[3687]-103

P. G. D. B. M. (Semester - I) Examination - 2009
MANAGERIAL ECONOMICS
(2008 Pattern)

Time : 3 Hours]   **[Max. Marks : 70**

Instructions :

     (1)   Attempt **any five** *questions.*

     (2)   *All questions carry equal marks.*

     (3)   *Draw diagrams wherever necessary.*

Q.1) Define Managerial Economics. Discuss its nature, scope and importance.

Q.2) Explain concept of Price Elasticity of Demand w.r.t. meaning, determinants, types and significance.

Q.3) Explain Law of Variable Proportions with example.

Q.4) How price and output is determined in the short run and long run under conditions of Perfect Competition ?

Q.5) Discuss Cost Plus Pricing and Price Leadership as Pricing Strategies used by Business Firms.

Q.6) (A)   State and explain Law of Supply.

     (B)   Explain Concept of Price Discrimination

Q.7) Write short notes : **(Any Two)**

     (a)   Role of Demand Forecasting

     (b)   Oligopoly

     (c)   Need for Government Intervention

Total No. of Questions : 9]   [Total No. of Printed Pages : 4

[3687]-102

P. G. D. B. M. (Semester - I) Examination - 2009

MANAGEMENT ACCOUNTING

(2008 Pattern)

Time : 3 Hours]   [Max. Marks : 70

Instructions :

(1) Q. No. **1** is compulsory and attempt **any two** questions from each section.

(2) Figures to the right indicate full marks.

(3) Answers to both sections are to be written in the same answer-book.

(4) Use of simple calculator is allowed.

Q.1) (A) Explain the following :   [05]

(a) Going Concern Concept

(b) Dual Aspect Concept

(B) Classify the following items into Income, Expenditure, Assets and Liabilities :   [05]

(a) Outstanding Rent

(b) Outstanding Wages

(c) Commission Received

(d) Prepaid Insurance

(e) Intrest Paid

SECTION - I

Q.2) "Management Accounting is an extension of Financial Accounting." Explain. **[15]**

Q.3) Explain different functional classifications of Overheads. **[15]**

Q.4) What is Budgetary Control ? Explain main objectives and steps required in Budgetary Control. **[15]**

Q.5) Write short notes : **(Any Three)** **[15]**

    (a)   Material Cost Variance

    (b)   Labour Ternover

    (c)   Key Factor

    (d)   Time Keeping and Time Booking

SECTION - II

Q.6) The expenses budgeted for production of 10,000 units in a factory are furnished below : **[15]**

	Cost per Unit (Rs.)
Materials	70
Labour	25
Variable Overheads	20
Fixed Overheads (Rs. 1,00,000)	10
Variable Expenses (Direct)	5
Selling Expenses (10% Fixed)	13
Distribution Expenses (20% Fixed)	7
Administration Expenses (Rs. 50,000)	5
	155

Prepare a budget for 6,000 units and 8,000 units.

(Assume Administration Expenses one fixed)

Q.7) You are given the following information in respect of a company : **[15]**

	Rs.
Fixed Cost	15,000
Variable Cost	17,000
Total Cost	32,000
Net Sales	50,000

Find out :

(a) Break-even Point

(b) Forecast Profit for Sales Volume of Rs. 70,000

(c) If variable cost increases by 5%, calculate New B.E.P.

Q.8) A budgeted (Standard) labour force for producing 1,000 articles is as under : **[15]**

30 men @ 40 paise per hour for 50 Hrs.

20 women @ 30 paise per hour for 30 Hrs.

10 boys @ 20 paise per hour for 20 Hrs.

The actual data for producing 1,000 articles is as under :

25 men @ 45 paise per hour for 50 Hrs.

30 women @ 30 paise per hours for 30 Hrs.

10 boys @ 20 paise per hour for 15 Hrs.

Calculate Labours Variances.

Q.9) A company is having five departments. P, N, R, S are producing departments, and T is a service department. The actual cost for a period are as follows : **[15]**

	Rs.
Repairs	2,000
Rent	2,500
Depreciation	1,200
Supervision	4,000
Insurance	1,500
Employer's Liability on Employees Insurance	600
Light	1,800

The following data are also available in respect of the departments :

Particulars	Dept. P	Dept. N	Dept. R	Dept. S	Dept. T
Area sq. ft.	140	120	110	90	40
No. of Workers	25	20	10	10	05
Total Wages	Rs. 10,000	Rs. 8,000	Rs. 5,000	Rs. 5,000	Rs. 2,000
Value of Plant	Rs. 20,000	Rs. 18,000	Rs. 16,000	Rs. 10,000	Rs. 6,000
Value of Stock	Rs. 15,000	Rs. 10,000	Rs. 5,000	Rs. 2,000	–

Apportion the costs to the various departments on the equitable basis.

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[3687]-101

P. G. D. B. M. (Semester - I) Examination - 2009

PRINCIPLES AND PRACTICES OF MANAGEMENT AND ORGANISATIONAL BEHAVIOUR

(P.P.M. and O.B.)

(2008 Pattern)

Time : 3 Hours]   [Max. Marks : 70

Instructions :

*(1) Question No. **1** is compulsory.*

*(2) Solve **any three** out of the remaining.*

(3) Figures to the right indicate full marks.

