-345

(1)



Registration No :

OPERATION

Total Number of Pages : 02

MBA

245MNG304E 284

3<sup>rd</sup> Semester Regular / Back Examination 2018-19

INVENTORY MANAGEMENT (IM)

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : E331

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Short Answer Type Questions (Answer All-10) (2 x 10)

a) Briefly explain what do you mean by inventory.

b) What do understand by shortage costs?

c) Define safety stock. 284 284 284 284 284

d) What is Inventory Management?

e) How make-to-order and make-to stock are different?

f) Briefly explain economic manufacturing batch size.

g) Briefly explain Inventory procurement Costs.

h) Explain briefly VED?

i) What do you mean by buffer stock?

j) Briefly explain ABC. 284 284 284 284 284

Part-II

Q2 Focused -Short Answer Type Questions- (Answer Any Eight out of Twelve) (6x8)

a) What are the important assumptions of the economic order quantity?

b) How to consider uncertainties while planning inventories?

c) What are the difficulties a manager faces in estimating the shortage cost explicitly? 284 284 284

d) Find the difference between centralized Vs decentralized inventory management.

e) What is set-up cost in manufacturing? If a number of products are produced on the same plant facility, would the set-up cost for the individual products depend upon the sequence in which the products are manufactured?

f) Explain briefly fixed order period models.

g) 'Inventory is a part of manufacturing strategy.' Do you agree with this statement? If so, explain why it should be only a part of the total manufacturing strategy?

h) What is lead time? What are the factors you will take into consideration while computing the lead time? 284

i) When is the fixed order cycle model preferred? And when is the fixed order quantity model preferred? Explain.

j) Briefly explain single-period inventory model.

k) When a company procures a number of raw materials, what could be the problems in calculating EOQ of individual items?

l) Compare the order cost in a purchasing situation with the set-up cost in a manufacturing situation. Mention the similarities and dissimilarities between the two. 284

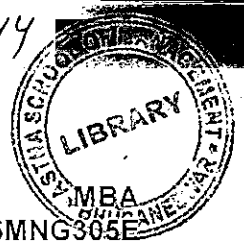
Part-III

Long Answer Type Questions (Answer Any Two out of Four)

- Q3 Find, describe, and draw an organization's supply chain and identify the types of inventory in it and if possible, their purpose and how it is monitored and controlled with an example. (16)
- Q4 Interview a Manager at a local business about his or her inventory and materials – management system, and prepare a report summarizing its approaches. Does the system use any formal models? Why or why not? How does the manager determine inventory-related costs? (16)
- Q5 Can the cost of the material delivery be a relevant cost for the control of the inventory of the material? Explain. (16)
- Q6 If the individual batch quantities of multiple products run on the same plant facility are to be calculated individually, how will the individual set-up costs for each of the products be determined? Will it depend upon sequencing? (16)

Registration No :

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Total Number of Pages : 01

3<sup>rd</sup> Semester Regular / Back Examination 2018-19  
TOTAL QUALITY MANAGEMENT (TQM)

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : E410

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part-I

- Q1 Short Answer Type Questions (Answer All-10) (2 x 10)
- a) What defines best Quality Management?
  - b) What is SERVQUAL, and dimensions of service quality performance?
  - c) How can Total Quality management help in improving Customer Satisfaction?
  - d) What is Quality Circle?
  - e) Define Quality Auditing?
  - f) Which are the pre-requisite of KANBAN?
  - g) What are the principles of Six Sigma?
  - h) Define Quality Cost.
  - i) What is the role of Quality Council?
  - j) Briefly explain POKA-YOKE?

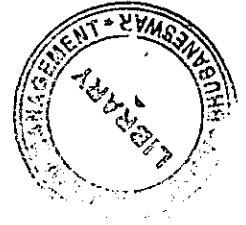
Part-II

- Q2 Focused -Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)
- a) What are the basic concepts and principles of TQM?
  - b) What is statistical process control, briefly explain the uses of control charts for variables and attributes?
  - c) Briefly explain how quality control systems are designed?
  - d) What do you mean by benchmarking? Briefly explain few important benchmarking processes?
  - e) What do you mean by Kanban, explain?
  - f) What is the difference between the Six Sigma and TQM initiatives? Discuss.
  - g) How is Deming's PDCA cycle useful in services? Discuss.
  - h) Briefly explain Zero Defects.
  - i) Would a six sigma implementation involve significant financial investment? Discuss.
  - j) If line employees are required to work on quality improvement activities, their productivity will suffer." Discuss.
  - k) "You don't inspect a quality into a product; you have to build it in." Discuss the implications of this statement.
  - l) Is the goal of Six Sigma realistic for services such as Blockbuster Video stores?

Part III

- Q3 Long Answer Type Questions (Answer Any Two out of Four) (16)
- A lack of top management leadership in a quality effort can hinder or destroy it. Support the statement.
- Q4 What are the important dimensions of quality, how quality planning helps in achieving TQM objective? (16)
- Q5 What kind of an organizational structure for the purpose of quality management might you suggest for a manufacturing company having a number of divisions at different locations with different divisional managers heading the divisions? (16)
- Q6 Is an ISO 9000 certification a guarantee for the firm's product quality? Explain your answer. (16)

Qus-343 (3)



Registration No :

O P E R A T I O N

Total Number of pages : 02

MBA  
15MNG307E

3<sup>rd</sup> Semester Regular Examination 2018-19  
MANAGEMENT OF SERVICE OPERATIONS (MSO)  
BRANCH : MBA  
Time : 3 Hours  
Max Marks : 100  
Q.CODE : E583

Answer Question No.1(Part-1) which is compulsory, any EIGHT from part-II and any TWO from part-III.

The figures in the right hand margin indicate marks.

Part-I

- Q1 Short answer type Questions(Answer All-10) (2 x 10)
- a) What do you think about the concept of quality service by design
  - b) What is service process Matrix?
  - c) Compare explicit and implicit service.
  - d) Define Value added Services. Give an example.
  - e) Define Service Innovation.
  - f) What do you mean by service recovery?
  - g) Explain the meaning of H.E.R.A.T?
  - h) What are the five features of service package?
  - i) What do you mean by dependent and independent Inventory? Give an example.
  - j) What do you mean by Field Service Inventory Management?

