

Roll No.

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[Total No. of Pages : 02

J-3807[UP-7061]

[2037]

MBA (Semester - 1st)

PRINCIPLES & PRACTICE OF MANAGEMENT (MBA - 101)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

Q1)

(15 × 2 = 30)

- a) SWOT analysis.
- b) Single use plans.
- c) Budgetary control.
- d) Manpower planning.
- e) Matrix organization.
- f) Linear programming.
- g) Decision tree.
- h) Individual level conflict.
- i) Responsibility accounting.
- j) Total quality management.
- k) ABC system of control.
- l) PERT and CPM techniques of control.
- m) Break-even analysis.
- n) Total quality management.
- o) Product departmentation.

P.T.O.

Section - B

(9 x 5 = 45)

- Q2)** What are the contributions to management thought by Taylor, Gantt and Fayol?
- Q3)** What are the various ethical issues involved in management? What factors help in value formation?
- Q4)** What do you mean by the span of management? Which are the various factors, which help in determining the optimum span of management?
- Q5)** Define delegation of authority. Give various elements of delegation.
- Q6)** What is strategic planning? What is the role of a CEO in formulating a strategic plan?
- Q7)** What is the role of creativity in decision-making? Differentiate the group decision making from individual decision-making.
- Q8)** What is informal organization? Which difficulties are faced in an informal organization?
- Q9)** What are the line and staff conflicts? Why these conflicts occur?
- Q10)** Why people resist control? How such situations can be overcome?
- Q11)** What is break-even analysis? What are its limitations as a control technique?
- Q12)** What should be the essentials of a good control system? Is same control technique applicable to all the organizations?
- Q13)** Explain the concept of departmentation. What are the various criteria's, based on which the departmentation can be done?



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J-3073[S-73]

[2037]

MBA (Semester - 1st)

ORGANIZATION BEHAVIOUR (MB - 102)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

[15 x 2 = 30]

Q1)

- a) Social learning.
- b) Type B personality.
- c) Terminal values.
- d) Determinants of individual behaviour.
- e) Stereotyping.
- f) Open self.
- g) Hygiene factors.
- h) Life positions.
- i) Charismatic leaders.
- j) Nominal Group technique.
- k) Groupthink.
- l) Dysfunctional politics.

P.T.O.

- m) Referent power.
- n) Felt conflict.
- o) Learning organization.

Section - B

[9 x 5 = 45]

- Q2)** Define organizational behaviour. How does this discipline contribute to predicting behaviour?
- Q3)** Which biographical characteristics best predict productivity, absenteeism, turn over and satisfaction?
- Q4)** Compare and contrast classical conditioning theory with Operant conditioning theory.
- Q5)** Define perception, what are its implications for explaining organizational behaviour?
- Q6)** Contrast the cognitive and affective components of an attitude.
- Q7)** Explain Maslow's theory of need hierarchy.
- Q8)** Discuss different stages in group formation.
- Q9)** Explain transactional analysis, how does it contributes to improving interpersonal skills.
- Q10)** Describe the strengths and weaknesses in the trait approach to leadership.
- Q11)** What is power? How it is different from leadership?
- Q12)** What are the disadvantages of conflict? What are its advantages?
- Q13)** What is the difference between job satisfaction and organizational culture?



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J-3074[S-74]

[2037]

M.B.A. (Semester - 1st)

ACCOUNTING FOR MANAGEMENT (MB - 103)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is compulsory.
- 2) Attempt any Nine questions from Section - B.

Section - A

[15 x 2 = 30]

Q1)

- a) Define double entry system of accounting.
- b) What is Business entity concept?
- c) Discuss accounting as an information system.
- d) Explain the concept of Target costing.
- e) What is current purchasing power accounting method.
- f) Differentiate between absorption costing and marginal costing.
- g) How margin of safety is calculated?
- h) What is meant by operating activities.
- i) Mention the purpose of preparing cash flow statement.
- j) How labour mix variance is calculated?
- k) What is meant by expense centre?
- l) What is the objective of preparing common size financial statements?

- m) Differentiate between standard cost and estimated cost.
- n) Mention two uses of management accounting.
- o) Explain cash budget.

Section - B

[9 x 5 = 45]

- Q2)** Explain the role of an accountant in an organization.
- Q3)** What is meant by fund flow statement? How it is prepared?
- Q4)** Explain 'Budget', 'Budgeting' and 'Budgetary control'.
- Q5)** What is meant by CVP Analysis? What are assumptions used in it?
- Q6)** What is the study of variance analysis? How it helps in cost control?
- Q7)** Given the following find the margin of safety sales.
Profit earned Rs. 24,000.
Selling price per unit Rs. 10.
Marginal cost per unit Rs. 7.
- Q8)** What is meant by Balance sheet? Give its specimen.
- Q9)** Opening Stock Rs. 29,000; Closing stock Rs. 31,000; Sales Rs. 3,00,000;
Gross profit 25% on cost. Calculate stock turnover ratio.
- Q10)** What is meant by inflation accounting? Give its uses.
- Q11)** What is meant by financial Analysis? Discuss its tools in brief.
- Q12)** Explain the different methods used in human resource accounting.
- Q13)** Explain the various steps involved in Activity Based Costing.



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J-3075[S-75]

[2037]

MBA (Semester - 1st)

QUANTITATIVE TECHNIQUES (MB - 104)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is compulsory.
- 2) Attempt any Nine questions from Section - B.

Section - A

[15 x 2 = 30]

Q1)

- a) Discuss operations on sets.
- b) Find the compound interest on Rs. 10,000 for 4 years at 5% per annum.
- c) Find the sum of $2 + 4 + 6 + 8 + 10 + \dots$ to 25 terms.
- d) What is principle of mathematical induction.
- e) Define rank of matrix.
- f) Discuss the advantages of measures of dispersion over measures of central tendency.
- g) Discuss merits and demerits of standard deviation.
- h) Differentiate between skewness and kurtosis.
- i) Discuss the properties of correlation coefficient.

- j) Discuss the usefulness of regression in dealing with business problems.
- k) Explain seasonal variations in time series analysis.
- l) What are index numbers.
- m) Differentiate between permutation and combination.
- n) Comment on the following:
 For a binomial distribution, mean = 7 and variance = 11.
- o) Differentiate between null and alternate hypothesis.