Q.1) (A) What are the different types of Conflicts ? Explain each of these elaborately, giving suitable examples. **[15]**

(B) Explain 'Managerial Skills' in detail. **[10]**

Q.2) Define 'Organisational Behaviour' and explain models of OB in detail. **[15]**

Q.3) Discuss 'Planning' and its nature and importance. **[15]**

Q.4) Elaborate different causes of Stress. Discuss Stress Management Techniques. **[15]**

Q.5) Critically evaluate F. W. Taylor's Theory of Management. **[15]**

Q.6) What do you understand by the term 'Group Dynamics' ? Discuss various theories of Group Formation. **[15]**

Q.7) Write short notes : **(Any Three)**   **[15]**

   (a)   Management By Objectives

   (b)   Johari Window

   (c)   Change Management

   (d)   Autocratic Vs. Democratic Style of Leadership

   (e)   Line and Staff Authorities

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[3687]-3

P. G. D. B. M. (Semester - I) Examination - 2009

MANAGERIAL ECONOMICS

(2005 Pattern)

Time : 3 Hours]   [Max. Marks : 60

Instructions :

      *(1) Answer **any two** questions from each section.*

      (2) All questions carry equal marks.

      (3) Draw neat diagram wherever necessary.

SECTION - I

Q.1) Discuss how Managerial Economics is related to Micro and Macro Economics.

Q.2) Define Income Elasticity of Demand. Explain its types with practical usages.

Q.3) Which Form of Business Organisation is popular and suitable for large scale enterpises ? Justify your choice.

Q.4) Write short notes : **(Any Two)**

    (a) Law of Supply

    (b) Types of Demand Forecasting

    (c) Organisational Goals

    (d) Significance of Managerial Economics

SECTION - II

Q.5) State and explain Law of Returns to Scale.

Q.6) How Equilibrium of Price and Output is determined under Perfectly Competitive Firm in the short and long run.

Q.7) "Long Run Average Cost Curve is called as a Planning Curve." Justify your answer with example.

Q.8) Write short notes : **(Any Two)**

    (a)   Cost-Benefit Analysis

    (b)   Features of Oligopoly

    (c)   Private Goods V/s. Public Goods

    (d)   Index Numbers

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Total No. of Questions : 8]   [Total No. of Printed Pages : 3

[3687]-2

P. G. D. B. M. (Semester - I) Examination - 2009

MANAGEMENT ACCOUNTING

(2005 Pattern)

Time : 3 Hours]   [Max. Marks : 60

Instructions :

 *(1) Attempt **any two** questions from each section.*

 (2) All questions carry equal marks.

 (3) Answers to both sections are to be written in the same answer-book.

SECTION - I

Q.1) Explain role of Financial Accounting and Cost Accounting in Management Accounting.

Q.2) "Marginal Costing is an effective tool for Decision-making and it is used in solving management problems." Explain.

Q.3) Explain different types of subsidiary books in brief and draw proforma of 'Return Inward Book'.

Q.4) Write short notes : **(Any Two)**

 (a)   Trial Balance

 (b)   Types of Overheads

 (c)   Key Factor

 (d)   Trade Discount Vs. Cash Discount

SECTION - II

Q.5) Sales and Profits for the two periods were as follows :

	Sales (Rs.)	Profit (Rs.)
Period I	20 lakhs	2 lakhs
Period II	30 lakhs	4 lakhs

Calculate :

(a) P/V. Ratio

(b) B.E.P.

(c) Sales required to earn profit of Rs. 5 lakhs.

Q.6) A factory is currently working at 80% capacity.

Costs	Rs.
Indirect Labour	6,000
Other Variable Costs	2,000
Power (40% fixed)	10,000
Repairs (40% variable)	4,000
Depreciation	6,000
Insurance	2,000
Salaries	6,000
Total Cost	**36,000**

Prepare a Flexible Budget for 70% and 90% Plant Capacity.

Q.7) Prepare a Cost Sheet from the following data to find out Profit and Cost per unit :

Raw Material Consumed	Rs. 1,60,000
Direct Wages	Rs. 80,000
Factory Overheads	Rs. 16,000
Office Overheads	10% of Factory Cost
Selling Overheads	Rs. 12,000
Units produced	40,000
Units sold	36,000
Selling Price	Rs. 100 per unit

Q.8) From the following, you are required to calculate :

(a)   Material Price Variance

(b)   Material Usage Variance

(c)   Material Cost Variance

Quantity of Material Purchased	:	3,000 units
Value of Material Purchased	:	Rs. 9,000
Standard of Quantity of Material required for one tonne of finished product	:	25 units
Standard Rate of Material	:	Rs. 2 per unit
Opening Stock of Material	:	Nil
Closing Stock of Material	:	500 units
Finished Production during the period	:	80 tonnes

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Total No. of Questions : 7]   [Total No. of Printed Pages : 2

[3687]-1

P. G. D. B. M. (Semester - I) Examination - 2009

ORGANISATIONAL BEHAVIOUR

(2005 Pattern)

Time : 3 Hours]   [Max. Marks : 70

Instructions :

(1) *Question No.* **1** *is compulsory.*

(2) *Solve* **any three** *out of the remaining.*

(3) *Figures to the right indicate full marks.*

Q.1) (A) Explain the term Organisational Behaviour. Elaborate historical background of Organisational Behaviour.   **[15]**

(B) What is the meaning of the term Personality ? How can personality be developed ?   **[10]**

Q.2) Elaborate A. H. Maslow's Hierarchy Theory of Motivation in detail. **[15]**

Q.3) Define the term Group. Explain any one Theory of Group Formation. **[15]**

Q.4) Discuss Path-Goal Theory of Leadership with examples.   **[15]**

Q.5) Explain nature and importance of perception with its process.   **[15]**

Q.6) "Attitude shapes individual behaviour." - Discuss.   **[15]**

Q.7) Write short notes : **(Any Three)**   **[15]**

    (a)   Morale Indicators

    (b)   Organisational Design

    (c)   Informal Groups

    (d)   Job Satisfaction

    (e)   Characteristics of Successful Leader

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Total No. of Questions : 8]   **[Total No. of Printed Pages : 2**

[3687]-203

P. G. D. B. M. (Semester - II) Examination - 2009

OPERATIONS MANAGEMENT

(2008 Pattern)

Time : 3 Hours]   **[Max. Marks : 70**

Instructions :

      *(1) Answer **any five** questions.*

      (2) All questions carry equal marks.

