

**MBA / MBA (HA) 4<sup>TH</sup> Semester**  
**Entrepreneurship – 6090401 / 6130402**  
**END TERM THEORY EXAMINATION**

Time: 03:00 Hrs

Max. Marks: 75

**Instructions:**

1. Write Roll No. on the Question Paper.
2. Candidate should ensure that they have been provided with correct question paper. Complaint(s) in this regard, if any, should be made within 15 minutes of the commencement of the exam. No complaint in this regard will be entertained thereafter.
3. Attempt 5 Questions in all. Q. No. 1 is compulsory. Students are required to attempt other FOUR questions selecting one from each unit. Marks are indicated against each question.
4. Draw diagram wherever required.

**Q.1.** Answer the following Questions.

- |   |     |
|---|-----|
| a) Business Idea Generation             | (2) |
| b) Business Environment                 | (2) |
| c) Entrepreneur Vs Entrapreneur         | (2) |
| d) Motivation for Entrepreneurship      | (2) |
| e) Objectives of EDP                    | (2) |
| f) Entrepreneur Vs Professional Manager | (2) |
| g) Industrial Sickness                  | (2) |
| h) Break even Analysis                  | (1) |

**UNIT-I**

**Q.2.** Define Entrepreneurship, its concepts and different functions of a successful entrepreneur (15)

**OR**

**Q.3.** Explain in detail the different factors impacting emergence of entrepreneurship, the role of entrepreneurship in economic development in India. (15)

**UNIT-II**

**Q.4.** What is 'Business Idea Generation'; give its different sources and methods of generating business ideas? (15)

**OR**

**Q.5.** What do you mean by Business Environment; explain in detail the different constituents or dimensions of Business Environment? (15)

**UNIT-III**

**Q.6.** Explain Market Planning, Market Research and different steps involved in preparing market plan for doing a Business, (15)

**OR**

**Q.7.** Explain the followings (3x5=15)

- a) Organization plan
- b) Form of ownership
- c) Financial planning

UNIT-IV

- Q.8. What are the different financial institutions /organizations supporting entrepreneurship, explain the role of any two financial institutions for supporting entrepreneurs (15)

OR

- Q.9. Explain the concept of Industrial Sickness and give different factors & causes for Industrial Sickness. Discuss the role of Government for removal of industrial sickness. (15).

\*\*\*\*\*ETE MAY 2018\*\*\*\*\*

Roll No. \_\_\_\_\_

**MBA - 4<sup>th</sup> SEMESTER**  
**E-COMMERCE - 06090402**  
**END TERM THEORY EXAMINATION**

**Time: 03:00 Hrs**

**Max. Marks: 50**

**Instructions:**

1. Write Roll No. on the Question Paper.
2. Candidate should ensure that they have been provided with correct question paper. Complaint(s) in this regard, if any, should be made within 15 minutes of the commencement of the exam. No complaint in this regard will be entertained thereafter.
3. Q. No. 1 is compulsory. Attempt other 4 questions selecting ONE from each unit. Marks are indicated against each question.
4. Draw diagram wherever required.

**Q.1. Attempt all the questions:- (2x5=10)**

- a) What is e-Commerce?
- b) Define electronic payment system.
- c) What are Digital copyrights?
- d) What is Internet Advertising?
- e) What is full text search engine?

**UNIT-I**

**Q.2. Elaborate E-commerce framework? Explain the factors of affecting E-commerce. (10)**

**OR**

**Q.3. Describe business & technological dimension in E-commerce.**

**UNIT-II**

**Q.4. What is EDI? How EDI alters the paper based ordering process? (10)**

**OR**

**Q.5. Write Features, advantages & disadvantages of any two E-payment instruments.**

**UNIT-III**

**Q.6. Write short notes on:- (10)**

- a) E-procurement
- b) Online Research
- c) Internet Retailing
- d) Collaboration Agents