Section - B

[9 x 5 = 45]

- Q2)** In a class of 25 students, 12 students have taken economics; 8 have taken economics but not politics. Find the number of students who have taken economics and politics and those who have taken politics but not economics.
- Q3)** Discuss the nature of roots for any given quadratic equation.
- Q4)** Find the sum of all natural numbers between 200 and 400 which are divisible by 7.
- Q5)** The mean of marks in statistics of 100 students in a class was 72. The mean of marks of boys was 75, while their number was 70 find out the mean marks of girls in the class.
- Q6)** The mean of 5 observations is 4.4 and the variance is 8.24. If three of the five observations are 1, 2 and 6, find the values of the other two.

Q7) Calculate Karl Pearson's coefficient of skewness from the following data:

Size	:	1	2	3	4	5	6	7
Frequency	:	10	18	30	25	12	3	2

Q8) Calculate Karl Pearson's coefficient of correlation from the following data:

X :	6	2	10	4	8
Y :	9	11	5	8	7

Q9) Obtain the equations of the two lines of regression for the data given below:

X :	1	2	3	4	5	6	7	8	9
Y :	9	8	10	12	11	13	14	16	15

Q10) What is a time series. What are its main components. Give illustration for each of them.

Q11) Discuss the uses of index numbers. Give examples in support of your answer.

Q12) There are 5 white and 7 red balls in a bag. A ball is drawn and then replaced. What is the probability that a white and a red ball are drawn in that order. What would be the probability if the balls drawn were not put back into the bag.

Q13) State the distinctive features of the Poisson probability distribution. When does this tend to a normal distribution.



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J-3076[S-76]

[2037]

MBA (Semester - 1st)

MANAGERIAL ECONOMICS (MB - 105)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

(15 x 2 = 30)

- Q1)** a) Define Macro economics.
b) Define demand function?
c) What is transitory income?
d) What is Duopoly?
e) Explain Wholesale Price Index to Calculate inflation in India.
f) What is total variable cost?
g) What is demand forecasting?
h) What is advertisement elasticity of demand?
i) Define discriminatory monopoly.
j) What do you understand by cost function?
k) What do you understand by sunk cost?
l) What is break-even quantity?
m) What do you understand by marginal cost?
n) Explain the concept of profit planning.
o) What is peak load pricing?

P.T.O.

Section - B

(9 x 5 = 45)

- Q2)* What are the various methods of demand forecasting?
- Q3)* Explain the major determinants of demand.
- Q4)* What the relevance of studying the break even analysis.
- Q5)* Explain the relative income hypothesis of consumption?
- Q6)* Write a note on balanced budget multiplier.
- Q7)* What are the various market structures in existence in real life?
- Q8)* What is cost output relationship in short run?
- Q9)* Write a short note on various pricing methods followed in practice.
- Q10)* What are different methods of national income accounting?
- Q11)* Explain the role of managerial economics in decision making.
- Q12)* How price and output is determined in case of discriminatory monopoly?
- Q13)* Write a short note on cost push theories of inflation.



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J-4170[S-2170]

[2037]

**M.B.A. (Semester - 1st)
BUSINESS ENVIRONMENT
MB - 201)**

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **four** questions from Section - B.

Section - A

Q1)

(10 × 2 = 20)

- a) Define Business Environment.
- b) What do you mean by cooperative sector?
- c) What are the features of socialism?
- d) What is the meaning of appropriate technology?
- e) What are the disadvantages of import of technology?
- f) What are the objectives of FEMA?
- g) What are the objectives of World Bank?
- h) Identify problems faced by public sector in India.
- i) Identify advantages of inviting Foreign Direct Investment.
- j) Outline objectives of India's EXIM Policy.

Section - B

(4 × 10 = 40)

Q2) Highlight important components of the Business Environment which affect Business organizations, with suitable illustrations.

- Q3)** (a) Highlight important objectives of economic planning in India.
(b) Write a note on Social Responsibility of Business.
- Q4)** (a) Critically examine the advantages and disadvantages of inviting Multi National Corporations in India.
(b) Briefly outline the objectives of World Bank.
- Q5)** Describe the salient features of FEMA with suitable illustrations.
- Q6)** (a) What are SEBI's guidelines regarding capital issues?
(b) Describe Directive Principles of State Policy.
- Q7)** Write notes on :
- (a) Problems encountered in Technology Transfer.
(b) Consumer Protection Act, 1986.



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J-3078[S-78]

[2037]

MBA (Semester - 2nd)

HUMAN RESOURCE MANAGEMENT (MB - 203)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

(15 x 2 = 30)

Q1)

- a) What are the objectives of human resource management?
- b) What are the essential characteristics of a sound personnel policy?
- c) Describe the changing role of personnel department?
- d) Define job specification?
- e) What is the process of recruitment?
- f) Distinguish between placement and induction?
- g) Training vs. development?
- h) What are the objectives of executive development?
- i) What is the difference between career planning and manpower planning?
- j) Describe the objectives of performance evaluation?
- k) What are fringe benefits?
- l) What is the importance of job evaluation?
- m) What are the causes of employee turnover?
- n) What are the duties of a labour welfare officer?
- o) What is human resource audit?

P.T.O.

Section - B

(9 x 5 = 45)

- Q2)** Explain the organization of personnel department in an organizational structure?
- Q3)** Briefly explain the managerial and operative functions of personnel management?
- Q4)** What steps are involved in the preparation of job analysis?
- Q5)** Describe in brief the process of developing managers?
- Q6)** Discuss various kinds of tests used in selection of workers by an organization?
- Q7)** Discuss modern methods of performance appraisal?
- Q8)** Discuss the essentials of sound wage and salary structure?
- Q9)** Briefly discuss the welfare facilities for the workers under the Factories act 1948?
- Q10)** What social security measures have been initiated by govt. of India?
- Q11)** What do you mean by counseling for effective human resource development?
- Q12)** What steps are necessary to maintain effective discipline?
- Q13)** Explain worker's participation in management?



