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**M.M.S./M.B.S. (Semester – I) Examination, 2011**  
**102 : BUSINESS POLICY AND STRATEGIC MANAGEMENT**  
**(2008 Pattern) (New)**

Time : 3 Hours

Max. Marks : 70

**Instructions :** 1) Question No. 7 is **compulsory**.  
2) Attempt **any four** questions from question No. 1 to 6.

1. Define strategy and explain the concept of strategic management in brief. Do you believe that the concept of strategy is relevant in current business environment ? Why or why not ?
2. What is “Environmental Threat and Opportunity Profile (ETOP) ? What is its role in strategic analysis ? Explain with relevant examples.
3. Why is strategy evaluation and control important to organizations ? Explain with suitable examples.
4. Why are personal values and business ethics especially important to strategists ? Discuss.
5. Explain Porter’s Five Forces Framework of competition.
6. Write short notes on **any two** :
  - a) GE Nine cell model
  - b) McKinsey’s 7s frame work
  - c) Value chain.
7. Case Study (Solve the case) :

**Note :** Systematic approach, critical analysis of the case, identification of the issues involved and solutions with logical reasoning will carry more marks.

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**Case of ABC Company**

The products of ABC Company included “Toothpaste” and “Toothpowder” under the brandname “ABC KLEAN”. The company expanded its business several folds in just THREE years and was regarded by all grocery and medical

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stores in its area as the leading producer of high quality tooth paste and tooth powder. The ABC company has a strong R&D division headed by a competent incharge – a specialist in chemicals manufacturing technologies, and dentifrices and related products.

In due course, it was discovered that most grocery and medical stores wanted to display two brands of toothpaste on their racks. The ABC company however, was not quite sure whether this was to spread their business, to give customer's choice or for some other reasons. The company had seen marginal operations of certain medical stores' desire for second brand. These companies failed because they seemed unable to produce toothpaste of the same uniform high quality as 'ABC company'.

As a result of the consistent demand of the above stores for the second brand, the company 'ABC' was considering the manufacture of a second line of toothpaste similar in all ways to the first in quality, price and packaging except that it would carry a different brand Label.

If the ABC company decided to undertake the manufacture of a separate line, it would be necessary to consider the advisability of having a separate fleet of trucks and separate set of books, in fact almost a separate and distinct marketing operations. While the ABC company was keen to expand its total volume of business, it was apprehensive that it might end up with two weak brands instead of one strong one. Also it feared that the promotion of two brands might be unduly expensive.

The following questions arise from the above case :

- 1) Are the ABC Company's fears justified ?
- 2) What action should the company have taken ?
- 3) As a Marketing Consultant what advice would you give to the ABC Company ?



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**M.M.S./M.B.S. (Semester – I) Examination, 2011**  
**103 B : Finance Spl. – MERCHANT BANKING AND FINANCIAL**  
**SERVICES**  
**(2008 Pattern) (New)**

Time : 3 Hours

Max. Marks : 70

*Instructions : Answer any five. All questions carry equal marks.*

1. Explain the role of money market and discuss any four instruments of money market. **14**
2. What is credit rating ? What are various rating symbols and their significance ? **14**
3. What is IPO ? Explain the role of merchant banker in IPO. **14**
4. What is factoring ? Explain the process of factoring in details. **14**
5. What are latest changes in capital market ? **14**
6. Explain the process of venture capital financing. What are the different modes in which such financing is made ? **14**
7. Write short notes (**any two**) :
  - a) NBFC
  - b) Credit/debit card
  - c) Depository services.

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**M.M.S./M.B.S. (Semester – II) Examination, 2011**  
**203-B : Finance Specialization**  
**LEGAL AND PROCEDURAL ASPECTS OF FINANCE**  
**(2008 Pattern) (New)**

Time : 3 Hours

Max. Marks : 70

**Instructions :** 1) Attempt **any 5** questions.  
2) **All** questions carry **equal** marks.

1. Explain the Provisions of Company's Act regarding Oppression and mismanagement.
2. A) What is minimum and maximum bonus under the Payment of Bonus Act ?  
B) What is disability under workmen's compensation act (i.e. partial and total disability) ?
3. Explain provisions regarding appointment of auditors of a company.
4. Write note on :
  - a) Corporate Governance Statement
  - b) Auditor's report.
5. Explain the provisions regarding Mergers and Acquisitions as per company's act.
6. As per Companies Act explain.
  - A) Powers and Duties of Directors.
  - B) Director's Responsibility Statement.
7. Write short notes (**any 2**) :
  - a) Payment of gratuity act
  - b) FEMA
  - c) Employees Provident Fund Act
  - d) Minimum Wages Act.