Part-II

- Q2 Focused Short Answer Type Questions(Answer any Eight out of Twelve) (6 x 8)
- a) Briefly explain characteristics of service Operations.
  - b) What do you mean by field service? Explain its impact on manufacturing Organizations.
  - c) Explain the role of services in the changing business scenario.
  - d) Discuss the criteria in evaluating service package.
  - e) What are the different stages in service firm Competitiveness?
  - f) Develop a model for service profit chain.
  - g) Explain the role of technology in service.
  - h) What are the points and steps to be followed in selecting a method for customer selection? Explain.
  - i) What is POKOYOKE? Explain its uses and advantages?
  - j) What do you mean by CRM and also explain its advantages and disadvantages.
  - k) Analyzes the different ways of winning customers in market place.
  - l) Develop a model for service profit chain.



Qus-342(B)



Registration No :

O P E R A T I O N

Total Number of Pages : 01

MBA  
15MNG306E

3<sup>th</sup> Semester Regular / Back Examination 2018-19  
SUPPLY CHAIN MANAGEMENT (SCM)

BRANCH : MBA  
Time : 3 Hours  
Max Marks: 100  
Q.CODE : E514

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part-I

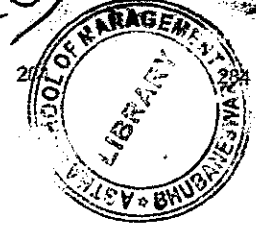
- Q1 Short Answer Type Questions (Answer All-10) (2 x 10)
- a) What do you mean by Value Chain?
  - b) Differentiate between Centralized and Decentralized Supply Chain
  - c) What do you mean by Cross Docking?
  - d) Define Vendor Managed Inventory?
  - e) Define Agile Manufacturing System?
  - f) What do you mean by JIT? What are its benefits?
  - g) What do you mean by Blue Whip Effect?
  - h) What do you mean by Inventory Aging?
  - i) Defining Package cycle time?
  - j) What do you mean by Pull based SCM.

Part-II

- Q2 Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)
- a) How does Cross docking Works?
  - b) What do you mean by Milk Run? Explain its benefits
  - c) What do you mean by ABC analysis? Explain its procedures.
  - d) What are the methods involved in Vendor Selection Procedure? Explain.
  - e) What is inventory? What are the costs associated in Inventory Management? How to calculate EOQ?
  - f) Explain conceptual model of SCM
  - g) What are the methods involved Vendor performance evaluation process
  - h) What is the significance of lean manufacturing philosophy in successful system? How lean is different from mass manufacturing system?
  - i) What do you mean by Customer requirement analysis? Explain its benefits.
  - j) Define logistics Management. and discuss its role in today's business
  - k) "Product packaging is the main selling driver in the FMCG industry". Explain this statement with focus on the logistics.
  - l) Explain key elements and uses logistics management.

Part-III

- Q3 Long Answer Type Questions (Answer Any Two out of Four)
- Q3 Briefly explain Hub and Spoke Model. Explain its advantages and disadvantages. (16)
  - Q4 Define Supply Chain Management? Explain its nature and Scope and also explain its drivers and obstacles (16)
  - Q5 What is Third Party Logistic? Explain its advantages and disadvantages and uses. (16)
  - Q6 Briefly explain Vehicle Routing Method and also Explain its uses, advantages and disadvantages. (16)



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Total Number of Pages : 02

MBA

15MNG304C

3<sup>rd</sup> Semester Regular / Back Examination 2018-19  
EMPLOYMENT LEGISLATIONS (EL)

BRANCH : MBA

Time : 3 Hours

Max Marks: 100

Q.CODE : E329

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO  
from Part-III

The figures in the right hand margin indicate marks.

## Part-I

Q1 Short Answer Type Questions (Answer All-10) (2 x 10)

- What are the major principles of labour legislations?
- Define industrial disputes.
- What is the roles of a conciliation officer in Industrial Disputes?
- What are the objects of Minimum Wages Act?
- Can an employer deduct for absence from duty from the wages of the concerned employee?
- When is an employee disqualified from receiving bonus?
- What is a hazardous process under Factory act?
- What is the amount of contribution made by employer and employee under EPF and MP Act?
- What are the benefits a dependent would get under ESI Act in case the insured person dies?
- What is doctrine of notional extension under Employees Compensation Act?

## Part-II

Q2 Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- Discuss when to pay, whom to pay and how much to be paid under Payment of Gratuity Act?
- What is the procedure to register a trade union and obtain registration certificate of a Trade Union?
- What is the need for having standing orders in industrial establishments? What essential items must be incorporated in a standing orders?
- Discuss the causes of industrial disputes and the hierarchy of machineries to redress the same.
- What are the rules regarding prohibition of strikes and lockouts?
- What are the different matters over which a labour court has jurisdiction?
- Discuss who fixes minimum rate of wages, what should minimum wage include and the procedure to fix so?
- Who are eligible for bonus? Discuss the provisions relating to minimum and maximum bonus. Can bonus payment be withheld?
- What are the provisions relating to leave and annual leave with wages?
- Discuss the rules regarding welfare measures to be taken by the occupier under Factory Act?
- Explain the provisions relating to the eligibility, employer's and employee's contribution towards availing pension under the EPS, 1995
- What are the procedure to retrench workmen engaged in an industrial establishment employing 100 workmen?