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Total No. of Questions : 13]

[Total No. of Pages : 02

J-3079[S-79]

[2037]

M.B.A. (Semester - 2nd)

MARKETING MANAGEMENT (MBA - 204)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

(15 x 2 = 30)

Q1)

- a) What do you understand by Sellers Market?
- b) Define Publicity.
- c) Distinguish between a push policy and pull policy.
- d) What is AIDA approach of selling?
- e) Define marketing tasks.
- f) What are characteristics of services?
- g) Differentiate between marketing policy and marketing strategy.
- h) Distinguish between  rational buying motives  and  emotional buying motive .
- i) What is difference between  packing  and  packaging ?
- j) What is relationship marketing?
- k) What is the societal concept of marketing?
- l) Describe niche marketing.
- m) Distinguish between the terms: concept testing, product testing and test marketing.
- n) Differentiate between customer and consumer.
- o) What is meant by product line extension?

P.T.O.

Section - B

(9 x 5 = 45)

- Q2)* Marketing is the creation and delivery of standard of living. Elaborate the statement using suitable examples.
- Q3)* Explain the evolution of marketing concept. Critically evaluate each stage of evolution.
- Q4)* What is marketing environment? By discussing the main dimensions, explain the impact of environmental forces on marketing.
- Q5)* What are the characteristics and benefits of Market Segmentation? Discuss in detail different bases of segmenting the market.
- Q6)* What is Product Life Cycle? Discuss the major marketing strategies that are to be followed at various stages of PLC.
- Q7)* Describe the various factors influencing consumer behaviour. Explain the consumer buying process with suitable examples.
- Q8)* Describe alternative pricing strategies. Describe the important factors to be considered while pricing a product.
- Q9)* Critically evaluate various techniques of marketing control.
- Q10)* What do you understand by marketing channels? Discuss different factors affecting the choice of distribution channel.
- Q11)* Explain the different components of promotion mix. Discuss the various factors influencing the promotion mix.
- Q12)* What is the need of an information system in marketing? Explain the concept and components of Marketing Information System.
- Q13)* What do you understand by 'New Product'? Discuss the stages of new product development process.



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Total No. of Questions : 13]

[Total No. of Pages : 02

J-3080[S-80]

[2037]

MBA (Semester - 2nd)

FINANCIAL MANAGEMENT (MBA-205)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section-A

Q1)

[15 × 2 = 30]

- a) What is meant by financing decisions?
- b) Mention two limitations of Accounting rate of return.
- c) Explain Financial Risk.
- d) Mention the utility of public deposits as a source of fund.
- e) Explain operating Lease.
- f) Discuss the relation between debt financing and financial leverage.
- g) What is a letter of credit?
- h) Differentiate between Bonus issue and stock split.
- i) Define the term 'take over.'
- j) What is Capital Asset pricing model?
- k) How cost of preference share capital is calculated?
- l) What is dividend pay-out Ratio?
- m) Explain the concept of Capital Rationing.
- n) Mention two advantages of Lease financing.
- o) Define Economic Value added in relation to shareholder's value criteria.

Section-B

[9 × 5 = 45]

Q2) "Shareholder's wealth maximisation is preferred as an objective of Financial Management than profit maximisation as objective of Financial Management." Justify.

P.T.O.

- Q3)** Discuss the working of Arbitrage process with the help of suitable examples.
- Q4)** Under what kind of circumstances ‘NPV’ and ‘IRR’ gave contradictory results and why?
- Q5)** Discuss the uses of Lease Financing from Lessee’s point of view.
- Q6)** Distinguish between Net Income and Net operating Income approach of optimal capital structure.
- Q7)** Describe the main determinants while estimating the working capital requirements.
- Q8)** Discuss the theory of irrelevance of Dividends.
- Q9)** Discuss the Reasons and factors affecting mergers and Acquisitions.
- Q10)** What is weighted Average cost of capital? How it is capital?
- Q11)** Initial outlay (Co) Rs. 1, 20, 000.
 Life of an Asset 8 years.
 Estimated Net Annual cash in flow
- | | |
|----------------------|-----------|
| 1 st year | Rs. 30000 |
| 2 nd year | Rs. 40000 |
| 3 rd year | Rs. 60000 |
| 4 th year | Rs. 40000 |
- Calculate Internal rate of return.
- Q12)** A company issues 1000, 7% preference shares of Rs. 100 each at a premium of 10% redeemable after 5 years at par. Calculate the cost of preference share capital.
- Q13)** Describe the factors affecting long term fund requirements.



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Total No. of Questions : 13]

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J-3081[S-81]

[2037]

MBA (Semester - 3rd)

APPLIED OPERATION RESEARCH (MB - 301)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

Q1)

(15 x 2 = 30)

- a) Define operation research.
- b) Can we solve a 3-dimensional problem with Graphical method?
- c) Explain unrestricted variable.
- d) What are redundant constraints?
- e) Explain principle of dominance in Game Theory?
- f) What is the importance of Mixed Strategy?
- g) Write limitations of operation research.
- h) What do you mean by Convex set?
- i) What is non-degenerate basic feasible solution?
- j) What is structure of LPP?
- k) What is looping in transportation problem?
- l) What is free float?
- m) What are artificial variables?
- n) What do you mean by objective function?
- o) What is dynamic programming?

P.T.O.

Section - B

(9 x 5 = 45)

- Q2)** Discuss the various models & methods used in operation research.
- Q3)** Write a note on any two of the following:
- (a) Discuss the role of LPP as a decision making tool.
 - (b) Unbalanced transportation problem.
 - (c) Multiple optimal solution & infeasibility.
- Q4)** Maximize $Z = 5x + 8y$,
Subject to $3x + 5y = 18$
 $5x + 3y = 14$
 x, y are greater or equal to zero.
- Q5)** Discuss briefly the Hungarian method for solving an assignment problem.
- Q6)** What is the difference b/w degeneracy in simplex & degeneracy in transportation?
- Q7)** Explain Traveling Salesmen Problem with example.
- Q8)** Write five-difference b/w PERT/CPM.
- Q9)** Write a short note on Transshipment problem.
- Q10)** A company uses 3000 units of a product, its carrying cost is 30 % of average inventory. Ordering cost is Rs. 100 per order. Unit cost is Rs. 20. Calculate EOQ & total cost.
- Q11)** Explain the terms, set up cost, holding cost & shortage or penalty cost as applied to an inventory problem.