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**M.M.S./M.B.S. (Semester – II) Examination, 2011**

**FINANCE SPECIALISATION**

**202 (B) : International Finance**

**(2005 Pattern) (Old)**

Time : 3 Hours

Max. Marks : 60

*Instructions :1) Attempt **any four** questions.*

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

1. Explain the various types of trade barriers, reasons behind them and their impact.
2. Examine the merits and demerits of the Purchasing Power Parity and Interest Rate Parity theories of exchange rate determination.
3. Discuss the important aspects involved in the financial management of a multinational firm.
4. How does the Export-Credit Guarantee Corporation assist Indian exporters and banks in international financial matters ?
5. Criticize the flexible exchange rate regime from the viewpoint of the proponents of the fixed exchange rate regime.
6. Explain the reasons behind the integration of global markets. What role the World Trade Organisation (WTO) plays in this context ?
7. Write notes on **any two** of the following :
  - a) Exchange Control/regulation in India
  - b) Rupee Convertibility
  - c) Special Drawing Rights
  - d) Foreign Exchange Market.





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**M.M.S./M.B.S. (Semester – II) Examination, 2011**  
**COMPUTER SPECIALIZATION**  
**203-C : OOD Concepts & Basic Java**  
**(2005 Pattern) (Old)**

Time : 3 Hours

Max. Marks : 60

*Note :* 1) *Question No. 1 is compulsory. Solve any 4 from the remaining.*  
2) *Question No. 1 carries 20 marks & remaining have 10 marks each.*

1. Solve the following :

- a) What is a command to compile Java program ?
- b) What is identifier ? Give examples.
- c) Write integer data types with their size and default values.
- d) What is local variable ?

2. Write a program to display following pattern

1

1 2

1 2 3

1 2 3 4

1 2 3 4 5

3. Write a program to accept 10 integer numbers and arrange them in ascending order. (Use array).
4. Write a program to copy text of one text field to another. (Write assumptions if any).

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5. Write an abstract class named “Employee” . Which has subclass named “Manager” ? Write explicit constructors for all over load & override print me method in all classes. (write assumptions if any)
  6. Write short note (**any two**) :
    - a) User defined Exception
    - b) Interfaces
    - c) Overloading and overriding
    - d) Final key word in all context.
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**M.M.S. /M.B.S. (Semester – I) Examination, 2011**  
**101 : INTERNATIONAL BUSINESS MANAGEMENT**  
**(2008 Pattern) (New)**

Time : 3 Hours

Max. Marks : 70

- Instructions :*
- 1) *Q. 6 is case study and it is compulsory.*
  - 2) *Answer any 3 questions from remaining.*
  - 3) *Q. 1 to Q. 5 carry 15 marks each.*
  - 4) *Q. 6 carries 25 marks.*

1. Explain the term Globalisation. Discuss various stages in Globalisation.
2. Explain the concept of country risk analysis. Comment on socioeconomic risk and its management.
3. Define a multinational Enterprise. What are the benefits of MNE operating in developing countries ?
4. a) Discuss the role of World Bank in International Financial Management.  
b) Elaborate on current EXIM Policy (Foreign Trade Policy)
5. Write short notes on (**any three**) :
  - a) Balance of payment
  - b) Global sourcing
  - c) Trade Blocks
  - d) Types of Letter of Credit
  - e) Contractual mode of entry in International Market.

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Mexico

## 6. CASE STUDY

Located directly south of the United States, Mexico covers an area of 756,000 square miles. It is the third-largest country in Latin America and the thirteenth-largest in the world. The most recent estimates place the population at around 107 million, and this number is increasing at a rate of about 1.4 percent annually. As a result, today Mexico is one of the “youngest” countries in the world. Approximately 55 percent of the population is under the age of 20, while a mere 4 percent is 65 years of age or older.

Today, even though the economy is uncertain as in the rest of the world and has political risk, Mexico has made it self attractive for foreign investment. Trade agreements with the United States and Canada (NAFTA), the EU Japan, and dozens of Latin American countries have begun to fully integrate the Mexican economy into the global trading system. Multinationals in a wide variety of industries, from computers to electronics and from pharmaceuticals to manufacturing, have invested billions of dollars in the country. Telefonica, the giant Spanish telecommunications firm, is putting together a wireless network across Latin America, and Mexico is one of the countries that it has targeted for investment. Meanwhile, manufacturers not only from the United States but also from Asia to Europe have helped sustain Mexico’s booming maquiladora assembly



industry. By the turn of the century over 1.2 million people were employed in this industry including 600,000 in the two border states of Baja California and Chihuahua.