      (3) Use of calculator is allowed.

Q.1) Explain concept of Operations Management and state contributions made by Henry Ford and Crossby in development of Operations Management.

Q.2) Describe key characteristics of different methods of Manufacturing.

Q.3) Explain with examples factors to be considered while installation of facilities in a Manufacturing Plant.

Q.4) Explain how does use of CPM/PERT and Network Crashing can help in timely completion of a project.

Q.5) Describe how Preventive Maintenance is performed in Manufacturing Organisation.

Q.6) A manufacturer of automotive transmission system produces a component whose diameter is a critical dimension for quality. Everytime five components are drawn and their diameters measured. The table below provides diameter in centimeters of components during a shift :

Sample No.	Measurement in cm.				
	1	2	3	4	5
1	12.45	12.39	12.55	12.38	12.40
2	12.55	12.38	12.40	12.39	12.44
3	12.46	12.44	12.44	12.35	12.36
4	12.38	12.39	12.55	12.38	12.40
5	12.37	12.44	12.45	12.41	12.41
6	12.45	12.37	12.44	12.38	12.41

Assume values of $A_2 = 0.577$; $D_3 = 0$ and $D_4 = 2.114$

Set up relevant control charts and state whether the process is in control.

Q.7) Explain concept of Standard Time. Describe how standard time can be calculated by carrying out Work Sampling Study.

Q.8) Write notes on **any two** of the followings :

(a)   OC Curve

(b)   Crashing

(c)   Principles of Layout

(d)   Theory of Constraint

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[3687]-202

P. G. D. B. M. (Semester - II) Examination - 2009
FINANCIAL MANAGEMENT
(2008 Pattern)

Time : 3 Hours]   [Max. Marks : 70

Instructions :

    *(1) Question No. **1** is compulsory.*

    *(2) Attempt **any two** questions each from section I and section II.*

    (3) Figures to the right indicate full marks.

    (4) Use of simple calculator is allowed.

SECTION - I

Q.1) "Dividend Policies are run of the Managerial Problem." Comment.   **[10]**

Q.2) Explain concept of Under-capitalisation with respect to its causes, consequences, remedies.   **[15]**

Q.3) Explain Factoring, Leasing, Hire Purchase.   **[15]**

Q.4) Explain in detail various functions of Financial Manager.   **[15]**

Q.5) Write short notes : **(Any Three)**   **[15]**

    (a)   ADR and GDR

    (b)   Du Pont Analysis

    (c)   Financial Leverage

    (d)   Receivable Management

SECTION - II

Q.6) From the following details you are required to make an assessment of the average amount of working capital requirement of ABC Ltd. **[15]**

	Average Period of Credit	Estimated for the 1st year Rs.
Purchase of Material	6 weeks	26,00,000
Wages	1.5 weeks	19,50,000
Overheads :		
Rent, Rates Etc.	6 months	1,00,000
Salaries	1 month	8,00,000
Others	2 months	7,50,000
Sales - Cash	–	2,00,000
Credit	2 months	60,00,000
Average amount of Stock and Work in Progress		4,00,000
Average amount of Undrawn Profit		3,00,000

It is to be assumed that all expenses and income were made at even rate for the year.

Q.7) M/s. Jadhav and Co. has Rs. 2,00,000 to invest. The following proposals are under consideration. The cost of capital for the company is estimete to be 15%.

Project	Initial Outlay (Rs.)	Annual Cash (Rs.)	Life of Project (Years)
A	1,00,000	25,000	10
B	70,000	20,000	8
C	30,000	6,000	20
D	50,000	15,000	10
E	50,000	12,000	20

Rank the above projects on the basis of :

(a) Pay Back Method

(b) NPV Method

(c) Profitability Index Method

Present value of annuity of Re. 1 received in steady stream discounted at the rate of 15%. **[15]**

8 years   –   4.6586

10 years   –   5.1790

20 years   –   6.3345

Q.8) From the following alternatives determine Ideal Capital Structure for the company :

	I	II	III	IV
Equity	1,00,000	75,000	50,000	25,000
Debt @ 12%	–	25,000	50,000	75,000
Total Financing	1,00,000	1,00,000	1,00,000	1,00,000
No. of Equity Shares	10,000	7,500	5,000	2,500

Profit before interest and taxes is Rs. 15,000.

Tax Rate is 50%. **[15]**

Q.9) Write short notes : **(Any Three)** **[15]**

(a) Time Value of Money

(b) Operating Cycle

(c) Trading on Equity

(d) Bonus Shares

[3687]-201

P. G. D. B. M. (Semester - II) Examination - 2009

MARKETING MANAGEMENT

(2008 Pattern)

Time : 3 Hours]   [Max. Marks : 70

Instructions :

    *(1) Attempt **any 5** questions.*

    (2) All questions carry equal marks.

Q.1) What is Product Life Cycle ? Illustrate managing the product in Product Life Cycle (PLC).   **[14]**

Q.2) (A) Explain Test Marketing.   **[07]**

    (B) Define types and new trends in Packaging.   **[07]**

Q.3) Define importance and meaning of Pricing Objectives and explain Price and Non-price Competition.   **[14]**

Q.4) Explain functions of Distribution Channels and illustrate Impact of Technology and Internet on Distribution.   **[14]**

Q.5) What is Promotion ? Define its concept and role in Marketing. What is Promotional Mix ?   **[14]**

Q.6) A company wants to launch 'Good Health' Biscuits. What steps should be taken for new product development ?   **[14]**

Q.7) Write short notes : **(Any Two)** **[14]**

    (a)   Public Relation and Personal Selling

    (b)   Explain 4 'P's of Marketing

    (c)   Setting the Price and Managing the Price Changes

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Total No. of Questions : 8]　　　　　[Total No. of Printed Pages : 2

[3687]-23

P. G. D. B. M. (Semester - II) Examination - 2009

MANUFACTURING AND OPERATIONS MANAGEMENT

(2005 Pattern)

Time : 3 Hours]　　　　　　　　　　　　　[Max. Marks : 60

Instructions :

　　　　*(1) Answer **any five** questions.*

　　　　(2) All questions carry equal marks.