Q12) A truck owner from his past experience estimates that the maintenance cost per year of a truck whose purchase price is Rs. 150000 & resale value of the truck will be given as in table.

Determine at which time it is profitable to replace the truck.

Year	1	2	3	4	5	6	7	8
Maintenance	10,000	50,000	20,000	25,000	30,000	40,000	45,000	50,000
Resale value	13,0000	12,0000	11,5000	10,500	90,000	75,000	60,000	50,000

Q13) What is replacement? Describe some important replacement situations & replacement policies.



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J-3082[S-82]

[2037]

MBA (Semester - 3rd)

CORPORATE LEGAL ENVIRONMENT (MB-302)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section-A

Q1)

[15 × 2 = 30]

- a) Is a person bound by the terms printed on a ticket issued to him and which he has not read?
- b) Discuss how far agreements in restraint of trade are enforceable in India.
- c) Discuss the effect of supervening impossibility on the performance of contract.
- d) Explain Exemplary damages.
- e) Define Novation.
- f) What do you understand by implied warranty of quiet possession.
- g) What is meant by caveat emptor?
- h) When goods are deemed to be in transit?
- i) Explain Holder in due course.
- j) What are the presumptions in respect of negotiable instrument?
- k) Differentiate between Reinsurance and Double insurance.
- l) Distinction between common carrier and private carrier.
- m) What is meant by statutory company?
- n) When First Annual General meeting is Convened in case of company?
- o) Differentiate between Direct and Indirect Taxes.

P.T.O.

Section-B

[9 × 5 = 45]

- Q2)* What tests would you apply to ascertain an agreement is a contract or not?
- Q3)* Does a threat to commit suicide amount to coercion? What is its effect?
- Q4)* What is meant by Marking and Crossing of a Cheque? Explain different types of crossing.
- Q5)* What is meant by dishonour by Non-acceptance and dishonour by Non-payment?
- Q6)* “Once the possession of goods lost Right of lien is also lost.” Explain.
- Q7)* Explain contract of sale. State its essential characteristics.
- Q8)* What is a right of subrogation? Does the principle of subrogation apply only to property Insurance?
- Q9)* Discuss the liabilities of a common carrier in India.
- Q10)* “A company is distinct from its members.” Justify.
- Q11)* “Certificate of incorporation is said to be an conclusive evidence of existence of company.” Explain.
- Q12)* “Statutory meeting is to be convened once during the life time of a company.” Explain.
- Q13)* Discuss the main features of central excise.



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J-3084[S-84]

[2037]

MBA (Semester - 4th)

STRATEGIC MANAGEMENT (MB - 401)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

(15 x 2 = 30)

Q1)

- a) Define Corporate Vision.
- b) Define Strategy.
- c) Difference between mission and goal.
- d) SWOT Analysis.
- e) Identify four important external environmental factors.
- f) Strategic Advantage Profile.
- g) Define Benchmarking.
- h) Define Liquidation.
- i) Synergy.
- j) Competitive Advantage.
- k) Strategic Gap Analysis.
- l) Vertical Integration.
- m) Core competence.
- n) Organizational Capability Profile.
- o) Combination Strategy.

P.T.O.

Section - B

(9 x 5 = 45)

- Q2)* Explain various stages in strategy formulation process.
- Q3)* Discuss the key internal success factors that determine the success of the organization.
- Q4)* Outline Porter's Five Forces Model.
- Q5)* Explain the Combination strategy that organizations can adopt?
- Q6)* Explain the methods of benchmarking.
- Q7)* What do you understand by cost leadership strategies?
- Q8)* What are the various reasons a firm pursues a stability strategy?
- Q9)* Outline the GE 9 cell grid model.
- Q10)* Identify major difficulties encountered in strategy implementation.
- Q11)* Explain the concept of value chain analysis.
- Q12)* Discuss the techniques of strategic control.
- Q13)* What is the role of top management in strategy formulation and implementation?



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Total No. of Questions : 13]

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J-3085[S-85]

[2037]

MBA (Semester - 4th)

PROJECT EVALUATION AND IMPLEMENTATION

(MB-402)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section-A

Q1)

[15 × 2 = 30]

- a) Project management.
- b) Importance of project life cycle.
- c) Multiple internal rate of return.
- d) NPV vs. Net terminal value.
- e) Working capital gap.
- f) Features of a project.
- g) Are two projects similar? Why?
- h) Capital Budgeting.
- i) Disaster project.
- j) Project Implementation.
- k) Methods for scouting project ideas.
- l) Project appraisal.
- m) Short term sources of finance.
- n) Components of project cost.
- o) Detailed Project report.

P.T.O.

Section-B

[9 × 5 = 45]

- Q2)* Explain the steps involved in Managerial appraisal.
- Q3)* Which stage of project life cycle is most critical and why?
- Q4)* What do you mean by discounting techniques of capital budgeting? Explain the techniques in detail.
- Q5)* Prepare hypothetical project cost estimation.
- Q6)* What do you mean by Technical Appraisal? Explain the steps involved in it.
- Q7)* What do you mean by project implementation? What is the role of project scheduling in implementing a project?
- Q8)* What is project control? Explain any one relevant technique for controlling a project.
- Q9)* Which method is better for ranking a project, IRR or NPV? And why?
- Q10)* Explain in detail the concept of contract management.
- Q11)* What do you mean by SCBA? Discuss it with relevance to India.
- Q12)* What do you mean by a project? Explain the steps involved in identification of a project.
- Q13)* What are the various methods for generating project ideas? Explain the role of creativity in generating ideas for a project.



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J-3718[S-1574]

[2037]

MBA (Semester - 3rd/4th)

ADVERTISING AND SALES MANAGEMENT (MBA - 502)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

Q1)

(15 x 2 = 30)

- a) Define Advertising.
- b) What do you mean by integrated marketing communication?
- c) Outline social implications of advertising.
- d) Outline role of advertising in marketing mix.
- e) Define Band Positioning.
- f) What factors should be kept in mind while selecting the media for advertising.
- g) What are the purposes of preparing advertising layout?
- h) What are benefits of multi-media strategy?
- i) What are the important methods of measuring advertising effectiveness?
- j) What do you mean by mass media.
- k) What are purposes of organizing sales contests?
- l) What are important methods of motivating the sales personnel?
- m) What are characteristics of good sales territories?
- n) What are characteristics of a good sales quota?
- o) Define Sales Management.