**OR**

**Q.7. What is Mobile Commerce? Write its benefits & framework.**

**UNIT-IV**

**Q.8. Explain the importance of computer based education and training in an organization. (10)**

**OR**

**Q.9. Describe the role of internet advertising and marketing for competitive advantage.**

**MBA – 4<sup>TH</sup> SEMESETER EXAMINATION**  
**(SUB: TALENT MANGEMENT; PAPER CODE:-609405)**

Time: 03:00 Hrs

Max. Marks: 75

**Instructions:**

1. Write Roll No. on the Question Paper.
2. Candidate should ensure that they have been provided with correct question paper. Complaint(s) in this regard, if any, should be made within 15 minutes of the commencement of the exam. No complaint in this regard will be entertained thereafter.
3. Attempt 5 Questions in all. Q. No. 1 is compulsory. Students are required to attempt other FOUR questions selecting one from each unit. Marks are indicated against each question.
4. Draw diagram wherever required.

**Q.1.** Attempt all the following questions:-

- a) Define work force diversity. (2)
- b) Explain the meaning of talent management. (2)
- c) What do you mean by talent multiplication? (2)
- d) Explain two sources of talent procurement. (2)
- e) Define talent departure. (2)
- f) What is talent engagement? (2)
- g) Explain the recent trends in talent management. (2)
- h) Define business performance. (1)

**UNIT-I**

**Q.2.** Define talent and talent management? Explain the objectives and importance of talent management. (15)

**OR**

**Q.3.** What are talent imperatives? Explain the elements of talent management. What is the role of HR in talent management? (15)

**UNIT-II**

**Q.4.** What do you mean by talent procurement? How do you identify talent needs? Explain methods of developing talents. (15)

**OR**

**Q.5.** Explain in detail the steps of recruitment and selection of talent. (15)

**UNIT-III**

**Q.6.** What do you mean by talent retention? How do you retain the talent in your company? Why is talent retention necessary in an organization? (15)

**OR**

**Q.7.** What are the consequences of talent departure? Give suggestions to stop talent departure in your company. (15)

**UNIT-IV**

**Q.8.** Write short notes on the following:- (15)

- a) Talent metric
- b) Human capital investment.
- c) Succession planning.

**OR**

**Q.9.** Explain the contribution made by talent to business performance and growth. What according to you should be transformed for the betterment of HR in future? (15)

Roll No. \_\_\_\_\_

**MBA – 4<sup>th</sup> SEMESTER**  
**GLOBAL STRATEGIC MANAGEMENT - 6090417**  
**END TERM THEORY EXAMINATION**

Time: 03:00 Hrs

Max. Marks: 75

**Instructions:**

1. Write Roll No. on the Question Paper.
2. Candidate should ensure that they have been provided with correct question paper. Complaint(s) in this regard, if any, should be made within 15 minutes of the commencement of the exam. No complaint in this regard will be entertained thereafter.
3. Attempt 5 Questions in all. Q. No. 1 is compulsory. Students are required to attempt other FOUR questions selecting one from each unit. Marks are indicated against each question.
4. Draw diagram wherever required.

**Q.1. Answer the following Questions.**

- a) What is meant by core competency of a firm? (2)
- b) What precautions are taken before going for internationalization? (2)
- c) What is cross border mergers and acquisitions? (2)
- d) Define the term global strategic management. (2)
- e) Write dimension of global strategic management. (2)
- f) What is meant by multi domestic strategy? (2)
- g) Define the term transnational strategic management. (2)
- h) What is E-commerce strategy? (1)

**UNIT-I**

- Q.2. a) Distinguish international strategic management and domestic strategic management. (8)**  
b) Define the term international strategic management and discuss its distinguish features. (7)

**OR**

- Q.3. a) Discuss the motives and determinate of internationalization. (8)**  
b) Discuss 10-P model of global strategic management. (7)

**UNIT-II**

- Q.4. a) How should a multinational corporation scan economic environment of potential host countries? (8)**  
b) What is the relevance of analyzing cultural environment in multinational strategy making? (7)

**OR**

- Q.5. a) Discuss the various aspects of environmental scanning necessary for indentifying opportunities and threats in company environment. (8)**  
b) Discuss – “firms which systemically analyzed the environment are more effective than those to which don't”. (7)

P.T.O.