Thomson SA, the French consumer electronics firm, has three plants in the border states that make export TVs and digital decoder boxes. And like a growing number of MNCs located in Mexico, the firm is now moving away from importing parts and materials from outside and producing everything within the country. One reason for this move is that under the terms of the North American Free Trade Agreement only parts and materials originating in one of the three NAFTA trading partners are now allowed to enter the processing zones duty-free. Anything originating outside these three countries is subject to tariffs of as much as 25 percent. So the French MNC Thomson is building a picture tube factory in Baja California so that it will no longer have to import dutiable tubes from Italy. In many cases, imported items from the European Union however, are allowed to enter duty -free because in 1999 Mexico signed a free-trade agreement with the EU. As a result , a host of firms, including Philips Electronics and Siemens, poured large amounts of investment into the country. At the same time Mexico also has begun negotiating another free trade pact with the four Nordic countries, raising the likelihood that firms such as Nokia, Ericsson , and Saab-Scania will also invest heavily in the country.

While many European MNCs are now investing in Mexico, the United States still remains the largest investor. Over 60 percent of all outside investment is by U.S. firms. Asian companies, in particular Japanese MNCs, also have large holdings in the country, although these firms have been scaling back in recent years because of the import duties and the fact that Mexican labor costs are beginning to rise, thus making it more cost-effective to produce some types of goods in Asia and export them to North America. The largest investments in Mexico are in the industrial sector (around 60 percent of the total) and services (around 30 percent)



One of the major benefits of locating in Mexico is the highly skilled labor force that can be hired at fairly low wages when compared with those paid elsewhere, especially in the United States. Additionally, manufacturing firms that have located there report high productivity growth rates and quality performance. A study by the Massachusetts Institute of Technology on auto assembly plants in Canada, the United States, and Mexico reported that Mexican plants performed well. Another by J.D. Power and Associates noted that Ford Motor's Hermisillo plant was the best in all of North America. Computer and electronic firms are also finding Mexico to be an excellent choice for new expansion plants.

**Questions :**

- 1) Why would multinationals be interested in setting up operations in Mexico ? Give two reasons.
- 2) Would cultural differences be a major stumbling block for U.S. MNCs doing business in Mexico ? For European firms ? For Japanese firms ? Explain your answer.
- 3) Why might MNCs be interested in studying the organizational culture in Mexican firms before deciding whether to locate there ? Explain your logic.

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**M.M.S. / M.B.S. (Semester – I) Examination, 2011  
(Marketing Specialisation)**

**103 (A) : SERVICES MARKETING AND BRAND MANAGEMENT  
(New) (2008 Pattern)**

Time : 3 Hours

Max. Marks : 70

*Instructions : a) Answer any five questions.*

*b) All questions carry equal marks.*

1. “There is tremendous growth potential in service sector in India” – Give your opinion and discuss two emerging service sectors in India.
2. Define services and explain the difference between goods and services. Also discuss features of services in detail.
3. Explain in detail the ‘Gap Model’ for evaluating service performance.
4. Elaborate the process of brand building. Also enlist various benefits of branding.
5. Explain the following terms :
  - a) Brand resonance
  - b) Brand equity
  - c) Brand Image and
  - d) Brand Identity.
6. Explain various reasons behind brand failures by citing suitable examples. Also discuss concept of ‘brand loyalty’.
7. Write short notes (**any two**) :
  - a) Industrial services
  - b) Service life cycle
  - c) Use of technology in delivering services
  - d) Co-branding
  - e) Brand valuation.



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**M.M.S./M.B.S. (Semester – I) Examination, 2011**  
**Computer Specialization**  
**103(C) : SOFTWARE ENGINEERING**  
**(2008 Pattern) (New)**

Time : 3 Hours

Max. Marks : 70

*Note:* i) Q.No. 6 is **compulsory**.  
ii) Solve **any four** questions from **remaining**.  
iii) Figures to the **right** indicate **full** marks.

1. Explain and compare waterfall and prototyping approaches of system development. **15**
2. Draw context level and first level data flow diagram for payroll system. **15**
3. Explain user interface design. Also explain various validations to be done while inputting the data. **15**
4. What is decision table ? Draw decision table for following.  
To allow discount on cash bill the following procedure is followed 10% discount on sales greater than or equal to 10,000, 5% discount on sales greater than or equal to 5000, 1% discount on sales greater than or equal to 1000 and no discount otherwise. **15**
5. What is maintenance ? Why maintenance is a difficult activity. Explain how it is done. **15**
6. Write short note on **any two** : **10**
  - a) Agile process
  - b) CASE tool
  - c) Data dictionary
  - d) Skills of system's analyst.