Q.1) Describe characteristics of Batch Production and Process Production.

Q.2) Explain importance of Plant Location Decision and describe relationship between Location and Layout.

Q.3) (A)　State Symptoms of Poor Production Planning and Control in a Manufacturing Organisation.

　　　　(B)　Describe contents and uses of Production Work Order.

Q.4) What is Crashing ? How does crashing help in timely completion of projects ? Explain.

Q.5) Enlist types of Maintenance and explain features of any two types of Maintenance.

Q.6) (A)　State meaning of Work Study and explain its objectives.

　　　　(B)　The workmen in a Manufacturing Organisation are expected to work for 400 minutes in a shift of eight hours. The remaining time is meant for rest and personal needs.

　　　　(i)　Determine standard time per piece for a job whose normal time is 2 minutes.

　　　　(ii)　Calculate number of pieces produced per day.

Q.7) Explain characteristics and advantages of Group Incentive Scheme and Individual Incentive Schemes.

Q.8) Write notes on **any two** of the following :

    (a)   Equipment Replacement Problem

    (b)   Scheduling

    (c)   Importance of Manufacturing Management

    (d)   PERT / CPM

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[3687]-22

P. G. D. B. M. (Semester - II) Examination - 2009
FINANCIAL MANAGEMENT
(2005 Pattern)

Time : 3 Hours]　　　　　　　　　　　　　　　[Max. Marks : 60

Instructions :

　　　(1) *Attempt **any two** questions from each section.*

　　　(2) *All the questions carry equal marks.*

　　　(3) *Answers to both sections are to be written in the same answer-book*

　　　(4) *Use of simple calculator is allowed.*

SECTION - I

Q.1) Discuss in detail the nature and scope of Financial Management. **[15]**

Q.2) Explain how Cost of Capital is calculated for various Sources of Capital. **[15]**

Q.3) What is 'Funds Flow' Statement ? Why it is important in Total Budgeting Process ? Give a proforma of Funds Flow Statement. **[15]**

Q.4) Write short notes : **(Any Three)** **[15]**

　　　(a) Debt-Equity Ratio

　　　(b) Dividend Policy

　　　(c) Factoring

　　　(d) Public Deposits as a Source of Finance

SECTION - II

Q.5) A company, whose cost of capital is 12%, is considering two projects 'A' and 'B'. The following data are available : **[15]**

	Project 'A' (Rs.)	Project 'B' (Rs.)
Investment	1,40,000	1,40,000
Cash Flows		
Year 1	20,000	1,00,000
Year 2	40,000	80,000
Year 3	60,000	40,000
Year 4	1,00,000	20,000
Year 5	1,10,000	20,000
	3,30,000	**2,60,000**

Select most suitable project by using the following methods :

(a) Pay Back Period

(b) NPV

(c) Profitability Index

The present value of Re. 1 at 12% are :

Year 1	0.9
Year 2	0.8
Year 3	0.7
Year 4	0.6
Year 5	0.55

Q.6) From the following given ratios and figures prepare summarised Balance Sheet of ABC Ltd. for the year ended December 31, 2006 : **[15]**

    (a)   Working Capital   Rs. 60,000

    (b)   Reserves and Surpuls   Rs. 40,000

    (c)   Bank Overdraft   Rs. 10,000

    (d)   Proprietory Ratio   0.75

            (Fixed Assets / Proprietory Fund)

    (e)   Current Ratio   2.5

    (f)   Liquid Ratio   1.5

    (g)   There are no long term debts or ficticious assets.

Q.7) A Proforma Cost Sheet of a company provides the following particulars : **[15]**

Elements of Cost	Amount per unit
Raw Material	80
Direct Labour	30
Overhead	60
Total Cost	170
Profit	30
Selling Price	200

The following further particulars are available : Raw Materials are in stock for one month. Credit allowed by suppliers is one month. Credit allowed to Customers is two months. Lag in payment of wages 1.5 weeks. Lag in payment of overheads one month. Materials are in process for an average of half month. Finished goods are in stock for an average of one month.

1/4 of output is sold against cash.

Cash in hand at bank is expected to be Rs. 25,000. You are supposed to prepare a statement showing working capital needed to finance level of activity of 1,04,000 units of product.

Assume production is carried on evenly throughout the year. Wages and Overheads accrue similarly and a period of 4 weeks is equivalent to a month.

Q.8) Write short notes : **(Any Two)**   **[15]**

(a)   Overcapitalization and Undercapitalization

(b)   Financial Leverage and Operating Leverage

(c)   Commercial Papers

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[3687]-21

P. G. D. B. M. (Semester - II) Examination - 2009
MARKETING MANAGEMENT
(2005 Pattern)

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

Instructions :

     *(1) Answer **any 4** questions.*

     (2) All questions carry equal marks.