UNIT-III

Q.6. Explain the three different types of subsidiary level strategy and discuss some of the pitfalls associate with each type of the generic strategies. (15)

OR

Q.7. a) Discuss HR strategies in cross cultural environment. (7)

b) Discuss Integration of ethical and social responsibility concern with strategic management. (8)

UNIT-IV

Q.8. Discuss strategic risk management framework for multinational firm. (15)

OR

Q.9. Describe the relevance of industry and competitors analysis to the strategic choice process. (15)

\*\*\*\*\*ETE MAY 2018\*\*\*\*\*

**MBA 4<sup>TH</sup> SEMESTER**  
**Industrial Relations & Labour Legislations - 6090406**  
**END TERM THEORY EXAMINATION**

**Time: 03:00 Hrs**

**Max. Marks: 75**

**Instructions:**

1. Write Roll No. on the Question Paper.
2. Candidate should ensure that they have been provided with correct question paper. Complaint(s) in this regard, if any, should be made within 15 minutes of the commencement of the exam. No complaint in this regard will be entertained thereafter.
3. Attempt 5 Questions in all. Q. No. 1 is compulsory. Students are required to attempt other FOUR questions selecting one from each unit. Marks are indicated against each question.
4. Draw diagram wherever required.

**Q.1.** Answer the following Questions.

- a) Define clearly Industrial Relations. (2)
- b) What do you understand by appropriate technology? (2)
- c) Explain the difference between traditional & new Industrial worker in India (2)
- d) Explain the rights & responsibilities of registered trade unions. (2)
- e) What do you understand by social security measures? Give some examples (2)
- f) What do you understand by discipline & indiscipline in reference to a business organization? (2)
- g) Define employee engagement & involvement. (2)
- h) What do you understand by Quality of working life? (1)

**UNIT-I**

**Q.2.** Explain the concept of Industrial relation. Explain the factors affecting industrial relations. (15)

**OR**

**Q.3.** Explain the meaning of technological change. Explain in detail the impact of technological change on industrial relations. (15)

**UNIT-II**

**Q.4.** Why do workers join trade union? Write down the procedure of registration of a trade union. (15)

**OR**

**Q.5.** What are the objectives of ILO? Explain in detail the structure of ILO. (15)

**UNIT-III**

**Q.6.** What do you understand by employee grievances? What are its causes? Explain the factors which commonly contribute to increase employee grievances? (15)

**OR**

**Q.7.** Define Social Security. What are its types? How will you justify the need for social security in India? (15)

UNIT-IV

Q.8. What is quality of working life? What are the measures to improve quality of working life in an organization? (15)

OR

Q.9. Define collective bargaining. Explain collective bargaining process. What are the prerequisites to collective bargaining? (15)

\*\*\*\*\*ETE MAY JUNE 2018\*\*\*\*\*

---

Roll No. \_\_\_\_\_

**MBA 4<sup>th</sup> SEMESTER EXAMINATION**  
(SUB: International Logistics; PAPER CODE: - 609419)

**Time: 03:00 Hrs**

**Max. Marks: 75**

**Instructions:**

1. Write Roll No. on the Question Paper.
2. Candidate should ensure that they have been provided with correct question paper. Complaint(s) in this regard, if any, should be made within 15 minutes of the commencement of the exam. No complaint in this regard will be entertained thereafter.
3. Parts of a question should be attempted in sequential order. Marks are indicated against each question.