Part-III

Long Answer Type Questions (Answer Any TWO out of FOUR)

Q3 Enumerate the provisions of Factory Act, 1948 relating to the health of the workers. (16)

Q4 How far is an employer liable for compensation to a workman injured by an accident arising out of and in the course of his employment? (16)

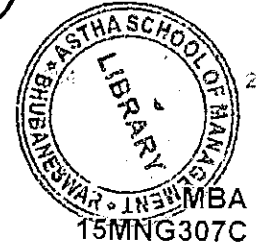
Q5 What are the permissible deductions under the Payment of Wages Act? Also discuss the extent of deductions allowable. (16)

Q6 Discuss the provisions relating to the privileges of registered trade union. Also discuss the rules regarding change of name of a trade union. (16)



QUB-340

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Registration No :

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Total Number of Pages : 01

3<sup>rd</sup> Semester Regular/Back Examination 2018-19  
**PERFORMANCE MANAGEMENT (PM)**

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : E581

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

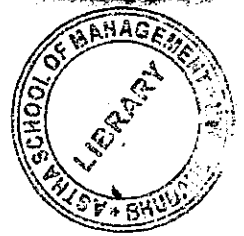
- Part-I**
- Q1 Short Answer Type Questions (Answer All-10) (2 x 10)**
- Define reward.
  - Explain "Do only what you get paid for" Syndrome?
  - What do you mean by performance coaching?
  - What is Potential appraisal?
  - What do you mean by competency gap?
  - Define KPA?
  - State the limitation of EFQM Model.
  - What is confidential report?
  - What is 360 degree performance appraisal?
  - What is core competency?

- Part-II**
- Q2 Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)**
- Describe in detail the features of performance appraisal.
  - "Linking pay to performance" is an emerging concept. Explain.
  - Discuss balanced scorecard as a tool of performance appraisal.
  - Explain the process of performance appraisal.
  - Distinguish between performance appraisal and potential appraisal.
  - Discuss the obstacles faced in the performance appraisal process.
  - Define high performance team .write the procedure for building high performance teams in the organizations.
  - What are the merits and demerits of critical incident method?
  - Reflect upon the trends of compensation management in India.
  - Discuss the role of performance monitoring in improving the employees performance.
  - What are the essentials of a good appraisal system?
  - Explain the steps in designing performance metrics in an IT company.

- Part-III**
- Q3 Long Answer Type Questions (Answer Any Two out of Four) (16)**
- Why do different organization have different performance management system, although the principles of performance management is same everywhere?
- Q4** Explain in detail the organization's role in facilitating employee 's performance. (16)
- Q5** Discuss the methods of performance appraisal. (16)
- Q6** Describe the performance appraisal system of a manufacturing organization taking example of NALCO. (16)

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Registration No :

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Total Number of Pages : 02

MBA  
15MNG305C

3<sup>rd</sup> Semester Regular/Back Examination 2018-19  
COMPENSATION MANAGEMENT (CM)

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : E408

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part- I

Q1 Short Answer Type Questions (Answer All-10) (2 x 10)

- Define compensation.
- What is variable pay?
- What is living wage?
- What do you mean by wage differentials?
- What is take home salary?
- What are the fringe benefits?
- What is ESOP?
- What is DA?
- What do you know about pay commission?
- What is the objective of wage board?

Part- II

Q2 Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6X8)

- Distinguish between wage and salary.
- Throw light on the principles of wage and salary administration.
- Discuss the criteria for wage fixation.
- Discuss the factors affecting wage and salary structure in an organization.
- What are non-financial incentives? Explain its importance.
- What do you mean by compensation survey? Write a note on pay for performance.
- What is job evaluation? What are the objectives of job evaluation?
- Discuss the components of executive remuneration.
- Explain the current issues in compensation management.
- Discuss different objectives of wage policy.
- What are the consequences of pay dissatisfaction?
- What is 3p compensation concept? Discuss the new trends in compensation system.

(9)

Part-III

Long Answer Type Questions (Answer Any Two out of Four)

- Q3. MNCs operating in India have influenced the salary structure of Indian Organizations – Substantiate. (16)
- Q4. How does effective compensation management help an organization to achieve strategic objectives? (16)
- Q5. Explain various theories of wage. (16)
- Q6. Discuss the institutional mechanisms available in India for wage determination and fixation. (16)

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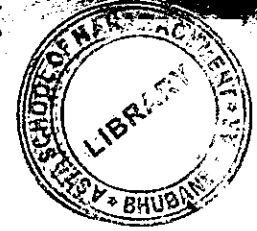
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Total Number of Pages : 02



MBA  
15MNG306C

3<sup>rd</sup> Semester Regular / Back Examination 2018-19  
INDUSTRIAL RELATIONS (IR)

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : E512

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part- I

- Q1 Short Answer Type Questions (Answer All-10) (2 x 10)
- Differentiate between 'Industrial Relations' and 'Employee Relations'
  - What do you mean by pluralistic approach to IR?
  - State the methods of union recognition. Does union recognition system is essential for an organization.
  - What are the basic functions of Indian trade unions?
  - Why BMS to be considered as a national level trade union organization?
  - What are the causes of industrial disputes?
  - Define integrative bargaining.
  - State the objectives of ILO.
  - State four bipartite committees.
  - Is there any difference between 'Ascending Participation' and "Descending Participation".

Part- II

- Q2 Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)
- Discuss the systems approach to industrial relations.
  - Explain the parties to industrial relations and the pattern of interaction between them.
  - Write an explanatory note on the methods followed by trade unions to realize their objectives.
  - Discuss Webbs' theory of industrial democracy.
  - How can trade unionism be made an effective tool of industrial relations in the context of India?
  - State and explain the weapons of labour and management which might be used in a situation of industrial conflict.
  - Define industrial dispute. Discuss the steps you would suggest for achieving lasting industrial peace in india.
  - What is Meant by collective bargaining? Discuss the subject matter of collective bargaining.
  - Briefly explain Chamberlain's theory of collective bargaining with suitable examples.
  - Discuss the organization structure of International Labour Organization.
  - Briefly summarise the role of tripartite bodies in india.
  - Explain in brief the various modes of WPM in India.