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**M.M.S./M.B.S. (Semester – I) Examination, 2011**  
**103 – D : QUALITY MANAGEMENT (2008 Pattern) (New)**  
**(Production and Material Specialization)**

Time : 3 Hours

Max. Marks : 70

*Note : i) Answer **any five** questions.  
ii) All questions carry **equal** marks.*

1. Describe dimensions of quality in manufacturing and service systems.
2. Discuss the elements of total quality management.
3. Explain concept and relevance of Juran's Trilogy.
4. Describe the meaning and application of quality function deployment.
5. Explain the meaning of acceptance sampling. Describe features of commonly used sampling plans.
6. a) State the steps involved in constructing an attribute control chart.  
b) Explain in brief how does use of Ishikawa diagram can help in improving quality.
7. Explain how following aspects influence quality :
  - a) Leadership
  - b) Organization culture.
8. Write notes on **any two** of the following :
  - a) Quality and competitive advantage
  - b) DC curve
  - c) Cross functional team
  - d) Quality audit.







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**M.M.S./M.B.S. (Semester – I) Examination, 2011**  
**H.R.M. Spl.**  
**(103 – E) : ORGANISATIONAL DEVELOPMENT**  
**(2008 Pattern) (New)**

Time : 3 Hours

Total Marks : 70

*Instructions : 1) Attempt any 5 questions from the following.*  
*2) All questions carry equal marks.*

1. Define and discuss the concept of OD with Kurt Lewin's concept of OD.
2. Explain the term 'structural interventions'. Explain in detail socio-technical systems.
3. What is idea behind quality circles ? Explain the working of quality circles in detail.
4. Explain O.D. process. Elaborate on survey feedback in detail.
5. Write short notes (**any 2**) :
  - a) T-group training
  - b) Role of negotiation
  - c) Time management
  - d) Change agent.
6. Explain various steps involved in Action Research Model in O.D.
7. Explain the role of OD consultant. Discuss importance of ethical issue in OD consultant.



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**M.M.S./M.B.S. (Semester – II) (2008 Pattern) Examination, 2011**  
**201 : ENTREPRENEURSHIP DEVELOPMENT AND PROJECT**  
**MANAGEMENT (New)**

Time: 3 Hours

Max. Marks : 70

*Note : 1) Q. 1 is compulsory.*

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

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

1. a) Elaborate the role and responsibilities of an entrepreneur. **10**  
b) Explain the relevance of entrepreneurship development cycle. **15**
2. Explain the theory of profit putforth by knight, in detail. **15**
3. Elaborate the role played by state government in promoting entrepreneurship development. **15**
4. What are the various external factors influencing entrepreneurship development ? **15**
5. Elaborate the role played by EDII in promoting entrepreneurship development. **15**
6. What are the challenges faced by women entrepreneurs ? **15**
7. Write short notes on (**any three**) : **15**
  - a) Market Analysis
  - b) Creativity
  - c) NEDB
  - d) Angle capitalist
  - e) Entrepreneurial traits.



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**M.M.S./M.B.S. (Semester – II) Examination, 2011**  
**MARKETING SPECIALIZATION**  
**202 (A) – Retail and Distribution Management**  
**(2008 Pattern) (New)**

Time : 3 Hours

Max. Marks : 70

*Instructions :* 1) Answer **any five** questions.  
2) **All** questions carry **equal** marks.

1. What is Retailing ? Explain the significance of Retailing from Consumer, Manufacturer and Economy Point of View.
2. What are the different types of store layouts ? Explain the factors that influence the store layout.
3. “Right selection of location contributes in the success of Retail business”. Comment. Write a note on location selection process.
4. Explain the Horizontal, Vertical and Multichannel marketing systems with suitable examples.
5. List and explain the components of supply chain management.
6. Explain different types of channel conflicts and ways to resolve them.
7. Write short notes on **any two** :
  - a) Private Label Brands.
  - b) Franchising.
  - c) Sales Promotion in Retailing.
  - d) Functions of Wholesaling.