P.T.O.

Section - B

(9 x 5 = 45)

- Q2)* Explain various objectives and scope of advertising, with suitable illustrations.
- Q3)* Highlight role of advertising as a component of marketing mix, with examples.
- Q4)* Outline the various steps involved in planning and managing an advertising campaign.
- Q5)* Explain various bases of market segmentation, with suitable illustrations.
- Q6)* Outline relative advantages and disadvantages of different types of media commonly used for advertising in India.
- Q7)* What guidelines would you recommend for copywriting for the print media? Explain with suitable illustrations.
- Q8)* Outline the structure of advertising agencies. Suggest methods for improving client-agency relations.
- Q9)* Write notes on :
- (a) Laws governing Advertising in India
 - (b) Functions of Advertising Agencies
- Q10)* Highlight important steps involved in the selling process, with suitable illustrations.
- Q11)* Highlight relative advantages and disadvantages of different types of sales organization structures, with suitable illustrations.
- Q12)* What are salient features of different methods of compensating the sales personnel? Elaborate with examples.
- Q13)* Describe various techniques of controlling and monitoring the performance of the sales force.

* * *

Roll No.

Total No. of Questions : 13]

[Total No. of Pages : 02

J-3646[S-1502]

[2037]

MBA (Semester - 3rd/4th)

SERVICES MARKETING (MBA - 503)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section-A is **compulsory**.
- 2) Attempt any **Nine** questions from Section-B.

Section - A

Q1)

(15 × 2 = 30)

- a) Two differences in marketing of goods and services.
- b) Evaluation of services alternatives.
- c) Customer expectation.
- d) Service failure and recovery.
- e) Front end planning.
- f) Marketing research.
- g) Physical evidence.
- h) Service triangle.
- i) Time capacity.
- j) Franchising.
- k) Capacity management in service sector.
- l) Effective services advertising.
- m) Customer expectation.
- n) Skimming pricing.
- o) Customer retention.

P.T.O.

Section - B

(9 × 5 = 45)

- Q2)* For what type of services consumer depends upon mass communication source of information in the purchase decision?
- Q3)* Name three high technology services that the consumer resisted in the early stages of introduction but than accepted and used.
- Q4)* Consider a small business preparing to buy a computer system. Which of the influences on customer expectations do you believe will be pivotal? Which factors will have the most influence?
- Q5)* Explain the recovery paradox and discuss its implications for a service firm manager.
- Q6)* Assume that you are a multi product service company that wants top grow through adding new services. Describe a logical process you might use to introduce a new service in the market place.
- Q7)* If you were the manager of a service organization and wanted to apply the gap model to improve the service, which gap would you start with? Why? In what order would you proceed to close the gaps?
- Q8)* Why are both customers and employees in the framework for understanding servicescape effect on behaviour? What type of behaviour is influenced by servicescape?
- Q9)* Why are service employees critical to the success of a service organization?
- Q10)* Describe the three basic waiting line strategies.
- Q11)* What are the most effective Internet advertisements that you have seen? Why are they effective?
- Q12)* For what consumer services do you have reference prices? What makes these services different from the ones that lack reference prices?
- Q13)* What is ROQ model? What is its significance?



Roll No.

Total No. of Questions : 13]

[Total No. of Pages : 02

J-3768[UP-7022]

[2037]

MBA (Semester - 3rd & 4th)

INTERNATIONAL MARKETING (MBA - 506)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

Q1)

(15 x 2 = 30)

- a) Scope of International marketing.
- b) Organisation of an export department.
- c) Why are export incentives given to exporters?
- d) What are problems faced in international marketing?
- e) Write any three differences between domestic and international marketing.
- f) Write a note on Non Tarrif barrier restrictions.
- g) Write a note on European Economic Community.
- h) What is shipping Bill?
- i) Difference between Export House and Trading House.
- j) What do you mean by Multilateral Trade Agreement?
- k) What is Commercial Invoice?
- l) What is Packing list?
- m) Explain product development strategy in international business.
- n) State the factors which influence package designing.
- o) Write the Non pricing factors in pricing decisions.

P.T.O.

Section - B

(9 x 5 = 45)

- Q2)* What are the various ways of tapping foreign markets.
- Q3)* What are Export Promotion Councils. Discuss their role.
- Q4)* Explain the procedure for registration as an exporter.
- Q5)* Briefly discuss the effect of Exim Policy of India on exports.
- Q6)* What are various export incentives. Discuss briefly.
- Q7)* Explain documentation procedure for exports.
- Q8)* Explain the various sources of finance available for export credit.
- Q9)* Explain the organization structure of an export house.
- Q10)* Explain the factors which influence pricing decision in International Marketing.
- Q11)* What are the various promotional tools available for exports.
- Q12)* Explain the purpose and procedure for conducting International Market Research.
- Q13)* Explain the concept of Product Life Cycle in International Marketing.

Roll No.

Total No. of Questions : 13]

[Total No. of Pages : 02

J-3762[UP-7016]

[2037]

MBA (Semester - 3rd & 4th)

WORKING CAPITAL MANAGEMENT (MBA - 516)

Time : 03 Hours

Maximum Marks :75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

Q1)

(15 x 2 = 30)

- a) Define Permanent asset investment.
- b) Describe operating cycle.
- c) What is the objective of Financial Manager in Cash Management?
- d) What is meant by balance averaging?
- e) What is meant by Control in Concentration System?
- f) Define collection float.
- g) Define zero balance account.
- h) Define Accounts Receivable.
- i) Identify some cost associated with Accounts Receivable.
- j) Describe Interest rate.
- k) What are control devices?
- l) What is the general objective of Accounts Receivable?
- m) Why do companies offer cash discount?
- n) Describe Cash Forecasting.
- o) Explain the term strategies.

P.T.O.