(11)

Part-III

Long Answer Type Questions (Answer Any Two out of Four)

- Q3 In the present IR scenario, what, according to you, are the necessary conditions for a healthy industrial relations climate? What are the functions of the IR department of an organization and the activities to be taken up by the IR specialists in the department? (8+8)
- Q4 Explain the machinery for prevention and settlement of industrial disputes in India. (16)
- Q5 Discuss the importance of collective bargaining as a method of regulating relations between employers and employees. What obstacles restrict the growth of collective bargaining in India? Suggest measures for increasing effectiveness of collective bargaining. (8+4+4)
- Q6 Write a comprehensive note on workers' participation in management. State the conditions essential for success in labour-management cooperation in India. List the benefits of WPM. (8+4+4)

QUS-337

(12)



Registration No :

M A R K E T I N G

Total Number of Pages : 02

MBA  
15MNG305A

3<sup>rd</sup> Semester Regular / Back Examination 2018-19  
SERVICES MARKETING (SM)

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : E406

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part-I

- Q1 Short Answer Type Questions (Answer All-10) (2 x 10)
- Make classification of service product on any defined criteria with examples?
  - Define the term 'service' in the context of marketing management?
  - What do you mean by 'moment-of-truth'?
  - What do you mean by 'service continuum'?
  - What do you mean by service process re-engineering?
  - Provide some examples of customer profitability segment?
  - Differentiate the 'relationship marketing' from 'transactional marketing'?
  - Give two hypothetical examples of successful service-scape with justification?
  - Give two examples of service failure in the DTH service providers' industry.
  - "Consumer is the co-producer in the service marketing management". Elaborate this statement?

Part-II

- Q2 Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)
- Give three important reasons behind the huge growth of service economy in India with justifications?
  - What do you mean by 'zone of tolerance'? What are its strategic relevance while formulating recovery strategies?
  - Why extra 3Ps are required in addition to the traditional marketing-mix for the marketing of services? Explain your answer keeping in view the recent condition of telecommunication services?
  - Explain the challenges of service marketing in Indian context with appropriate examples?
  - What is the importance of distribution channel for the marketing of services? Explain different types of channel conflict?
  - What are various functions of packaging? How, packaging functions also justify the service brand?
  - What do you mean by customer life-time value? How, the knowledge CLV is important for the service marketers to retain the current customer?
  - Expand this statement - "customers are productive resources & contributors to service quality"? Propose some strategies to enhance customers' participation in service delivery with appropriate examples?

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- i) You have decided to be the entrepreneur of a fast-food retail chain after your management degree. According to prior study, you have made a strategy to open it in four major towns of Odisha in such a manner that the entrepreneur's reputation/corporate brand can be appropriately build. Suggest the branding and packaging strategies in the said situation?
- j) What is the importance of buying roles in purchase decision making of service products? Explain the personal and psychological factors that influence the consumer behavior towards service market offerings?
- k) What is 'service triangle'? Which component of service marketing-mix is generally strategized by the service organization with the service triangle? Explain with examples.
- l) You are the research consultant for a successful entrepreneur of a physiotherapy organization for the old aged persons in small towns of India. The entrepreneur asked you to do a research regarding entry strategy to the metro cities of India. Explain research process in this context?

Part-III

Long Answer Type Questions (Answer Any Two out of Four)

- Q3 What are various objectives of pricing relating to service market offerings? Explain different pricing strategies? Which pricing strategy is appropriate for multiplex service providers in India? Justify as a research consultant? (16)
- Q4 What are various demand patterns for the service products? Explain the strategies to match the demand & capacity, relating to a chain of private hospitals providing medical services, which has number of branches in various towns of Odisha? (16)
- Q5 LINGARAJ LASI, a famous traditional summer drink (LASI) provider in all most all seasons. It is generally facing serious problem of serving customers timely at the evening of summer season, for which customers show their dissatisfaction, even if having the good quality of product. Suggest various recovery strategies for the above said service failure? (16)
- Q6 A chain of private education service provider proving services of private coaching to the candidates of various competitive examinations for the Government jobs. Justify the appropriate promotion-mix to promote the above said service product in south Indian states? (16)

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Registration No :

M A R K E T I N G

Total Number of Pages : 01

MBA  
15MNG304A

3<sup>rd</sup> Semester Regular / Back Examination 2018-19  
SALES & DISTRIBUTION MANAGEMENT (SDM)

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : E327

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Short Answer Type Questions (Answer All-10)

(2 x 10)

- What is a Sales Organization?
- What is Horizontal Marketing?
- What is understood by Channel Conflict?
- What do you understand by Joint Venture mode of Entry?
- What is SCM?
- What do you understand by Selection in Recruitment and Selection Process?
- What is meant by Channel Integration?
- What do you understand by Inventory Planning?
- What is a Sales Budget?
- What is a Level - I Channel?

Part-II

Q2 Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- Explain Channel Management with examples.
- Design customer oriented marketing channel.
- Lay down Inventory Management Decisions and justify.
- How can channel competition be organized properly through co-operation?
- How can companies attain International Orientation?
- What is the need of Sales Forecasting?
- Explain Territory Management and its Implications.
- Distinguish between Distributions Management and Logistical Management?
- How can the behavior of Channel Members be managed?
- Explain Sales Management.
- Why should there be Channel Relationship Management? Lay down its significance.
- What is the role of Logistics Planning? Elaborate your answer.

Part-III

Q3 Long Answer Type Questions (Answer Any Two out of Four)

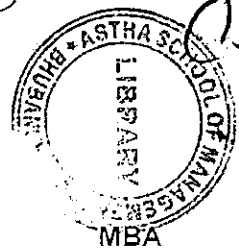
Q3 Explain the different modes of Entry into foreign Markets? Exemplify your answer. (16)

Q4 What are the different modes of compensating the Sales Force? Analyze your answer with examples. (16)

Q5 How can channels be designed with channel conflict being kept at the minimum? Exemplify your answer. (16)

Q6 Design International Channel of Distribution for Indian Spices with example(s). Justify your answer. (16)





Registration No :

M A R K E T I N G

Total Number of Pages : 02

15MNG306A

3<sup>rd</sup> Semester Regular / Back Examination 2018-19

CONSUMER BEHAVIOUR (CB)

BRANCH : MBA

Time : 3 Hours

Max Marks: 100

Q.CODE : E510

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part- I

Q1 Short Answer Type Questions (Answer All-10) (2 x 10)

- a) Differentiate 'consumer' from 'customer'?
- b) Prepare a psychographic-Inventory for the market study of 'sports wearing'?
- c) Differentiate between enculturation from acculturation?
- d) Deduce a relationship between 'evoked set', 'inept set' & 'inert set'?
- e) What do you mean by 'Gestalt'?
- f) What do you mean by just noticeable difference (JND)?
- g) Justify, when 'beliefs' become 'values' of customers?
- h) What do you mean by venturesomeness?
- i) Give two examples of pricing strategy and promotional strategy, where cognitive theory of consumer behavior is applied?
- j) What do you mean by 'subliminal perception'?