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**M.M.S./M.B.S. (Semester – II) Examination, 2011**  
**Finance Specialization**  
**202 B : INTERNATIONAL FINANCE**  
**(New) (2008 Pattern)**

Time : 3 Hours

Max. Marks : 70

*Instructions: 1) Q.1 is compulsory. From Q.2 to 9 attempt any two questions from Section-I and any two questions from Section-II.*

*2) Figures to the right indicate full marks.*

*3) Use of Non-programmable calculator is allowed.*

1. Explain the nature, scope and significance of International Finance in the globalized economy. 10

SECTION – I

2. What do you mean by 'International Monetary System' ? Explain the role and significance of International Monetary Fund and World Bank in international business. 15
3. Write notes on the following : 15
- a) Role of RBI in Forex markets.
- b) Special Drawing Rights.
- c) Supplier's Credit.
4. Explain the concept of Purchasing Power Parity (PPP). Describe a method for testing whether PPP exists. 15
5. Describe with suitable illustrations the various sources of International Finance. 15

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## SECTION – II

6. a) Explain the concept “Rupee Convertibility”. 8
- b) Calculate the annualised discount on rupees for the three month forward, when spot rate  $S(\text{₹./\$}) = ₹ 31.8756/\$$  and three month forward rate is  $F(\text{₹./\$}) = ₹ 32.1769/\$$ . 7
7. a) Explain the various external hedging tools. 8
- b) If the rate of inflation in India and the USA is 7% and 4% respectively and if interest rate in the USA is 6%, find the rate of interest in India. 7
8. a) Write short note on Foreign exchange risk and its measurement. 8
- b) The exchange rate in two markets is as follows :
- New York : \$ 1.9800 – 10/f
- London : \$ 1.9700 – 10/f
- Find out how arbitrageurs will make gain. 7
9. Write short notes on **any three** of the following : 15
- a) WTO and its impact on International Business.
- b) Impact of Euro currency on Forex market.
- c) Trade settlement methods.
- d) Special Economic Zones. [SEZ's]
- e) International Accounting Standards.



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**M.M.S./M.B.S. (Semester – II) Examination, 2011**  
**Computer Specialization**  
**202 (C) – BUSINESS APPLICATION**  
**(2008 Pattern) (New)**

Time : 3 Hours

Max. Marks : 70

*Instructions :* 1) *Q. No. 6 is compulsory.*  
2) *Solve any four from Q. 1 to Q. 5.*  
3) *Figures to the right indicate full marks.*

1. Explain material procurement procedure in detail. **15**
2. Explain fund management of financial system in detail. **15**
3. Explain employee attendance and leave administration system of any organisation. **15**
4. What is an ERP ? Explain various factors for evaluating and implementing an ERP package. **15**
5. Explain customer order processing system. Also draw layout of Pending customer orders. **15**
6. Write short notes on **any two** : **10**
  - a) BOM
  - b) Capacity planning
  - c) CRM
  - d) Accounts payable.



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**M.B.S. /M.M.S. (Semester – II) Examination, 2011**  
**202-D : OPERATIONS STRATEGY**  
**(Operations and Materials Management Specialization)**  
**(2008 Pattern) (New)**

Time : 3 Hours

Max. Marks : 70

*Note : i) Answer **any five** questions.  
ii) **All** questions carry **equal** marks.*

1. Describe a framework for developing operations strategy for a manufacturing organizations.
2. Discuss the relation of following with Operations Strategy:
  - a) Value chain concept
  - b) Core competence.
3. Explain the importance of strategic integration while formulating Operations strategy.
4. Explain the effect of following factors on process choice decisions :
  - a) Product life cycle
  - b) Level of customization
  - c) Demand.
5. Discuss the factors influencing capacity decisions.
6. Discuss the role of IT in implementation of Operations Strategy.
7. What is Manufacturing infrastructure ? Describe the role of manufacturing infrastructure in Operations Strategy.
8. Write notes on **any two** of the followings :
  - a) Focussed manufacturing
  - b) Order winner and Order qualifier
  - c) Technology Strategy
  - d) CIM.



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M.M.S./M.B.S. (Semester – II) Examination, 2011  
202-E : HRM Specialisation  
TRAINING AND DEVELOPMENT  
(2008 Pattern) (New)

Time : 3 Hours

Max. Marks : 70

- Note : 1) Question No. 1 is compulsory.*  
*2) Attempt any four questions from the remaining questions.*  
*3) Figures to the right indicate full marks.*

1. Define training. “Training is important function in organisation”. Discuss. **10**
2. Discuss the process and methods of identification of training needs. **15**
3. Design training program for newly joined marketing officer in manufacturing industry. **15**
4. Explain Kirkpatrick model for evaluation of training program. **15**
5. What is learning ? What are the principles of learning ? Explain social learning theory in detail. **15**
6. Write short notes on (**any two**) : **15**
  - a) Multimedia training
  - b) Andragogy
  - c) Training for leadership.