- Q.1. Write short notes on (15)**
- a) Direct Export
  - b) Licensing
  - c) Letter of Credit
  - d) SEZ
  - e) Cargo Insurance
  - f) EXIM Bank
  - g) Significance of International Logistics

**UNIT-I**

- Q.2. What do you mean by Export? Discuss various steps involved in setting up of an Export Firm in India (15)**
- Q.3. Discuss various incoterms available in International trade. (15)**

**UNIT-II**

- Q.4. What do you mean by Pre shipment Finance? Discuss various options available with exporter. (15)**
- Q.5. Write short note on: (15)**
- a) Cargo insurance
  - b) Role of Forwarding Agents

**UNIT-III**

- Q.6. What do you mean by exchange rate? How businesses can be protected against adverse movements in exchange rates? (15)**
- Q.7. What do you mean by export credit risk insurance? Discuss the role of ECGC? (15)**

**UNIT-IV**

- Q.8. Explain various export promotion schemes in India. (15)**
- Q.9. Discuss Role of commodity boards and export promotion councils in trade promotion. (15)**

**MBA 4<sup>th</sup> Semester EXAMINATION****(SUB: Strategic Human Resource Management; PAPER CODE: -6090407)****Time: 03:00 Hrs****Max. Marks: 75****Instructions:**

1. Write Roll No. on the Question Paper.
2. Candidate should ensure that they have been provided with correct question paper. Complaint(s) in this regard, if any, should be made within 15 minutes of the commencement of the exam. No complaint in this regard will be entertained thereafter.
3. Attempt 5 Questions in all. Q. No. 1 is compulsory. Students are required to attempt other **FOUR** questions selecting one from each unit. Marks are indicated against each question.
4. Draw diagram wherever required.

**Q.1.****(2+2+2+2+2+2+2+1 = 15)**

- a) Describe SHRM
- b) What do you understand by Knowledge Economy
- c) Define Strategic Fit
- d) Differentiate Merger & Acquisition
- e) Define Outsourcing
- f) Define Performance Management
- g) 360 degree Appraisal
- h) Define HRD

**UNIT-I**

**Q.2.** Explain the concept of SHRM. Discuss the role of SHRM in development of organization along with various barriers. **(15)**

**OR**

**Q.3.** Distinguish between Strategic Human Resource Management and Traditional Human Resource Management. Which one is suitable in present environment and why? **(15)**

**UNIT-II**

**Q.4.** Describe the role of Human Resource Planning in organizational growth and development, support your answer with an suitable example. **(15)**

**OR**

**Q.5.** How HRM is linked with firm performance? Explain various criteria to measure HRM performance. **(15)**

**UNIT-III**

**Q.6.** Differentiate between performance and potential appraisal. How do these contribute to organizational growth. **(15)**

**OR**

**Q.7.** Discuss various strategic choices of staffing in an organization. Explain advantages and disadvantages of each alternative. **(15)**

**UNIT-IV**

**Q.8.** Differentiate between domestic and international labour markets. What all challenges may occur in managing international markets and what all skills are required to manage it? **(15)**

**OR**

**Q.9.** What do you understand by off shoring? Explain its objectives and significance for the organization. **(15)**

**MBA) – 4<sup>TH</sup> SEMESTER EXAMINATION**  
**(SUB:-International Accounting; PAPER CODE:-06090420)**

TIME: 03:00 Hrs.

Max Marks:75

**Instructions:-**

1. Write your Roll No. on the Question Paper.
2. Candidates should ensure that they have been provided with correct question paper. Complaints in this regard, if any should be made within 15 minutes of the commencement of the exam. No complaint(s) will be entertained thereafter.
3. Attempt five (05) questions in all, Q1. is compulsory. Students are required to attempt (04) questions, selecting (01) question from each unit. Marks are indicated against each question.
4. Draw the diagram wherever required.

**Q.1. Answer all the following questions:-**

- a) What is international dimension of accounting? (2)
- b) What do you mean by International Trade? (2)
- c) What do you mean by Audit environment? (2)
- d) What is OTC? (2)
- e) Differentiate between MNCs and TNCs? (2)
- f) What is risk management? (2)
- g) What are the instruments to control trade in international level? (2)
- h) What do you mean by free trade area? (1)