Q.1) What are the elements of Marketing Mix ? Discuss in detail. **[15]**

Q.2) Describe in detail different steps in New Product Development. **[15]**

Q.3) "Materials Handling, Transportation, Warehousing and Inventorying are four pillars on which the building of logistics is constructed." Comment on this statement. **[15]**

Q.4) What are various elements of Brand. Discuss various Brand Name Strategies adopted by Marketing Managers. **[15]**

Q.5) Describe various internal and external forces that influence Pricing Strategy of a Firm. **[15]**

Q.6) Write short notes : **(Any Three)** **[15]**

     (a)   Direct Marketing

     (b)   Objectives of Advertising

     (c)   Online Marketing

     (d)   Sales Promotion Tools

[3687]-303

P. G. D. B. M. (Semester - III) Examination - 2009
LEGAL ASPECTS OF BUSINESS
(2008 Pattern)

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

Instructions :

     *(1) Answer **any four** questions.*

     (2) All questions carry equal marks.

Q.1) Explain term Contract. Explain Essential Elements for Offer and Acceptance.

Q.2) Explain duties and liabilities of Agent.

Q.3) Define Sale. Explain Rights of Unpaid Seller.

Q.4) Explain the following :

     (a) Promissory Note

     (b) Bill of Exchange

     (c) Holder in Due Course

Q.5) Explain duties of Directors under Companies Act. 1956. Define a Company.

Q.6) Define Consumer. Explain rights and remedies for Consumer.

Q.7) Write short notes : **(Any Three)**

     (a) Digital Signature

     (b) Electronic Governance

     (c) Company Meeting

     (d) Undue Influence

     (e) Endorsement

Total No. of Questions : 6]   [Total No. of Printed Pages : 1

[3687]-302

P. G. D. B. M. (Semester - III) Examination - 2009
MANAGEMENT INFORMATION SYSTEM (MIS)
(2008 Pattern)

Time : 3 Hours]   [Max. Marks : 70

Instructions :

*(1) Question No. **6** is compulsory.*

*(2) Attempt **any four** questions from the remaining.*

(3) Figures to the right indicate full marks.

Q.1) (A) Explain different attributes of Effective Information.   **[08]**

    (B) Explain Software Development Life Cycle.   **[07]**

Q.2) (A) Differentiate between Conventional File System and Database Management System.   **[08]**

    (B) Discuss Decision-making Process. Write note on Decision-making Environments.   **[07]**

Q.3) (A) Explain QA and QC concepts with respect to the processes of various functional areas of Management.   **[08]**

    (B) Explain need and purpose of MIS.   **[07]**

Q.4) (A) Define Information. Explain types of Information.   **[08]**

    (B) What are different topologies used in the Networks ?   **[07]**

Q.5) (A) Explain Herbert Simons Model.   **[08]**

    (B) What are different social and ethical issues related to MIS ? **[07]**

Q.6) Write short notes : **(Any Two)**   **[10]**

    (a) Data Mining

    (b) DSS

    (c) Water Fall Model

    (d) EIS

Total No. of Questions : 7]   [Total No. of Printed Pages : 1

[3687]-301

P. G. D. B. M. (Semester - III) Examination - 2009
HUMAN RESOURCE MANAGEMENT
(2008 Pattern)

Time : 3 Hours]   [Max. Marks : 70

Instructions :

    (1) Question No. **1** *is compulsory.*

    (2) Solve **any three** *out of the remaining.*

    (3) Figures to the right indicate full marks.

Q.1) (A)   Define the term HRM with its evolution and importance.   **[10]**

    (B)   Elaborate Selection Process in detail.   **[15]**

Q.2) Distinguish between Training and Development. How is evaluation of Training Programme done ?   **[15]**

Q.3) Explain Concept of Performance Management System. Elaborate 360° Method of Performance Appraisal.   **[15]**

Q.4) Elaborate VR Scheme with its advantages and disadvantages.   **[15]**

Q.5) What is a Dispute ? Explain procedure for Settlement of Dispute.   **[15]**

Q.6) Define TQM. How does productivity increase due to TQM ?   **[15]**

Q.7) Write short notes : **(Any Three)**   **[15]**

    (a)   Job Evaluation

    (b)   Rating Errors

    (c)   Retention of Employees

    (d)   Role of HR Manager

    (e)   Succession Planning

[3687]-33

P. G. D. B. M. (Semester - III) Examination - 2009
LEGAL ASPECTS OF BUSINESS
(2005 Pattern)

Time : 3 Hours]　　　　　　　　　　　　　　　　[Max. Marks : 60

Instructions :

    *(1)　Attempt **any four** questions.*

    (2)　Marks to the right indicate full marks.

Q.1) Define the term 'Offer', 'Acceptance' and 'Free Consent'. State and explain various essential elements for a valid contract.　**[15]**

Q.2) Define the term 'Goods', 'Consumer'. Explain various rights of unpaid seller under the Sale of Goods Act.　**[15]**

Q.3) State meaning of Negotiable Instrument. What are various types of Cheques ? Describe the meaning of Holder and Holder in Due Course.　**[15]**

Q.4) Define and explain various types of Companies. Also mention various types of Company Meetings.　**[15]**

Q.5) Define 'Service' and 'Complaint'. Describe provisions for Consumer Disputes Redressal Agencies.　**[15]**

Q.6) Write short notes : **(Any Three)**　**[15]**

    (a)　Electronic Records and Governance

    (b)　Board of Directors

    (c)　Nature and Features of Contract of Guarantee

    (d)　Digital Signature

    (e)　Agency

[3687]-32

P. G. D. B. M. (Semester - III) Examination - 2009
MANAGEMENT INFORMATION SYSTEMS (MIS)
(2005 Pattern)

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

Instructions :

    *(1) Attempt **any four** questions.*

    (2) Figures to the right indicate full marks.