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**M.M.S./M.B.S. (Semester – II) Examination, 2011**

**Marketing Specialization**

**203A : MARKETING STRATEGY AND RELATIONSHIPS MARKETING  
(2008 Pattern) (New)**

Time : 3 Hours

Max. Marks : 70

*Instructions : 1) Attempt any five questions.*

*2) All questions carry equal marks.*

1. Explain the concept of 'Marketing Strategy'. Elaborate various steps in formulating Marketing Strategy.
2. Explain various bases of segmentation for consumer goods.
3. Why new products are developed ? How would you organize new product development ? What are the steps involved ?
4. Explain how IT would help in building up competitive marketing strategy to achieve sustaining growth in the business.
5. Explain the importance of database marketing, data warehousing and data mining in CRM.
6. "Value profit chain is based on value equations for customers, employees, partners and investors". Discuss.
7. Write short notes (**any two**) :
  - a) RM in industrial markets and consumer markets
  - b) Customer defections
  - c) Harvesting strategies
  - d) Constraints in marketing strategy implementation.



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**M.M.S./M.B.S. (Semester – II) Examination, 2011**  
**203C – Computer Specialization**  
**OOD CONCEPTS AND BASIC JAVA (Old and New)**  
**(2008 Pattern)**

Time : 3 Hours

Max. Marks : 70

- Note :** 1) Question 1 is **compulsory**.  
2) Solve **any five** questions from remaining.  
3) Figures to **right** indicate **full** marks.

1. A) Answer the following : 10
  - 1) What is Java ?
  - 2) What is Object ?
  - 3) What is use of static keyword ?
  - 4) Which are different types of constructors ?
  - 5) What is abstract class ?

B) Create class called sports Accessories with attributes AccID, Description, Quantity, rate, usedInGame. Accept details of 10 accessories from user and store it in array of objects. Display details of all accessories used in game “cricket”. 10
2. Write applet application to display left scrolling banner. 10
3. Write an application to create following threads 10
  - a) Display series 1, 1, 2, 3, 5, 8, 13, 21,.....
  - b) Display series 1, 8, 27, 64, 125.....
4. Write an application to count vowels, each separately, from a given file 10

(Use character stream)
5. Define class called computer. Define subclasses of Computer called desk top and laptop. Accept details of 3 categories. Show accepted information by overriding display method (Define at least three attributes in each class. Assume suitable data). 10
6. Explain “Java is object oriented language”. 10
7. Write notes on (**any 2**) : 10
  - a) Applet life cycle
  - b) Thread synchronization
  - c) Exception handling in Java.



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**M.M.S./M.B.S. (Semester – II) Examination, 2011**  
**Marketing Mant. Specialization**  
**(202-A) : RETAIL AND DISTRIBUTION MANAGEMENT**  
**(2005 Pattern) (Old)**

Time : 3 Hours

Max. Marks : 60

*Instructions : 1) Attempt **any four** questions.  
2) **All** questions carry **equal** marks.*

1. a) Explain the various types of retailers.  
b) Analyse critically the nature and importance of retailing.
2. Discuss role of wholesalers in physical distribution and different types of wholesalers.
3. Elaborate the various factors which affect location decision.
4. “Material handling, transportation, warehousing and inventories” are the four pillars on which the building of retailer logistics rely upon”. Do you agree with the statement ? Explain in details with practical examples.
5. What are the causes for “channel conflict” and suggest strategies to overcome conflict ?
6. Write short notes on (**any three**) :
  - a) Franchising
  - b) CRM in retailing
  - c) Multilevel marketing
  - d) In-store promotions
  - e) Merchandising.



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**M.M.S./M.B.S. (Semester – II) Examination, 2011**  
**(203 D) : MODELING TECHNIQUES AND OPERATIONS**  
**MANAGEMENT**  
**Production and Materials Specialization**  
**(2008 Pattern) (New)**

Time: 3 Hours

Max. Marks: 70

*Notes : 1) Answer any five questions.*

*2) All questions carry equal marks.*

1. Discuss the how application of quantitative models in operations can help organizations in increasing delivery performance and profitability. **14**
  
2. Solve the following linear programming problem using simplex method.  
Maximize  $Z = 6X + 8Y$   
Subject to  
 $2X + 3Y \leq 18$   
 $4X + 2Y \leq 20$   
 $X, Y \geq 0$  **14**
  
3. a) State the steps involved in application of decision tree for decision making. **6**  
  
b) A government committee is considering the economic benefits of a program of preventative flu vaccinations. If vaccinations are not introduced then the estimated cost to the government if flu strikes in the next year is Rs. 700 million with probability 0.1, Rs. 1,000 million with probability 0.3 and Rs. 1,500 million with probability 0.6. It is estimated that such a program will cost Rs. 700 million and that the probability of flu striking in the next year is 0.75.  
One alternative open to the committee is to institute an “early-warning” monitoring scheme (costing Rs. 30 million) which will enable it to detect an outbreak of flu early and hence institute a rush vaccination program (costing Rs. 1,000 million because of the need to vaccinate quickly before the outbreak spreads).  
Draw Decision Tree for the above decision situation. **8**

P.T.O.