Part- II

Q2 Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- a) What do you mean by 'cognitive dissonance'? Differentiate cognitive theory of consumer behavior from psychoanalytical theory of consumer behavior?
- b) Selective attention, selective retention & selective distortion are not the perfect mechanism to study the perception of human being, while they act as consumers. Do you agree? Yes or No? Justify your answer through the mechanism of perception.
- c) What is black-box model? How the knowledge of black-box model is helpful to planners for launching a new product?
- d) Explain, how market segmentation by study of VALS model is helpful for the marketers of fashionable garment products in Indian urban areas?
- e) Compare and contrast the 'need hierarchy theory of motivation' with Herzberg's theory of motivation?
- f) Explain various stages of family life cycle along their relevance with the purchase decision making? Give your insight to the changing role of family in today's hi-tech market?
- g) Define social class? Explain various classifications of social class with appropriate examples?
- h) What do you mean by 'diffusion of innovation'? Explain various phases of diffusion of innovation? Give your answer by focusing on new models of cars that the companies are launching in regular intervals in Indian markets.

(16)

- i) 'Culture is the most fundamental determinant of consumer behaviour'. Expand this statement. How cross-cultural understanding is helpful for the marketers to differentiate their products?
- j) Do you realize that opinion leadership is dynamic nature? Give your answer by explaining the nature of opinion leadership? Cite any example where the marketer taken the help of opinion leadership to advertise its products.
- k) Explain the typical communication between marketer & consumers with the arguments of Nicosia model of consumer behavior?
- l) Do you think that the traditional definition of learning can be treated as it is, for those individuals who act as the customers for the specific marketer? Justify your answer with the help of relevant theory / theories of learning?

Part-III

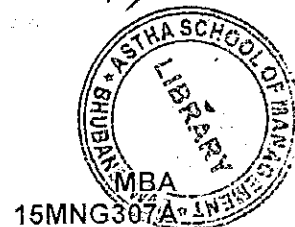
Long Answer Type Questions (Answer Any Two out of Four)

- Q3 Explain, how 'satisfaction' & 'dissatisfaction' create the intention to purchase by describing clearly Engel-Kollat- Blackwell model of consumer behavior? Do you think that this model is relevant to every industry? Justify your answer by taking two examples. (16)
- Q4 Explain the relationship between information inputs, perpetual construct & learning construct by describing critical issues of Howard-Sheth model of consumer behavior? (16)
- Q5 Explain the developments in the 'enhanced adoption process model' over the stages of traditional stages of adoption process? What are various categories of adopters? (16)
- Q6 Study of consumers' attitude in India in comparison to other Asian countries, is more complex. By your opinion which constituent model(s) of multi-attribute-attitude is / are more suitable to study the Indian consumers? Justify your answer by explaining the entire multi-attribute-attitude model. (16)

Registration No :

M A R K E T I N G

Total Number of Pages : 02

3<sup>rd</sup> Semester Regular / Back Examination 2018-19

RETAIL MARKETING (RM)

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : E579

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

## Part-I

- Q1 Short Answer Type Questions (Answer All-10) (2 x 10)
- What is retail equity?
  - Differentiate 'hyper market' from 'super market'?
  - What is 'employee productivity' in the context of retail industry?
  - What do you mean by 'feature areas'?
  - What do you mean by 'customer pyramid'?
  - What is GMROI?
  - What do you mean by 'fixtures' in retail design?
  - Can EDLP be possible for service retailing? Justify your answer keeping in view the Indian scenario.
  - Give two examples of 'digital signage' of any organized retailer of your city?
  - What do you mean by 'fixtures' in retail design?

## Part-II

- Q2 Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)
- What is private level? Differentiate private level from manufacturer's brand with appropriate examples? Write the importance of private levels for the retail organizations?
  - Deduce a relationship between 'predatory pricing' with 'competitiveness of retailer'? Cite appropriate examples with your answer.
  - Compare & contrast the 'shopping centers' with 'power centers' with appropriate examples?
  - State some critical human resources issues of retail organizations? How retail employees can be motivated?
  - What is the importance of layout for the organized retailers? Explain various types of layouts with figures?
  - 'Store loyalty' is more important in retailing than the 'brand loyalty' for any retailers. Why? Explain the buying process in the context of retailing?
  - Explain various theories of retail development. Justify, which theory / theories is/are best suit for the online retailing in India?
  - Explain, how supply chain management can be effective by collaborating the retailers with vendors?
  - Explain different store-based retail formats dealing with general merchandise. Cite separate examples for every format?
  - Write short-note on any one of the un-planned retail locations with the advantages & disadvantages?
  - Write a short-note on 'space management' in the context of organized retailing?
  - What is the importance of buying roles both in the organized un-organized retailing context? Explain various types of buying decisions with appropriate examples?

(18)

Part-III

Long Answer Type Questions (Answer Any Two out of Four)

- Q3 Explain the retail marketing-mix with appropriate examples? Which element of this marketing-mix need to be emphasized by the Indian retail chains to compete with multinational retail chains in India? (16)
- Q4 What do you mean by merchandise planning? Explain step-by-step procedure of merchandise planning keeping in view the Indian retailers in tier-II cities of India. (16)
- Q5 What are the objectives of pricing decisions of organized retailers? Explain various pricing strategies with appropriate examples? (16)
- Q6 How relationship marketing is different from transactional marketing? Explain the importance of relationship marketing of organized retailers in comparison to un-organized retailers? Can technology substitute the relationship marketing? Justify your answer with Indian cases. (16)

Registration No :

FINANCE

09



Total Number of Pages : 02

MBA  
15MNG307B

3<sup>rd</sup> Semester Regular / Back Examination 2018-19  
STRATEGIC FINANCIAL MANAGEMENT (SFM)

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : E580

Answer Question No.1. (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part- I

Q1 Short Answer Type Questions (Answer All-10) (2 x 10)

- Write two activities that are not called "Corporate Restructuring"
- What is buyback of shares? Why companies re-purchase its own share?
- What is Value chain analysis?
- What is reverse-engineering?
- What are the tools used in Financial Engineering?
- What do you mean by absolute control over a company in acquisition?
- What is a special purpose vehicle?
- What is kaizen? Write down its utilization.
- Why companies go for international merger and acquisition?
- Write down two limitations of balance scorecard.