Q.1) (A) Explain advantages and disadvantages of MIS.   **[08]**

    (B) Explain Herbert Simon Model in details.   **[07]**

Q.2) (A) Explain Expert System with the help of AI.   **[08]**

    (B) Discuss Decision-making Process. Write note on Decision-making Environment.   **[07]**

Q.3) (A) Explain System Development Life Cycle (SDLC) in details.   **[08]**

    (B) What are the contemporary approaches of MIS ?   **[07]**

Q.4) (A) What is DBMS ? Explain use of Data Warehousing and Data Mining.   **[08]**

    (B) Explain in detail types and topologies of Networks in IT enabled services.   **[07]**

Q.5) Write short notes : **(Any Three)**   **[15]**

    (a) IPR

    (b) DSS

    (c) Data and Information

    (d) Knowledge Base System

[3687]-31

P. G. D. B. M. (Semester - III) Examination - 2009
HUMAN RESOURCE MANAGEMENT (HRM)
(2005 Pattern)

Time : 3 Hours] [Max. Marks : 60

Instructions :

  *(1) Answer **any four** questions.*

  (2) All questions carry equal marks.

Q.1) Define HRM and distinguish between HRM and Personnel Management. **[15]**

Q.2) Discuss Manpower Planning and other related processes like Recruitment and Selection. **[15]**

Q.3) (A) Discuss importance of Training and Development. **[06]**

  (B) Discuss various methods of Training and Development. **[09]**

Q.4) (A) What do you understand by HR Systems ? **[06]**

  (B) Discuss relationship between HR Strategies and Organisational Strategies. **[09]**

Q.5) What is Performance Management System ? Discuss importance of ethics in PMS. **[15]**

Q.6) Write short notes : **(Any Three)** **[15]**

  (a) Discharge

  (b) Job Description

  (c) Merit Rating

  (d) Golden Handshake

  (e) Suspension

Total No. of Questions : 6]   [Total No. of Printed Pages : 1

[3687]-411

P. G. D. B. M. (Semester - IV) Examination - 2009
HUMAN RESOURCE MANAGEMENT
(SPECIALISATION - II : INDUSTRIAL RELATIONS)
(2005 Pattern)

Time : 3 Hours]   [Max. Marks : 60

Instructions :

    *(1) Answer **any four** questions.*

    (2) All questions carry equal marks.

Q.1) Define Industrial Relations and its impact on Social and Economic Changes in changing scenario of IR. **[15]**

Q.2) Discuss important approaches of IR in India and its effect on Management. **[15]**

Q.3) Elaborate on machinery for settlement of Industrial Disputes with specific reference to arbitration and adjudication and negotiations. **[15]**

Q.4) Explain concept of Trade Unionism in India with types and structure of Trade Union. **[15]**

Q.5) Discuss impact of Globalisation and Liberalisation on Trade Unionism in India. **[15]**

Q.6) Write short notes : **(Any Three)** **[15]**

    (a) Casual and Badli Workers

    (b) Inter Union and Intra Union Rivalry.

    (c) Worker Participation in Management

    (d) Employee Stock Option

    (e) Welfare Officer

Total No. of Questions : 7]   [Total No. of Printed Pages : 2

[3687]-410

P. G. D. B. M. (Semester - IV) Examination - 2009

PRODUCTION AND MATERIALS

(SPECIALIZATION - II : PRODUCTION PLANNING AND CONTROL)

(2005 Pattern)

Time : 3 Hours]   [Max. Marks : 60

Instructions :

    *(1) Attempt **any four** questions.*

    (2) All questions carry equal marks.

Q.1) State different Production Systems. Explain PPC Function in each of these systems.

Q.2) (A) State Johnson's Rule for 3 machines.

    (B) In a tailoring shop, three operations are conducted on six jobs in the sequence of cutting, sewing and pressing. The timings in minutes are as follows :

	A	B	C	D	E	F
Cutting	8	3	7	2	5	1
Sewing	3	4	5	2	1	6
Pressing	8	7	6	9	10	9

    Decide sequence of jobs and idle time for each machine. If the respective costs are Rs. 25, 35 and 50 per minute, find total minimum unproductive cost.

Q.3) Enumerate interactions PPC will have with other departments, such as marketing, finance, purchase, design, quality and personnel.

Q.4) Define and explain purpose of Scheduling. Explain various types of Scheduling.

Q.5) What are the different types of documents raised to perform DISPATCHING function in Production Control. Explain with sketches.

Q.6) Explain Process Planning, Production Planning and Capacity Planning. Draw sketches as required.

Q.7) Write short notes : **(Any Three)**

    (a)   Robotics

    (b)   Group Technology

    (c)   GANTT Chart

    (d)   Aggregate Planning

    (e)   FMS

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[3687]-409

P. G. D. B. M. (Semester - IV) Examination - 2009

COMPUTER

(SPECIALISATION - II : 'C' PROGRAMING)

(2005 Pattern)

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

Instructions :

    *(1) Question No. **1** is compulsory.*

    *(2) Solve **any five** questions from Q. Nos. **2** to **7**.*

    (3) All questions carry equal marks.

Q.1) (A) Fill in the blanks : **(Any Five)**   **[05]**

    (a) The _____ operator is true only when both the operands are true.

    (b) The expression ! (x ! = y) can be replaced by the expression _____.

    (c) The ternary conditional expression using the operation ?: could be easily coded using _____ statement.

    (d) The keyword used for enumerated data type is _____.

    (e) The standard character function used to print a character is _____.

    (f) Every statement in a C program ends with a _____.

  (B) Write a program to display area and perimeter of a square. **[05]**

Q.2) Write a program to print the following : **[10]**

A

a   b

A   B   C

a   b   c   d

A   B   C   D   E

Q.3) Write a program to accept an array of integers and find Maximum and Minimum Value. **[10]**

Q.4) Write a recursive function to calculate factorial of any given number. **[10]**

Q.5) Consider the structure : **[10]**

Struct {

        char name [30];

        int age;

        int sal;

    }

Write a program to accept 10 records in the structure and display them in tabular form.