4. Explain any five priority sequencing rules and their significance with examples. **14**
5. Using Jackson's method, find the sequence that minimizes the total elapsed time required to complete the following tasks and compute idleness of each machine. Each job is processed in the order of A-B-C. Calculate idle time on each machine. **14**

JOB	I	II	III	IV	V
Machine A	5	7	6	9	5
Machine B	2	1	4	5	3
Machine C	3	7	5	6	7

6. State the concept of Goal Programming. Describe formulation of Goal Programming model with an example. **14**
7. Describe the salient features of ERP system in context of operations management processes. **14**
8. Write notes on **any two** of the followings : **14**
- Steps in model building
  - Simulation
  - Sensitivity analysis.



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**M.M.S./M.B.S. (Semester – II) Examination, 2011**  
**203 – E : HRM SPECIALISATION**  
**Performance Management Systems**  
**(2008 Pattern) (New)**

Time : 3 Hours

Max. Marks : 70

*Note : i) Q. No. 1 is compulsory.*  
*ii) Attempt any four questions from the remaining questions.*  
*iii) Figures to the right indicate full marks.*

1. Explain Performance Appraisal with its objectives. **10**
2. Explain the importance of compensation management and separation planning in performance management system. **15**
3. Explain the goal setting procedure in detail. **15**
4. Discuss the Straight Ranking Method and Critical Incident Method of Performance Appraisal in detail. **15**
5. Do you agree that counseling can help employees to improve their performance. Justify. **15**
6. Write short note on (**any two**) : **15**
  - a) Assessment centers.
  - b) Employee coaching.
  - c) 360° degree appraisal.



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**M.M.S./M.B.S. (Semester – II) Examination, 2011**  
**COMPUTER SPECIALIZATION**  
**202(C) : Business Applications**  
**(2005 Pattern) (Old)**

Time : 3 Hours

Max. Marks : 70

*Instructions :* i) Question No. 6 is **compulsory**.  
ii) Solve **any four** from Q. No. 1 to Q. 5.  
iii) Figures to **right** indicate marks.

1. Explain in detail preparation of production plan and master production schedule. **15**
2. Explain in detail customer complaint management system. **15**
3. Explain process of preparation of balance sheet with suitable example. **15**
4. Explain in detail demand forecasting and planning. **15**
5. What is an ERP ? Explain various factors for evaluating and implementing an ERP package. **15**
6. Write short note on **any two** : **10**
  - 1) CRM
  - 2) BOM
  - 3) DEMAT Account
  - 4) Accounts Receivable.

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**M.M.S./M.B.S. (Semester – II) Examination, 2011**  
**Production and Materials Specialization**  
**202 – D : MANUFACTURING STRATEGY**  
**(2005 Pattern) (Old)**

Time : 3 Hours

Max. Marks : 60

*Note : i) Answer **any four** questions.  
ii) **All** questions carry **equal** marks.*

1. How manufacturing strategy can be aligned with corporate strategy to achieve market leadership ? Elaborate with examples.
2. Discuss the role and importance of technology and process choice in developing manufacturing strategy.
3. Explain the strategic issues involved in make-buy decisions for components of a high tech electronic consumer product.
4. Explain the concept and principles of to cussed manufacturing. Describe in brief strategic gain / benefits by adopting to cussed manufacturing.
5. Discuss the factors to be considered while making huge investment in infrastructure / plant / machinery for a manufacturing organization.
6. Describe the need for and advantages of linking investment decisions to product life cycle.
7. Write short notes on **any three** of the following :
  - a) Functional goals.
  - b) Technical vs business specifications.
  - c) Technology strategy.
  - d) Customer-Vendor relations.