Section - B

(9 x 5 = 45)

- Q2)** Explain the meaning of the credit terms, 2/10, 1/30, 1/45. N/60.
- Q3)** What are the five traditional 'Cs' the financial manager might consider in evaluating credit worthiness of potential customer?
- Q4)** Why should a financial manager focus on cash flow rather than earning?
- Q5)** In what sense do cash forecasts function as a control device?
- Q6)** What is the objective of the Financial Manager in Cash Management?
- Q7)** Discuss in detail the cost of holding inventories.
- Q8)** Explain in detail cash concentration strategies.
- Q9)** How commercial paper differ from factoring?
- Q10)** How to determine optimum level of working capital?
- Q11)** Explain recommendations of Tandon Committee for banking policy.
- Q12)** Discuss in detail levels of working Capital Investment.
- Q13)** Explain hedging via interest rate.



Roll No.

Total No. of Questions : 13]

[Total No. of Pages : 02

J-3231[S-1087]

[2037]

**MBA (Semester - 3rd & 4th)
CAPITAL BUDGETING (MB - 517)**

Time : 03 Hours

Maximum Marks :75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

Q1)

(15 x 2 = 30)

- a) What is meant by mutually exclusive investment proposals?
- b) Mention two objectives of capital expenditure decisions.
- c) Explain two objectives of project estimation.
- d) Define discount rate.
- e) Why cost of capital is important?
- f) How accounting rate of return is calculated?
- g) Mention two limitations of pay back period.
- h) Accept or reject criteria under NPV method.
- i) When multiple internal rate of return occurs?
- j) How independent investment proposal is evaluated under risky situations?
- k) Mention two objectives of sensitivity analysis.
- l) What is capital asset pricing model?
- m) Differentiate operating and financial lease.
- n) Mention two steps in project abandonment analysis.
- o) Define the concept of alternative investment.

P.T.O.

Section - B

(9 x 5 = 45)

- Q2)** Why investment decisions are so important?
- Q3)** What are the main objectives of capital budgeting decisions?
- Q4)** Is cost of equity free of cost capital. Do you agree with this statement?
- Q5)** Compare and contrast IRR method and NPV method of evaluating investment proposals.
- Q6)** Why capital rationing is done? Discuss critical factors while doing capital rationing.
- Q7)** Discuss the problems of identification and estimating new projects.
- Q8)** Enumerate the various techniques used for incorporating risk factor in capital budgeting decisions.
- Q9)** Explain in detail certainty equivalent coefficient.
- Q10)** Under what circumstances might the decision tree technique in capital budgeting analysis is useful.
- Q11)** Distinguish between leveraged lease and sale and lease back lease.
- Q12)** What are the advantages and disadvantages of the arbitrage pricing theory over the capital asset pricing model?
- Q13)** What is meant by project abandonment analysis? Discuss behavioral issues in project abandonment analysis.



Roll No.

Total No. of Questions : 13]

[Total No. of Pages : 02

J-3233[S-1089]

[2037]

MBA (Semester - 3rd & 4th)

MANAGEMENT CONTROL SYSTEM (MB - 518)

Time : 03 Hours

Maximum Marks :75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

Q1)

(15 x 2 = 30)

- a) Just In Time.
- b) Elements of a Control System.
- c) Objective of Transfer Pricing.
- d) Various uses of Variance Analysis.
- e) Advantages of Cost based Transfer Prices.
- f) Define Budget and Budgeting.
- g) Budgetary Control.
- h) Corporate Level strategy.
- i) Return on Investment.
- j) How MBO approach can be used for Management Control?
- k) Decision Support System.
- l) Management Control System.
- m) Responsibility Centre.
- n) Informal factors influencing behavior in organizations.
- o) Discretionary Expense Centre.

P.T.O.

Section - B

(9 x 5 = 45)

- Q2)* What is the concept of Management Control System?
- Q3)* Discuss major considerations in the establishment of Responsibility centers.
- Q4)* Define Transfer Pricing. What are the objectives of intra-corporate transfer pricing?
- Q5)* Explain how control is different in service organizations with the help of suitable example.
- Q6)* What are the behavioral considerations in Management Control System?
- Q7)* Explain the process of Budget preparation.
- Q8)* Differentiate between Fixed and Flexible budgets with the help of example.
- Q9)* Write a short note on Total Quality Management.
- Q10)* Write a short note on Just In Time.
- Q11)* Discuss the impact of performance analysis on management compensation.
- Q12)* Write a note on variance analysis and its reporting in organizations.
- Q13)* Differentiate between Efficiency and Effectiveness with the help of suitable examples.



Roll No.

Total No. of Questions : 13]

[Total No. of Pages : 02

J-3781[UP-7035]

[2037]

MBA (Semester - 3rd & 4th)
ORGANIZATION DEVELOPMENT
(MBA - 531)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

Q1)

(15 × 2 = 30)

- a) What is organization development?
- b) Differentiate between team and group.
- c) What is six-box model?
- d) What is system theory's contribution to OD?
- e) What is the role of participation and empowerment in OD?
- f) What are comprehensive interventions of OD?
- g) What are T-Groups?
- h) Explain behavioral modeling.
- i) What is the role of consultant team in OD?
- j) Explain the career anchors.
- k) What is action research?
- l) What are the various sources of power?
- m) What is the role of power in OD?
- n) Is OD interdisciplinary?
- o) What do you think of the future of OD?

P.T.O.

Section - B

(9 x 5 = 45)

- Q2)* Discuss historical background of the organizational development?
- Q3)* Discuss various values, assumptions and beliefs in OD?
- Q4)* Write a note on Third Wave Consulting?
- Q5)* What are OD interventions? Discuss the nature of OD interventions?
- Q6)* What are team interventions? How these are different from third party peace making interventions?
- Q7)* What are structural interventions? How these structural interventions can be made effective?
- Q8)* What are the ethical standards in OD? Discuss their role in OD?
- Q9)* Explain implications of OD for the client?
- Q10)* Discuss the various theories about the sources of social power and their influence in OD process?
- Q11)* Discuss the various issues and problems in OD research?
- Q12)* Explain the role of leadership in OD?
- Q13)* Discuss the OD practices in Indian Organizations?