Q.6) Write a program to read source file and copy the same to the target file. **[10]**

Q.7) Write short notes : **(Any Two)** **[10]**

(a) Loop Control Structures in C

(b) Storage Class

(c) String Functions

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Total No. of Questions : 8] [Total No. of Printed Pages : 2

[3687]-408

P. G. D. B. M. (Semester - IV) Examination - 2009

FINANCIAL MANAGEMENT

(SPECIALISATION-II : ADVANCED FINANCIAL MANAGEMENT)

(2005 Pattern)

Time : 3 Hours] [Max. Marks : 60

Instructions :

    *(1) Attempt **any four** questions.*

    (2) All questions carry equal marks.

    (3) Use of electronic pocket calculator is allowed.

Q.1) What is Ratio Analysis ? Explain any two Ratios under Liquidity, Profitability, Solvency and Turnover Group. **[15]**

Q.2) What is Goodwill ? Explain the various methods of Valuation of Goodwill. **[15]**

Q.3) Explain different methods of Evaluating Capital Expenditure Proposals. **[15]**

Q.4) Discuss the important aspects of Valuation of Inventory and Accounting for Fixed Assets as laid down by Indian Accounting Standards. **[15]**

Q.5) What is Fund Flow Statement ? Give format/proforma of Funds Flow Statement. How it is useful in Decision-making ? **[15]**

Q.6) State and discuss the various Elements of Corporate Financial Plan. **[15]**

Q.7) The following information is available in respect of two firms A Ltd. and B Ltd. :

	A Ltd.	B Ltd.
Sales	10,00,000	20,00,000
(–) Variable Cost	4,00,000	6,00,000
Contribution	6,00,000	14,00,000
(–) Fixed Cost	3,00,000	8,00,000
EBIT	3,00,000	6,00,000
(–) Interest	1,00,000	2,00,000
	2,00,000	4,00,000

Calculate different leverages for both the firms and comment on their relative risk position. **[15]**

Q.8)

	Per Unit Rs.
Raw Material	45
Direct Labour	20
Overheads	35
	100
Profit	50
Selling Price	150

Raw Materials are in stock on an average one month. Materials are in process 50% complete on an average half month. Finished goods are in stock on an average one month. Credit allowed by suppliers one month.

Time lag in payment from debtors two months.

Lag in Payment of Wages half month.

Lag in Payment of Overheads one month.

20% of the output is sold against cash. Cash in hand expected is Rs. 30,000.

Calculate Working Capital requirement for a level of activity of 78,000 units of production. **[15]**

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Total No. of Questions : 6]   **[Total No. of Printed Pages : 1**

[3687]-407

P. G. D. B. M. (Semester - IV) Examination - 2009
MARKETING MANAGEMENT
(SPECIALISATION - II : INTERNATIONAL MARKETING)
(2005 Pattern)

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

Instructions :

    *(1) Attempt **any four** questions.*

    (2) All questions carry equal marks.

Q.1) How does 'International Product Life Cycle' differ from National Product Life Cycle ? What conclusions may be drawn from these.

Q.2) Indicate different 'Organisation Structures' designed for International Business.

Q.3) Differentiate between 'Direct' and 'Indirect' Exports and their importance in entry into Foreign Markets.

Q.4) Enumerate factors that influence Product Decisions in International Marketing.

Q.5) Discuss role of Logistics in International Marketing.

Q.6) Write explanatory notes : **(Any Three)**

    (a)   Incoterms

    (b)   E-channels

    (c)   Custom House Agents

    (d)   Pre-shipment Finance

    (e)   Functions of Export Promotion Councils

Total No. of Questions : 6]　　　　[Total No. of Printed Pages : 1

[3687]-406

P. G. D. B. M. (Semester - IV) Examination - 2009

HUMAN RESOURCE MANAGEMENT

(SPECIALISATION - I : LABOUR LAWS)

(2005 Pattern)

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

Instructions :

　　　　*(1) Attempt **any four** questions.*

　　　　(2) All questions carry equal marks.

Q.1) Define 'Factory' under the Factories Act and elaborate provisions of Safety. **[15]**

Q.2) Who is 'Workman' under the Industrial Disputes Act ? Discuss when lockout is legal and when it is illegal. **[15]**

Q.3) What are the benefits available to insured person and his family under the ESIC Act ? **[15]**

Q.4) Define 'Wages' under the Payment of Wages Act and further explain which are the authorised deductions under this Act ? **[15]**

Q.5) Explain objectives of Payment of Bonus Act and discuss provisions of Available Surplus and Allotable Surplus. **[15]**

Q.6) Write short notes : **(Any Three)** **[15]**

　　　　(a)　The Minimum Wages Act

　　　　(b)　Retrenchment

　　　　(c)　Certifying Surgeon under the Factories Act

　　　　(d)　Objectives of the Employees Provident Fund Act

　　　　(e)　Disablement under the Workmen's Compensation Act

[3687]-405

P. G. D. B. M. (Semester - IV) Examination - 2009

PRODUCTION AND MATERIALS

(SPECIALISATION - I : LOGISTICS AND SUPPLY CHAIN MANAGEMENT)

(2005 Pattern)

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

Instructions :

　　　*(1)　Attempt **any four** questions.*

　　　(2)　All questions carry equal marks.

Q.1) Define the terms 'Supply Chain' and 'Supply Chain Management'. Describe various opportunities in Supply Chain to enhance value.

Q.2) Identify and explain Supply Chain for any two of the following :

　　　(a)　Insurance Product

　　　(b)　Cell Phone Sim Cards

　　　(c)　Agricultural Pumps

Q.3) Explain role of JIT in Supply Chain Management.

Q.4) How does flow of information impact efficiency of the Supply Chain ?

Q.5) What is the role played by Packaging in Logistics ? State various types of Packaging.