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**M.M.S./M.B.S. (Semester – II) Examination, 2011**  
**202 E : HRM Specialisation**  
**TRAINING AND DEVELOPMENT**  
**(2005 Pattern) (Old)**

Time : 3 Hours

Max. Marks : 60

*Note: 1) Attempt **any four** questions.  
2) **All** questions carry **equal** marks.*

1. Explain various methods of Training. **15**
  2. Define Training. Explain need and objectives of training. **15**
  3. Design a training programme for newly joined sales officer in manufacturing industry. **15**
  4. Explain in detail the process of identification of training needs of employees in the organisation. **15**
  5. What is training evaluation ? Explain various techniques to evaluate training. **15**
  6. Write short notes on **(any two)** : **15**
    - a) Resistance of training.
    - b) Budgeting of training.
    - c) Distance learning.
    - d) Sensitivity training.
- 

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**M.M.S. /M.B.S. (Semester – II) Examination, 2011**  
**Marketing Management Spl :**  
**203 A : MARKETING STRATEGY AND SOCIAL MARKETING**  
**(2005 Pattern) (Old)**

Time : 3 Hours

Max. Marks : 70

*Note : 1) Attempt **any five** questions.  
2) **All** questions carry **equal** marks.*

1. Present an overview of the characteristics and trends of strategic marketing management.
2. Identify and explain the major factors contributing to the pricing strategy of a firm.
3. Explain the significant stages of corporate strategic planning. How does the SWOT analysis contribute to the strategy formulation ?
4. Discuss the major constraints to the 'promotion', in the rural markets. How can these be overcome ? Explain giving examples.
5. Suggest the probable criteria that will be useful in segmenting the rural markets for
  - a) Farming mechanization products and
  - b) FMCG products.
6. What strategies of marketing will you recommend for declining markets ? Explain.
7. Write notes on **any two** :
  - a) Packaging for rural products
  - b) Strategies for entering a foreign market
  - c) Marketing channel strategy.



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**M.M.S./M.B.S. (Semester – II) Examination, 2011**  
**203-B Finance Spl.**  
**LEGAL AND PROCEDURAL ASPECTS OF FINANCE**  
**(2005 Pattern) (Old)**

Time : 3 Hours

Max. Marks : 60

**Instructions:** 1) Attempt **any 4** questions.  
2) **All** questions carry **equal** marks.

1. Explain the provisions regarding the appointment and removal of a Director of company.
  2. Explain the provisions of Company's Act regarding oppression and mismanagement.
  3. What are the required qualifications for appointment of Auditors ? Also explain the duties of Auditors.
  4. Write short notes on :
    - a) Audit Reports.
    - b) Director's responsibility statement.
  5. Explain the provisions of Companies Act 1956 regarding Inter Corporate Deposits and Loans.
  6. Explain the role and duties of the Secretary of the company in connection regarding annual general meeting.
  7. Write short notes (**any 3**) :
    - a) Objectives of Payment of Wages Act.
    - b) Payment of Bonus Act.
    - c) Payment of Gratuity Act.
    - d) Corporate governance.
- 

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**(MMS) M.B.S. (Semester – II) Examination, 2011**  
**PRODUCTION AND MATERIALS SPECIALISATION**  
**203 D : Inventory Management**  
**(2005 Pattern) (Old)**

Time: 3 Hours

Max. Marks : 60

*N.B. : 1) Attempt **any four** questions.*

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

1. What is selective inventory control ? What is the basis of 'ABC' analysis ?  
Explain the process of carrying out 'ABC' analysis with graph. **15**
2. Explain the role of 'computer' in inventory management. Cite examples. **15**
3. Explain following :
  - a) Inventory carrying cost and procurement cost. **8**
  - b) Fixed order system and periodic order system. **7**
4. Write a detailed note on, "Just-in-Time (JIT)" with examples. **15**
5. What is, inventory management objectives ? Explain their impact on service level and 'ROI'. **15**
6. Explain the various inventory model with min-max level. **15**
7. Write short notes on **any three** : **15**
  - a) Set up time and SMED
  - b) Excess Inventory A Grave Yard of Business
  - c) A role of 'MRP' in controlling inventories
  - d) Classification of materials.



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**M.M.S./M.B.S. (Semester – II) Examination, 2011**  
**PERFORMANCE MANAGEMENT SYSTEMS**  
**203(E) : HRM Spl.**  
**(2005 Pattern) (Old)**

Time : 3 Hours

Max. Marks : 60

*Instruction : Attempt any four questions.*

1. Define Performance Appraisal. Discuss objectives in detail. **15**
2. Explain any two traditional methods of Performance Appraisal. **15**
3. What is the importance of 'self-assessment' in Performance Appraisal ? **15**
4. Write in detail about MBO. **15**
5. What is the role of communication in performance management systems ? **15**
6. Write notes on **any two** of the following : **15**
  - a) BARS
  - b) Ranking method of performance appraisal
  - c) Potential appraisal
  - d) Use of technology in performance management systems.