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Roll No.

Total No. of Questions : 13]

[Total No. of Pages : 02

J-3230[S-1086]

[2037]

MBA (Semester - 3rd & 4th)

ADVANCED INDUSTRIAL PSYCHOLOGY (MBA - 533)

Time : 03 Hours

Maximum Marks :75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

Q1)

(15 x 2 = 30)

- a) What is an achievement test?
- b) Define job specification.
- c) Mention two factors that influence an individual during the development of attitude.
- d) Give two measures of improving morale.
- e) What is the impact of work stress?
- f) Mention two characteristics of attitude.
- g) How noise affects the work environment?
- h) What is an assembly line?
- i) What do we mean by participative management?
- j) Define industrial psychology.
- k) Explain the importance of job design.
- l) Name some psychological tests used in industry.
- m) Define monotony.
- n) Name some types of individual differences.
- o) Explain the illumination in work environment.

P.T.O.

Section - B

(9 x 5 = 45)

- Q2)* How variables like valence, expectancy and force contribute to work motivation?
- Q3)* How do you measure the impact of fatigue on individual performance?
- Q4)* What role environment plays in the development of individual differences?
- Q5)* Explain in brief the nature and scope of industrial psychology in the context of Indian industrial environment.
- Q6)* Elaborate on economic and social foundations of industrial psychology.
- Q7)* Discuss the main characteristics and utility of psychological tests in industries.
- Q8)* How would you develop attitudes of your employees in your organization?
- Q9)* Define morale. Discuss the measures to improve the morale of employees.
- Q10)* What are the various methods of measuring reliability?
- Q11)* Discuss the main utility of management by objectives.
- Q12)* Explain the need hierarchy theory given by Maslow.
- Q13)* Explain the methods to measure the level of motivation among employees.



Roll No.

Total No. of Questions : 13]

[Total No. of Pages : 02

J-3232[S-1088]

[2037]

MBA (Semester - 3rd & 4th)

INDUSTRIAL RELATIONS & LABOUR LAWS (MB - 534)

Time : 03 Hours

Maximum Marks :75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

Q1)

(15 x 2 = 30)

- a) Mention two objectives of industrial relations.
- b) Actors in industrial relations.
- c) Discuss the importance of anatomy of industrial disputes.
- d) What is meant by lightning strike?
- e) What do you mean by multiplicity of trade unions?
- f) Wages as a cause of strike.
- g) Meaning of arbitration.
- h) Mention the objective of formation of works committee.
- i) Explain the term allocable surplus.
- j) Mention two main duties of trade unions.
- k) What is meant by retrenchment?
- l) Name two safety provisions under the factories act, 1948.
- m) Mention few permissible deductions out of wages.
- n) Main objective of central advisory board.
- o) What do you mean by collective bargaining?

P.T.O.

Section - B

(9 x 5 = 45)

- Q2)** Explain the Dunlop's system approach to industrial relations.
- Q3)** Write a brief note on industrial unrest in India.
- Q4)** Discuss the main problems of trade unions in India.
- Q5)** Discuss the role of bipartite bodies in industrial relations.
- Q6)** To what extent, conciliation machinery has succeeded to settle industrial disputes in India.
- Q7)** Mention the necessary factors that make collective bargaining successful.
- Q8)** Explain the procedure prescribed under minimum wages act if worker has been paid less than the minimum rate of wages.
- Q9)** State the rules with regard to the time of payment of wages.
- Q10)** Explain the provisions relating to set on and set off of allocable surplus under the payment of bonus act.
- Q11)** Discuss the provisions of the trade unions act, 1926 relating to registration of union.
- Q12)** Discuss the settlement machinery set up for settlement of industrial disputes under industrial disputes act, 1947.
- Q13)** Does the factories act apply to factories belonging to the central government.



Roll No.

Total No. of Questions : 13]

[Total No. of Pages : 02

J-3234[S-1090]

[2037]

MBA (Semester - 3rd/4th)

COLLECTIVE BARGAINING AND WAGE POLICY (MBA - 536)

Time : 03 Hours

Maximum Marks :75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

Q1)

(15 x 2 = 30)

- a) Differentiate between salary and wages.
- b) What is piecemeal approach to CB?
- c) Explain, 'Bargaining the impasse'.
- d) What is Pressure bargaining?
- e) Discuss 'Trade offs'.
- f) What is collective agreement?
- g) What is conjunctive bargaining?
- h) What do you mean by Paternalistic attitudes of employees?
- i) What is minimum wage?
- j) How can bargaining unit be determined?
- k) Define Collective Bargaining.
- l) Give the purpose of CB.
- m) Define national wage policy.
- n) What is Dearness allowance?
- o) What is living wage?

P.T.O.

Section - B

(9 x 5 = 45)

- Q2)* Discuss the strategies to CB.
- Q3)* Give the tactics used in CB.
- Q4)* Give the procedure of CB.
- Q5)* Discuss the theories of wage.
- Q6)* Explain CB and technological change.
- Q7)* Discuss the problems of CB.
- Q8)* What is the process of CB.
- Q9)* Give the historical introduction to collective bargaining.
- Q10)* Explain the features of CB.
- Q11)* Give the types of wages.
- Q12)* Explain different types of bargaining.
- Q13)* Give the calculation of bonus.



Roll No.

Total No. of Questions : 13]

[Total No. of Pages : 02

J-3780[UP-7034]

[2037]

MBA (Semester - 3rd/4th)

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

(MBA - 537)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

Q1)

(15 × 2 = 30)

- a) Give the role of International Business in any economy.
- b) What is international Staffing.
- c) Why international assignments fail.
- d) What is adaptability screening.
- e) What are the problems of IHR planning.
- f) What is the role of women managers in our global economy.
- g) How compensation is a motivational factor.
- h) What is appraisal system.
- i) Differentiate On-the-job and Off-the-job training.
- j) Education v/s vocational guidance.
- k) What are the amenities and facilities given to the employees.
- l) Explain expatriate re-entry.
- m) What are the training needs of overseas candidates.
- n) Give three traits useful for selecting international assigners.
- o) What is multinational compensation system.

P.T.O.