**UNIT-I**

**Q.2.** What do you understand by foreign exchange (forex) market? Describe its features. (15)

**OR**

**Q.3.** How far transfer pricing is helpful in dealing with International Accounting- Explain (15)

**UNIT-II**

**Q.4.** Do you think that international taxation is helpful in dealing with international trade --- Elaborate? (15)

**OR**

**Q.5.** What do you understand by Multinational Corporation? How do MNCs come into existence? (15)

**UNIT-III**

**Q.6.** Discuss the objectives and scope of International Accounting standard-1. What is the principal of "Fair Presentation of Compliance with IARS"? (15)

**OR**

**Q.7.** Explain the process of developing International Accounting Standards? Are International Financial Reporting Standards (IFRS) rule based or principal based? Elaborate. (15)

**UNIT-IV**

**Q.8.** Discuss the pros and cons of regional economic integration in the concept of International level. (15)

**OR**

**Q.9.** "Harmonization of accounting standards will help the world economy". Briefly highlights the benefits of harmonization in this respect. Discuss the various obstacles to global accounting harmonization. (15)

Roll No. \_\_\_\_\_

**MBA-4<sup>TH</sup> SEMESTER EXAMINATION**

(SUB: Security Analysis and Portfolio Management; PAPER CODE: 6090411 )

Time: 03:00 Hrs

Max. Marks: 75

**Instructions:**

1. Write Roll No. on the Question Paper.
2. Candidate should ensure that they have been provided with correct question paper. Complaint(s) in this regard, if any, should be made within 15 minutes of the commencement of the exam. No complaint in this regard will be entertained thereafter.
3. Parts of a question should be attempted in sequential order. Marks are indicated against each question.
4. Draw diagram wherever required.

**Q.1. Explain the following:-**

- a) What is investment? (2)
- b) Discuss the features of equity investment. (2)
- c) Define new issue market. (2)
- d) How does systematic risk affect the individual stock return? (2)
- e) Find out the yield to maturity on an 8% five year bond selling at Rs 105. (2)
- f) What is fundamental analysis? (2)
- g) What is random walk theory? (2)
- h) What is meant by optimal portfolio? (1)

**UNIT-I**

- Q.2. (a)** What are the characteristics that an investor would like to have in an investment option? Explain each of these characteristics. (7)
- (b)** "There is a trade-off between risk and return". Explain the statement with suitable example. (8)

- Q.3. (a)** Calculate the expected return and the standard deviation of returns for a stock having the following probability distribution of returns. (8)

Returns (%)	-25	-10	0	15	20	30	25
Probability	0.05	0.10	0.10	0.15	0.25	0.20	0.15

- (b)** Explain the concept of systematic risk. Why is it called systematic risk? (7)

**UNIT-II**

- Q.4.** "Fundamental analysis provides an analytical framework for rational decision making". Explain. (15)

- Q.5. (a)** Define the various forms of market efficiency. What do they have in common? (8)
- (b)** Explain the basic principles and hypothesis of Dow Theory. (7)

### UNIT-III

**Q.6.** A portfolio is constituted with four securities having the following characteristics:

Security	Return (%)	Proportion of investment
P	17.5	0.15
Q	24.8	0.25
R	15.7	0.45
S	21.3	0.15

Calculate the expected returns and risk of the portfolio.

(15)

- Q.7.** (a) Describe the Sharpe Single Index Model. How do you interpret alpha and beta parameters in the model? (8)
- (b) What are the risk factors in APT model? How are they determined? (7)

### UNIT-IV

**Q.8.** An investor owns a portfolio that over the last five years has produced 16.8% annual return. During that time the portfolio produced a 1.10 beta. Further, the risk free return and the market return averaged 7.4% and 15.2% per year respectively. How would you evaluate the performance of the portfolio? (15)

- Q.9.** (a) What is meant by holding period yield of a portfolio? How is it calculated? (8)
- (b) Distinguish between active revision strategy and passive revision strategy. (7)

Roll No. \_\_\_\_\_

**MBA 4<sup>TH</sup> SEMESTER EXAMINATION**  
**(SUB: Financial Derivatives; PAPER CODE: 6090412)**

**Time: 03:00 Hrs**

**Max. Marks: 75**

**Instructions:**

1. Write Roll No. on the Question Paper.
2. Candidate should ensure that they have been provided with correct question paper. Complaint(s) in this regard, if any, should be made within 15 minutes of the commencement of the exam. No complaint in this regard will be entertained thereafter.
3. Attempt FIVE Questions in all. Question No.1 is compulsory. Students are required to attempt Four Questions selecting ONE question from each unit. Marks are indicated against each question.
4. Draw diagram wherever required.