Q.6) What is the significance of Material Handling and Warehousing in Distribution Network Planning ?

Q.7) Write short notes : **(Any Three)**

    (a)   Containerisation

    (b)   Distribution Network Planning

    (c)   Freight Billing

    (d)   Third Party Logistics

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Total No. of Questions : 5]   [Total No. of Printed Pages : 2

[3687]-404

P. G. D. B. M. (Semester - IV) Examination - 2009

COMPUTER

(SPECIALIZATION - I : DBMS WITH ORACLE)

(2005 Pattern)

Time : 3 Hours]   [Max. Marks : 60

Instructions :

    *(1) Question Nos. **1** and **5** are compulsory.*

    *(2) Solve **any two** from the remaining.*

Q.1) Consider the following tables to solve queries :   **[20]**

    (1)   Customer (cno, cname, address, phone)

    (2)   Item (itemno, iname, stock, uom)

    (3)   Order H (orderno, odate, cno)

    (4)   Order D (orderno, itemno, qty, rate)

Solve **any ten :**

    (a)   Display total no. of orders given by Mr. Bhosale.

    (b)   Find productwise sale.

    (c)   Display customers from Pune City.

    (d)   Add mailid column in customer table.

    (e)   Display item details which are not sold.

    (f)   Add a new record in item table (itemno must be autogenerated).

    (g)   Display order details with amount greater than 1,50,000.

    (h)   List all customers having 'R' in their names.

(i) List items having stock less than 100.

(j) Display how many orders are placed in February, 2009.

(k) Display sorted list of customers.

Q.2) Explain Database Users. **[10]**

Q.3) Compare Hierarchical Database Model and Network Database Model. **[10]**

Q.4) Explain E.F. Codd's Rules. **[10]**

Q.5) Write short notes : **(Any Four)** **[20]**

(a) Database Constraints

(b) Views

(c) Data Types

(d) Set Operators

(e) Select Statement with all Clauses

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[3687]-403

P. G. D. B. M. (Semester - IV) Examination - 2009
FINANCE MANAGEMENT
(SPECIALISATION-I : DIRECT TAXATION)
(2005 Pattern)

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

Instructions :

(1) *Q. No. 1 is compulsory. Attempt **any three** questions from the remaining.*

(2) *Marks for each question are indicated on right hand side.*

Q.1) Write short notes : **(Any Three)**   **[15]**

(a)   Assessee

(b)   Revised Return of Income

(c)   Gross Total Income

(d)   'Deemed Let Out' Property

Q.2) (A)   Explain Gross Annual Value.   **[07]**

(B)   Calculate Income from House Property from the following information :

Mr. Subhash owns a house property which is let out throughout the previous year, 2008-2009 for Rs. 5,000 per month. The fair rent of the property is Rs. 72,000. Municipal taxes paid during the year amount to Rs. 7,200. Mr. Subhash pays Rs. 15,000 as interest on housing loan.   **[08]**

Q.3) (A)   Mr. Alok is working with a Sumaina Pvt. Ltd. in Mumbai. Calculate his income for the Assessment Year, 2009-2010.

Basic Salary Rs. 50,000 per month

Dearness Allowance Rs. 10,000 per month

Children Education Allowance for two children Rs. 250 per month per child.

The employer also gives Hostel Allowance for two children Rs. 500 per child per month. Apart from this, he receives Entertainment Allowance Rs. 2,000 per month.

Alok contributed Rs. 50,000 to PPF Account and purchased NSC worth Rs. 5,000. He donated Rs. 2,000 to Prime Minister's National Relief Fund eligible for 100% deduction. **[15]**

Q.4) Explain any ten Incomes which are exempt from Tax. **[15]**

Q.5) (A) Write a note on Deduction u/s 80D towards Medical Insurance Premium. **[07]**

(B) Explain the Concept of 'Depreciation'. What is 'Block of Assets' Concept ? How Capital Gain is calculated in case of depreciable assets ? **[08]**

Q.6) (A) Explain the Concept of Capital Asset. Explain exceptions to the definition of Capital Asset. Also write about Short Term Capital Asset and Long Term Capital Asset. **[07]**

(B) Mr. Abhay is the owner of a residential house which was purchased in September, 1992 for Rs. 5,00,000. He sold the said house on 5th August, 2008 for Rs. 24,00,000. He purchased a new residential house property of Rs. 8,00,000 on 12th January, 2009. Cost inflation index for F. Y. 1992-93 is 223 and for F. Y. 2008-09 is 582. **[08]**

Q.7) Explain how residential status of an individual is decided as per the provisions of Income Tax Act. **[15]**

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Total No. of Questions : 6]   [Total No. of Printed Pages : 1

[3687]-402

P. G. D. B. M. (Semester - IV) Examination - 2009
MARKETING MANAGEMENT
(SPECIALISATION - I : ADVERTISING AND SALES PROMOTION)
(2005 Pattern)

Time : 3 Hours]   [Max. Marks : 60

Instructions :

    *(1) Attempt **any four** questions.*

    (2) All questions carry equal marks.

Q.1) What do you understand by the term Advertising ? Describe basic purpose and functions of Advertising.

Q.2) "Advertising Agency is an extension of the Marketing Department of an Organisation." Do you agree with this statement ? Justify.

Q.3) What are the key factors that influence Media Mix Decision ? If you have to advertise the premium township being developed by Paranjape Builders in Pune, what will be your Media Mix ?

Q.4) Define the term Promotion. What are different types of Sales Promotion Techniques ?

Q.5) You are the Promotion Manager of a new snack chip that would compete with Uncle Chips. What promotion(s) would you need to offer to get your product in retail outlets ? What are your chances of success ?

Q.6) Write short notes :

    (a)   Forms of Publicity

    (b)   Gross Rating Points