Part- II

Q2 Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- Explain the different types of corporate strategies.
- Discuss the different types of bond yield.
- Explain the motives behind merger.
- What is a friendly takeover? Discuss the objectives of takeover
- What are the different types of due diligence? Discuss
- Explain the pre bid and post bid takeovers.
- What is MBO? Explain the characteristics and types of MBO.
- What are the objectives of corporate restructuring?
- What is divestiture? Discuss the methods of divestiture.
- What are refinancing and Rescue financing? Explain.
- Mention some benefits of downsizing.
- Discuss the advantages and disadvantages of Spin-off.

Part-III

Long Answer Type Questions (Answer Any Two out of Four)

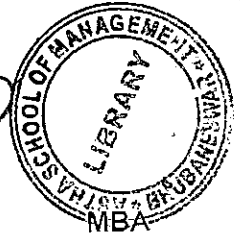
- Q3 What do you understand by the term "Leverage buyout"? Explain the steps in it with suitable example. (16)
- Q4 Discuss various reasons why M&A fail? (16)
- Q5 XYZ Ltd is intending to acquire ABC Ltd. by merger and the following information is available in respect of the companies : (16)

Particulars	XYZ Ltd	ABC Ltd
No. of Equity shares	5,00,000	3,00,000
Earnings after Tax (Rs.)	25,00,000	9,00,000
Market value per share (Rs.)	21	14

- a) What is the EPS of both the companies?
- b) If the proposed merger takes place, what would be the new EPS for XYZ Ltd (assuming that the merger takes place by exchange of equity shares and the exchange ratio is based on the current market prices)
- c) What would be the exchange ratio, ABC Ltd want to ensure the same earnings to members as before the merger takes place?
- Q6 R Ltd is having an issued and subscribed capital of 50,000 equity shares of Rs 100 each fully paid up. The company's after tax profits for the year 2017-18 is amounting to Rs30 lakhs. The average present stock exchange price of the company's share is Rs 190. The PE ratio of the four listed companies to be used for calculation, their types of business seems to be similar are (16)

Company	2015-16	2016-17	2017-18
A Ltd	5.7	6.3	7.1
B Ltd	6.5	5.9	6.8
C Ltd	7.4	6.8	7.0
D Ltd	5.0	5.9	6.1

Calculate the valuation of business and per share based on average P/E ratio of the industry.



Registration No :

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Total Number of Pages : 02

15MNG305B

3<sup>rd</sup> Semester Regular / Back Examination 2018-19  
 FINANCIAL DERIVATIVES (FD)

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : E407

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

## Part- I

Q1 Short Answer Type Questions (Answer All-10)

(2 x 10)

- What is meant by price discovery?
- What are the roles of a clearing house? Name the clearing house.
- What is displacement effect?
- What is an optional term contracts?
- What is cross hedge equation?
- What is a basis risk?
- What is convergence?
- What is margin? Where is it applicable?
- When is a put exercised?
- What is risk neutral valuation?

## Part- II

Q2 Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- A stockbroker is holding 1000 shares of Reliance industries limited. Each selling currently at Rs. 1800. A future contract expiring in one month is trading at Rs. 1808. Each contract is of 100 shares. If the stockholder can borrow or invest at 12% p.a, can he take advantage of the situation identifying arbitrage opportunity?
- What categories of investors / traders use derivatives?
- Explain the concept of cost of carry through an example.
- Distinguish between forwards and futures.
- Discuss the uses and applications of Stock index Futures.
- Discuss the principles of American Options pricing.
- What are straddle and strangle? Explain through examples.
- Explain the different types of spreads.
- Explain the put-call parity citing an example.
- Discuss the binomial model for pricing of options.
- What are various assumptions under the Black-Scholes model?
- Suppose the stock price is Rs100 and the risk free rate of return is 8%. Can a three month European call with a strike price of Rs 94 be priced at Rs 6? Can a European Put be priced at Rs 6?

(21)

Part-III

Long Answer Type Questions (Answer Any Two out of Four)

- Q3 Write a note on financial derivatives market with reference to Indian context and the global context. (16)
- Q4 Discuss the basic and advanced trading strategies using stock futures? (16)
- Q5 What is an option? Explain with examples the modality of earning a profit or suffering a loss in option trading? (16)
- Q6 What is a swap? Discuss the economic motive for swaps and the mechanics of interest rate swaps (16)

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Part-III

Long Answer Type Questions (Answer Any Two out of Four)

- Q3 Write a note on financial derivatives market with reference to Indian context and the global context. (16)
- Q4 Discuss the basic and advanced trading strategies using stock futures? (16)
- Q5 What is an option? Explain with examples the modality of earning a profit or suffering a loss in option trading? (16)
- Q6 What is a swap? Discuss the economic motive for swaps and the mechanics of interest rate swaps (16)

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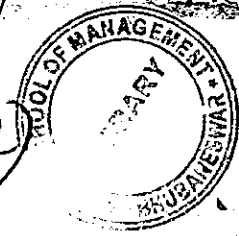
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Registration No :

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Total Number of Pages : 01

MBA  
15MNG306B

3<sup>rd</sup> Semester Regular / Back Examination 2018-19  
FINANCIAL MARKETS AND SERVICES (FMS)

BRANCH : MBA  
Time : 3 Hours  
Max Marks : 100  
Q.CODE : E511

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part-I  
Q1 Short Answer Type Questions (Answer All-10) (2 x 10)

- a) State the two objectives of Money Market.
- b) What do you mean by financial intermediary?
- c) What is Adhoc Treasury bill?
- d) What is Gilt Edged Security?
- e) What is NSDL?
- f) What do you mean by Cross Border Lease?
- g) Distinguish between Income Fund and Growth Fund.
- h) State two features of Commercial Paper.
- i) Name the share indices of BSE and NSE?
- j) What do you mean by Venture Capital?