**Q.1. Explain the following:-**

- a) Explain the term 'financial derivatives'. (2)
- b) Explain the merits and demerits of financial derivatives. (2)
- c) Distinguished between forward contracts and futures contracts. (2)
- d) What is a financial futures contract? (2)
- e) Explain what happens when an investor shorts a certain shares. (2)
- f) What do you understand by long hedge? (2)
- g) What is swap and swap contract? (2)
- h) What is an option contract? (1)

**UNIT-I**

**Q.2. "The basic purpose of derivatives instruments is to provide commitment to prices for futures dates for giving against adverse movement in future prices". Discuss and critically examine the statement? (15)**

**OR**

**Q.3. Explain the term financial derivatives. What are the different types of financial derivatives as given under SEBI guidelines? Explain them. (15)**

**UNIT-II**

- Q.4. (a) An investor enters into futures (short) contract to sell January cotton for Rs 50 per kg on the commodity exchange. The size of contract is 5000 kg. Initial margin is Rs 40000 and maintenance margin is Rs 30000, what price change will lead to margin call to investor? If investor does not deposit margin call what will happen? (5)**
- (b) An speculator predicts a price increase in gold futures market from current futures price of Rs 25000 per 10g. The market lot is 100g. Speculator buys one lot of futures gold of (Rs25000 x 10) = Rs 250000. Assume that margin is 10%. What amount of margin money is required, if prices of gold increase by 20%? What will be profit to speculator? (5).**

- (c) Suppose that on 1<sup>st</sup> March 2017, two parties enter into a forward contract for delivery of 2kg of gold on 1<sup>st</sup> August 2017 at a price of Rs 25500 per 10g. What will be profit/loss to the party (long forward price), if the price of gold on 1<sup>st</sup> August 2017 turns out to be Rs 27000 per 10g. (5)

OR

- Q.5. (a) What are the various risk associated with forward contract? Explain how these can be reduced by using futures contract. (8)
- (b) Discuss the detail the relationship between the futures price, the spot price, convenience yield and cost-of-carry. (7)

### UNIT-III

- Q.6. (a) An investor buys a European put option on a share for Rs150. The stock price is Rs 2000 and strike price is Rs1800. Under what circumstances does the investor make the profit? At what price will the option be exercised? Draw a diagram showing the variation of the investor's profit with the stock price at the maturity of option ? (8)
- (b) Suppose the stock price of Reliance Industries in spot market is Rs 450 and two month option contract is of Rs 450. The price of the option is Rs 20 per share. At what price the option will be at-the-money, out-of-money and in-the-money of the option is both call as well as put options? (7)

OR

- Q.7. (a) What do you understand by options and option market? Discuss with suitable examples. Also explain its significance in financial markets. (8)
- (b) "Price of an option depends upon a number of factors" comments on the statement in the light of various factors which affect the option values. (7)

### UNIT-IV

- Q.8. What is interest rate swap contract? Discuss the various features of an interest rate swap with suitable examples. (15)

OR

- Q.9. The spot term structure of interest rate on January 1, 2018 is:

One-Year rate	= 7.5%
Two-year rate	= 8.0%
Three-year rate	= 8.5%
Four-year rate	= 9.0%

- Find the price of a four year interest rate swap with a notional principal of Rs 50 million. The floating rate is one-year MIBOR. Payments are annual (15)

**MBA 4<sup>TH</sup> SEMESTER EXAMINATIONS**  
**(SUB.- Sales & Distribution Management; PAPER CODE: 6090422)**

Time: 03:00 Hrs

Max. Marks: 75

**Instructions:**

1. Write Roll No. on the Question Paper.
2. Before answering the question paper, candidates should ensure that question provided to them is correct. Complaints in this regards, if any, should be made to the Invigilator/Centre Supdt, in the Examination Hall within 15 minutes of the commencement of the examination. No complaint in this regard will be entertained thereafter.
3. Attempt FIVE (05) questions in all, Q1 is compulsory and students are required to attempt FOUR (04) questions selecting one question from each unit. Marks are indicated against each question.
4. Draw diagram wherever required.