Section - B

(9 x 5 = 45)

- Q2)* Write a note on HR and International Business?
- Q3)* How inter-country differences affect HRM?
- Q4)* Explain the international staffing policy?
- Q5)* Explain how to select international managers?
- Q6)* Explain various factors affecting compensation systems?
- Q7)* Give a note on appraising performance of subsidiary staff?
- Q8)* Explain the types of training?
- Q9)* Give the different types of compensation system?
- Q10)* As an HR manager what program would you establish to reduce repatriation problems of returning expatriates?
- Q11)* Write a note on “Accommodating and Training” of the family members?
- Q12)* Explain the selection process in context of international HRM?
- Q13)* How does appraising an expatriates performance differ from appraising that of a home office manager?

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Roll No.....

Total No. of Questions : 13]

[Total No. of Pages : 02

J-3808[UP-7062]

[2037]

MBA (Semester - 3rd & 4th)

PROGRAMMING IN C/C++ (MBA - 541)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section-A

Q1)

[15 × 2 = 30]

- a) Differentiate between Keywords and Identifiers.
- b) What are various Logical operators available in 'C'?
- c) What are external variables in 'C'?
- d) What are Library functions?
- e) What are 'static' variables?
- f) What is a 'Constructor'?
- g) What is data abstraction?
- h) What are virtual function?
- i) What is meant by 'Friend' function?
- j) How does pseudo code differ from a flowchart?
- k) Who developed the 'C' language? Where did he develop it?
- l) What are control statements?
- m) What are various data types in C++?
- n) What are enumerated data types?
- o) Why C++ is called an object-oriented language?

P.T.O.

Section-B

[9 × 5 = 45]

- Q2)* How are two-dimensional Arrays created in 'C'?
- Q3)* Why control structures are important in a programming language?
- Q4)* What is Inheritance? List various advantages of Inheritance.
- Q5)* Explain the 'Message Passing' concept between two classes in a C++ program.
- Q6)* Write a small code in C++ to access private member function of class A in a friend class B.
- Q7)* Explain format/syntax of if.....then.....else structure.
- Q8)* What is the role of inline function? Discuss.
- Q9)* Write a program in C++ to arrange the list of names in a descending order.
- Q10)* What are various string manipulation functions available in 'C'?
- Q11)* What is the difference between pointers of C and C++? Exemplify.
- Q12)* Write a program in 'C' to check whether a number is prime or not.
- Q13)* Draw a flow chart to compute the roots of quadratic equation.



Roll No.

Total No. of Questions : 13]

[Total No. of Pages : 02

J-3696[S-1552]

[2037]

MBA (Semester - 3rd/4th)

ADVANCED DECISION SUPPORT SYSTEMS (MBA - 544)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

Q1)

(15 × 2 = 30)

- a) What is Management Information system (MIS)?
- b) What is the difference between SUM and SUMIF command in EXCEL?
- c) Define a database model.
- d) Write the difference between structured and unstructured decisions.
- e) What are the three basic components of DSS?
- f) What is the role of forecasting packages in decision support system?
- g) In a MS-EXCEL file, what is the procedure for adding or deleting a worksheet?
- h) How do you insert a Bar chart or a line chart in EXCEL worksheet?
- i) What are the benefits of Data Base Management System (DBMS)?
- j) List the benefits of EXCEL in Business management.
- k) Name various statistical packages available in DSS.
- l) How is DSS different from Electronic Data Processing?
- m) What are the applications of DSS?
- n) What is the difference between MIS and DSS?
- o) Give the characteristics of effective DSS.

P.T.O.

Section - B

(9 x 5 = 45)

- Q2)* Enlist the unique features of MS-EXCEL? Give its applications in Business management.
- Q3)* What is the role of DSS in Management decision making?
- Q4)* What are the objectives of DSS? Explain the various subsystems in DSS.
- Q5)* Write short notes on Group Decision Support Systems.
- Q6)* Describe the various levels of Decision Support System.
- Q7)* What are Simon's major contributions to DSS theory? Explain.
- Q8)* Write steps to create application in EXCEL for keeping a record of 200 employees of an organization under the following heads: age, sex, department, designation and salary.
- Q9)* How can Group Decision System facilitate group decision making?
- Q10)* How can Executive support system enhance managerial decision making?
- Q11)* Explain the features of data driven Decision Support System (DSS)
- Q12)* What is the difference between Group Decision Support System (GDSS) and Decision Support System (DSS)?
- Q13)* Write the function of following commands in EXCEL worksheet:
SQRT, AVERAGE, COUNT, ATAN and STDEV

Roll No.

Total No. of Questions : 13]

[Total No. of Pages : 02

J-3778[UP-7032]

[2037]

MBA (Semester - 3rd/4th)
E-COMMERCE & IT ENABLED SERVICES
(MBA - 546)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

Q1)

(15 x 2 = 30)

- a) Define convergence.
- b) What are demands and requirements of market participants?
- c) List the components of I-way.
- d) Differentiate between switch and hub.
- e) What is message passing in client-server architecture?
- f) What is B2B e-commerce transaction?
- g) What is hypermedia?
- h) What is the relationship between SSL and S-HTTP?
- i) List the advantages of electronic checks.
- j) What are the two steps involved in purchasing E-cash from on-line currency server?
- k) What do you understand by "Computer" as per IT act 2000?
- l) List the two categories of telemarketing.
- m) What is medical transcription?
- n) What are benefits of EDI for international trade?
- o) What do you understand by open EDI?

P.T.O.

Section - B

(9 x 5 = 45)

- Q2)* Explain multimedia content for E-commerce applications.
- Q3)* Explain any one technology of global information distribution networks.
- Q4)* Explain major components of the I-way.
- Q5)* Discuss in detail electronic framework.
- Q6)* Discuss pros and cons of credit card based system.
- Q7)* Explain in detail client-server structure of web.
- Q8)* Discuss on-line payment process using third-party processor.
- Q9)* Explain two electronic commerce application services.
- Q10)* Explain in detail call center infrastructure.
- Q11)* Write a short note on technical writing.
- Q12)* Explain with example information flow with EDI.
- Q13)* Explain “Electronic Governance” with respect to IT Act 2000.

* * *