Part-II  
Q2 Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- a) What do you mean by Call Money market?
- b) What do you mean by Sale and Lease Back?
- c) What are the SEBI guidelines for IPO?
- d) What is Listing of Securities?
- e) What is New Issue Market?
- f) State the need of Investor's Protection.
- g) Classify financial assets giving examples.
- h) Give suggestions for success of venture capital in India.
- i) Discuss the methods of settlement of transactions in stock exchange?
- j) What do you mean by Project Counseling?
- k) Explain the credit rating procedure of CRISIL.
- l) Distinguish between Financial Lease and Operating Lease.

Part-III  
Q3 Long Answer Type Questions (Answer Any Two out of Four) (16)

- Q3 Discuss the services offered by Credit Rating agencies in India. Also describe the benefits of credit rating to the Rated Companies. (16)
- Q4 What do you understand by Merchant Banking? Examine the role of merchant banker in the corporate scenario in Indian context. (16)
- Q5 What are the different types of Financial Markets? Discuss the roles and functions of financial markets in India. (16)
- Q6 'Mutual Funds provide stability to share prices, safety to investors and resources to prospective entrepreneurs.' Discuss. (16)

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Registration No :

F I N A N C E

Total Number of Pages : 02

MBA  
15MNG304B

3<sup>rd</sup> Semester Regular / Back Examination 2018-19  
SECURITY ANALYSIS & PORTFOLIO MANAGEMENT (SAPM)

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : E328

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part-I

(2 x 10)

Q1 Short Answer Type Questions (Answer All-10)

- a) Distinguish between investment and gambling.
- b) What exactly do you do in security analysis?
- c) Which are non-marketable financial assets?
- d) Explain business risk and financial risk.
- e) What do you mean by risk return relationship?
- f) What are the elements of return? Write the formula to compute return.
- g) What does fundamental analysis involve?
- h) What is a short sale? Explain with example.
- i) What is breadth of market? What do we try to get from finding the breadth of market?
- j) What is random walk theory?

Part-II

(6 x 8)

Q2 Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

- a) Explain the characteristics of different types of speculators.
- b) What are the different types of investment alternatives available for a genuine investor in India? Discuss
- c) Explain with suitable graphs the concepts of SML and CML and bring out the relevance.
- d) Discuss the need for and constrains in portfolio revision.
- e) Calculate the performance measure of the portfolio A and B, in terms of Sharpe ratio and Jensen and Treynor ratio from the following data;

Particulars	Portfolio A	Portfolio B
Average Return	35%	28%
Beta	1.2	1.0
Standard Deviation	42%	30%
Non Systematic Risk	1.18	0

The risk free rate during the period was 6%.

- f) How many parameters must be used to analyze the risk return profile of a 45 stock portfolio using the Markowitz modal and Sharpe single index model.
- g) Explain through an appropriate matrix to compute the risk and return of a portfolio consisting of stocks of 4 (Four) different companies.

- h) Explain the nature of efficient frontier with riskless lending and borrowing. Use graph and imaginary figures to explain this.
- i) Discuss the efficient market hypothesis and implications of random walk theory .
- j) Mr. Shyam has the following scrips in his portfolio :

Industries	Beta	Proportion of Investment
Acc Ltd	0.8	20
SBI	1.25	30
Bombay Dyeing	0.9	15
BSES	1.1	20
GE	1.5	15

- The risk free return is 5% and the market return is 14%. What is the return of this portfolio?
- k) Explain Dow theory.
- l) What is RSI? Explain its calculation and interpretation.

### Part-III

#### Long Answer Type Questions (Answer Any Two out of Four)

- Q3 Is it necessary to revise the portfolio frequently? What problems would you encounter for resorting to this? Discuss the different formula plans available for revising the portfolio. (16)
- Q4 Discuss the fundamental principle and assumptions in fundamental analysis. Discuss the factors affecting industry analysis. (16)
- Q5 How do you construct an optimal portfolio? Discuss the contribution of Harry Markowitz in portfolio selection. Explain with suitable diagram. Discuss its assumptions and limitations too. (16)
- Q6 Write short notes :  
 a) Margin Trading (8)  
 b) Non-financial indicators in company analysis (8)



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Registration No : 204

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MBA  
15MNG301

Total Number of Pages : 02

3<sup>rd</sup> Semester Regular Examination 2018-19  
COST AND MANAGEMENT ACCOUNTING

BRANCH : MBA  
Time : 3 Hours  
Max Marks : 100  
Q CODE : E002

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Short Answer Type Questions. (Answer All-10) (2x10)

- Distinguish between cost centre and profit centre.
- What are cost units? Give examples of cost units for five items of services and products.
- Explain the uses of MHR.
- In what way learning curves have significance in Cost Accounting?
- Distinguish between cost reduction and cost control
- Give examples of joint products and by-products two each.
- What is ZBB? Explain its utilities.
- What does it imply if the angle of incidence is more than average?
- What is batch costing method? Where is it used?
- What do you mean by disposal of variances?

Part-II

Q2 Focused-Short Answer Type Questions- (Answer Any EIGHT out of TWELVE) (6x8)

- What is CPV analysis? Discuss its applicability in managerial decisionmaking.
- Calculate the break even number of candidates from the following information and show a verification table indicating there is no profit or no loss position:  
Fees collected per candidate Rs 100  
Variable cost per candidate Rs 60  
One supervisor remuneration per 100 candidates is Rs 400  
Fixed cost is Rs 40,000
- What are the methods of costing? Explain their adaptability in different industries.
- What is ABC analysis? What are its advantages?
- Discuss the principles of apportionment.
- Explain different methods of absorption of overhead.
- Distinguish between job costing and contract costing.
- How would you deal with by-products in costing
  - Where they are of small total value
  - Where they are of considerable total value
  - Where they require further processing.
- What is service costing? What are its features? To which type of industries, this is suitable?
- Explain the limitations of budgetary control
- Explain the different types of budgets. Also explain key factor in any budgeting system.