**Q.1.** Write short notes on following :

- a) Sales career Life Cycle stages. (2)
- b) Social and ethical responsibilities in sales management. (2)
- c) International Sales management. (2)
- d) Carrying & forwarding Agents. (2)
- e) Sales territories. (2)
- f) Objectives of personal selling. (2)
- g) Need hierarchy theory for sales force motivation. (2)
- h) Sales Management. (1)

**Unit-I**

**Q.2.** What do you understand by personal selling? Explain the various stages involved in Personal selling Process. (15)

**OR**

**Q.3.** HUL has a minimal presence in Jaipur city in the salt and Atta (Wheat flour) Market. Dominant players in the market are Tata Salt and shaktibhog Atta. If the product category is developed, it would help HUL ensure a stronger foothold among the food wholesalers and strengthen their food business. How can HUL overcome the deficiency in salt sales? Can you help HUL develop a sales force incentive plan to achieve the targets? (15)

**Unit-II**

**Q.4.** What is meant by Sales Quotas? Describe various kinds of Quotas in detail. (15)

**OR**

**Q.5.** Explain the term Sales meeting and need of sales meetings. Describe the steps to plan design sales meetings. (15)

**Unit-III**

**Q.6.** What is retailing? Discuss the importance. Explain the functions and services rendered by Retailer. (15)

**OR**

**Q.7.** Explain the channel of distribution for the following consumer products in India. (15)

a) Insurance                      b) Textiles                      c) Tractor

**Unit-IV**

**Q8.** What is Market logistics? Explain the role of supply chain management in an effective marketing strategy. (15)

**OR**

**Q9.** What do you understand by Channel conflict? Explain the stages of Conflict and Reason for conflicts. (15)

**MBA 4<sup>th</sup> Semester EXAMINATION****(SUB: Retail Management; PAPER CODE: - 06090423)****Time: 03:00 Hrs****Max. Marks: 75****Instructions:**

1. Write Roll No. on the Question Paper.
2. Candidate should ensure that they have been provided with correct question paper. Complaint(s) in this regard, if any, should be made within 15 minutes of the commencement of the exam. No complaint in this regard will be entertained thereafter.
3. Attempt 5 Questions in all. Q. No. 1 is compulsory. Students are required to attempt other **FOUR** questions selecting one from each unit. Marks are indicated against each question.
4. Draw diagram wherever required.

**Q.1. (2+2+2+2+2+2+2+1= 15)**

- a) Define Organised Retailing
- b) Define customer delight
- c) What do you understand by Breaking the bulk
- d) What are the benefits of Inventory Planning
- e) Difference between convenience Stores and Discount Stores
- f) Define Franchising
- g) Define Psychological Pricing
- h) What do you understand by LIFO and FIFO

**UNIT-I****Q.2. What are the different theories of Retailing and Explain Cyclical and Conflict theories of Retailing? (15)****OR****Q.3. What do you understand by Retailing and Describe different Retailing formats based on Ownership, with their advantages and disadvantages. (15)****UNIT-II****Q.4. Explain the process of retail market strategy, along with various modes for International Expansion under growth strategy. (15)****OR****Q.5. What do you understand by Buying Decision Process along with the effect of group and individual factors over the decision making process. (15)****UNIT-III****Q.6. What is Trade area analysis and what are the different factors to be considered while doing Trade area analysis. (15)****OR****Q.7. What do you understand by the word Merchandising. Discuss the major merchandising decisions to be taken by retailer for attracting the customers. (15)****UNIT-IV****Q.8. What are the social and legal aspects in retailing and comment over the change in these aspects as industry is moving from traditional style of retailing to e- retailing. (15)****OR****Q.9. Write short note on (a) Store Layout (b) Visual Merchandising (c) Online retailing (5+5+5=15)**

**MBA 4<sup>th</sup> SEMESTER EXAMINATION****(SUB: Business Marketing Management; PAPER CODE: - 6090424)****Time: 03:00 Hrs****Max. Marks: 75****Instructions:**

1. Write Roll No. on the Question Paper.
2. Candidate should ensure that they have been provided with correct question paper. Complaint(s) in this regard, if any, should be made within 15 minutes of the commencement of the exam. No complaint in this regard will be entertained thereafter.
3. **Q. No. 1** is compulsory. Students are required to attempt other **FOUR** questions selecting **ONE** from each unit. Marks are indicated against each question.

- Q.1.** Write short notes on **(15)**
- a) Derived Demand
  - b) Role of Gate keepers
  - c) Supply Chain Management
  - d) Business Marketing Channel
  - e) Skimming Pricing
  - f) Sources of global advantage
  - g) Significance of CRM

**UNIT-I**

- Q.2.** What do you mean by Business Marketing Management? Differentiate between Business Market and Consumer Market. **(15)**
- Q.3.** Discuss various elements of organizational buying process. What are factors affecting Organizational buying Behavior? **(15)**

**UNIT-II**

- Q.4.** What is Segmentation? How the bases of segmentation in business are different from that of consumers? **(15)**
- Q.5.** Write short note on: **(15)**
- a) Sales Forecasting Methods
  - b) International Market entry options

**UNIT-III**

- Q.6.** What do you mean by New Product in Business marketing? Discuss the new product development process in detail. **(15)**
- Q.7.** What do you mean by business service marketing? What are the challenges involved in marketing of services of a firm. **(15)**

**UNIT-IV**

- Q.8.** Explain pricing across the product life cycle in business marketing. **(15)**
- Q.9.** Discuss role of advertising in Business Marketing. How effectiveness of the advertising campaign can be measured? **(15)**

Roll No. \_\_\_\_\_

**MBA – 4<sup>TH</sup> SEMESTER EXAMINATION**  
**(SUB: Management of Banking and Insurance; PAPER CODE:-06090410)**

**Time: 03:00 Hrs**

**Max. Marks:75**

**Instructions:**

1. Write Roll No. on the Question Paper.
2. Candidate should ensure that they have been provided with correct question paper. Complaint(s) in this regard, if any, should be made within 15 minutes of the commencement of the exam. No complaint in this regard will be entertained thereafter.
3. Parts of a question should be attempted in sequential order. Marks are indicated against each question.
4. Draw diagram wherever required.

- Q.1. Explain the following:-**
- a) What do you mean by Capital Adequacy Ratio (CAR)? (2)
  - b) What is Commercial bank? (2)
  - c) What is CRR, BR, RR, and RRR? Explain the function of each. (2)
  - d) What is underwriting assets? (2)
  - e) What is Endowment Life policy? (2)
  - f) What is schedule and non- schedule banks? (2)
  - g) Draw the structure of Indian banking system. (2)
  - h) What do you understand by the term Nationalized Bank? (1)

**UNIT - I**

- Q.2. What do you understand by ALM( Asset liability Management)? Explain with function. (15)**
- Q.3. Explain in detail the role and function of RBI. (15)**

**UNIT - II**

- Q.4. Discuss NABARD. Describe the role and functions of NABARD. (15)**
- Q.5. Discuss the various types of life insurance policies. (15)**

**UNIT - III**

- Q.6. What are the different services provided by NBFCs? Explain with functions. (15)**
- Q.7. Write a detailed note on the various financial services available in India. (15)**

**UNIT - IV**

- Q.8. What do you mean by Insurance? Discuss the various terms related insurance. (15)**
- Q.9. Discuss in detail the GAP analysis in the context of Asset Liability Management? (15)**