AGE

- l) Calculate the following :
- Total sales variance
  - Salesmix variance
  - Sales Price variance
  - Sales Quantity variance
  - Sales volume variance

Data are as follows :

Product	Standard units	Standard Rate	Actual units	Actual Rate
A	5000	5	6000	6
B	4000	6	5000	5
C	3000	7	4000	8

Part-III

Long Answer Type Questions (Answer Any TWO out of FOUR)

Q3 A factory uses a job costing system. The following cost data are available from the books for the year ended 2017-18. (16)

- Direct Material ; Rs 9,00,000
- Direct Wages; Rs 750,000
- Selling and Distribution Overheads Rs 5,25,000
- Administrative Expenses Rs 4,20,000
- Factory Overheads Rs 4,50,000
- Profit Rs 6,09,000

- Prepare a cost sheet indicating all details
- In 2018-19, the factory had received an order for a number of jobs. It is estimated that the direct materials would be Rs 12,00,000 and direct labor would cost Rs 7,50,000. What would be the price of these jobs if the factory intends to earn the same rate of profit on sales assuming that the selling and distribution overhead has gone up by 15%. The factory recovers factory overhead as a percentage of direct wages and administrative and selling and distribution overhead as a percentage of works cost, based on the cost rates prevalent in the previous year.

Q4 What are the different methods of pricing of material issues? Discuss the relative advantages and disadvantages of FOUR different methods. (16)

Q5 Define budgetary control. What are its characteristics? Explain the advantages and the pre-requisites to have an effective budgetary control system in a manufacturing organization. (16)

- Discuss what do you know about standard cost and standard costing. (8)
- Explain the advantages and difficulties in installing a sound standard costing system. (8)



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Total Number of Pages : 02

MBA  
15MNG3023<sup>rd</sup> Semester Regular / Back Examination 2018-19

BUSINESS LAW

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : E128

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

## Part- I

- Q1 Short Answer Type Questions (Answer All-10) (2 x 10)**
- A philanthropist provides food, dress and shelter and medical facilities to a lunatic for one year. Is the lunatic liable for payment to the philanthropist after he recovers?
  - What is the right of a lender in a time barred debt?
  - Your friend staying in Mumbai invited you to visit places there. You arrived on the fixed day. But your friend was not there. You are thoroughly cheated. You want to recover the cost of journey as well as the suffering from him. What shall you do?
  - Give an example of a unilateral mistake by explaining the mutual right and obligation.
  - Collateral transaction to an illegal agreement also becomes illegal. How? Explain with example.
  - State important documents that need to be filled by a newly formed public company with the Registrar of Companies at the time of incorporation.
  - Explain the concept of *right in rem* with example.
  - You purchased certain goods from a shop. But did not use for one year. After this you want to dispose it off at half the price. But by then the goods lost its quality. The man who purchased it from you wants to file a consumer case against you. Will he succeed?
  - Define a private company.
  - What are the fundamental principles of a quasi-contract?

## Part- II

- Q2 Focused-Short Answer Type Questions (Answer Any Eight out of Twelve) (6 x 8)**
- Differentiate between illegal and unenforceable agreement.
  - Discuss in brief Carlill v Carbolic Smoke ball co case and discuss the legal rules confirmed in this case.
  - When is an offer complete? How and when may an offer be revoked?
  - Explain the doctrine of privity of contract.
  - What happens when there is destruction of the subject matter of bailment?
  - Can a person sell goods without being its owner? If so, write the situations when it would be possible.
  - What is a lien? Explain the different kinds of lien and the persons who have the right to exercise lien.
  - Explain the concept of Doctrine of caveat emptor with example.
  - What are the rights of a consumer?

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j)  
k)  
l)

What is a corporate veil? When can it be lifted?  
What is a memorandum of association? What are its clauses?  
Who can be a Director of a company? What are the situations when a director can be declared as disqualified to be a director?

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**Long Answer Type Questions (Answer Any Two out of Four)**

- Q3 A contract can come to an end in various ways. Is it true? Explain in detail at least 5 such ways it can be terminated (16)
- Q4 Discuss the various formalities as prescribed under the Act to incorporate and start business if a company. (16)
- Q5 Discuss the principle that emanates from the leading case Saloman vs. Saloman & Co. And discuss the salient features of a company. (16)
- Q6 Who is an unpaid seller? Discuss his rights against the buyer and the goods he sold. (16)

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Total Number of Pages: 02

MBA  
15MNG303

3<sup>rd</sup> Semester Regular / Back Examination 2018-19  
ENTREPRENEURSHIP AND BUSINESS INCUBATION

Branch : MBA  
Time: 3 Hours  
Max Marks: 100  
Q Code : E249

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

- Q1 Short Answer Type Questions (Answer All-10)** (02x10)
- Part- I**
- What is meant by Fabian Entrepreneur? Give two examples.
  - Define Industrial Sickness. Give examples of two sick companies.
  - Why Imitative Entrepreneur is better than Innovative Entrepreneur?
  - What is meant by Start Up ECO system?
  - Define Virtual Business Incubation and give suitable examples.
  - What are the different forms of Incubation Centres?
  - What is replicable business model for a start up business?
  - Distinguish between Start Up and Business Incubation.
  - State four important characteristics of a successful Entrepreneur.
  - What is TBI?
- Part- II** (06x08)
- Q2 Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)**
- What makes Silicon Valley a unique entity?
  - What are the major challenges faced by women entrepreneurs?
  - What is meant by Benchmarking?
  - What are the guidelines for Seed support System for Start Up business?
  - What are the different stages of financing a Start Up?
  - Discuss the basic constituents of a Business Plan.
  - Mention a few techniques to generate creative ideas.
  - Give a brief classification of Entrepreneurship.
  - What do you mean by Strategic Alliances? Explain with examples.
  - What do you mean by Intrapreneurship? How is it different from Entrepreneurship?
  - Discuss the Psychological and Social models of Entrepreneurship Development.
  - Discuss the state level institutions for supporting the entrepreneurial

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activities.  
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Part-III

Long Answer Type Questions (Answer Any Two out of Four)

- Q3 Briefly describe the rationale behind the development of MSM Enterprise in India. (16)
- Q4 What is Business Incubation? What are the underlying policies of Business incubation? (16)
- Q5 Define Start Up. What are the essential components of Start Up Business? (16)
- Q6 How Entrepreneurial Motivation is useful in developing a successful entrepreneur? (16)

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