MS-3243

M. B. A. (M.S.) (Semester-IV)

Examination, 2012

Business Process Reengineering

[MBA(MS)-042]

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory and carries 30 marks. In addition attempt *one* question from each of the four Units.

1. Answer the following in brief :   3×10

   (a) Difference between process improvement and reengineering.

   (b) Give an example of manufacturing process reengineering.

   (c) IT and its relevance in BPR.

   (d) Organizational change is the most challenging job in BPR implementation

(e)   Advantages of BPR.

(f)   Six sigma as a technique for efficiency improvement.

(g)   Advantages of TQM over BPR.

(h)   Process visioning.

(i)   Business Process Redesign.

(j)   Barriers in BPR.

Unit-I

2.   What is BPR? Give a brief case study of BPR explaining the following points :   10

(i)   Why the company adopted for BPR?

(ii)   What tools and techniques were used for BPR implementation?

(iii) What were the benefits after BPR implementation?

3.   (a)   Explain BPR Methodology as given by Dovenporct and Short.

(b)   What are the six key design principles of BPR implementation?   10

Unit-II

4.   What do you mean by Benchmarking? Mention few benefits of using Benchmarks and also explain the various types of Benchmarking.   10

5.   Give a detailed note on Sig Sigma of TQM with special reference to the problems and benefit arising pre and post implementation of the above techniques.   10

Unit-III

6.   What are the reasons for success and failure of a project? Mention the root causes for IT related individual resistances.   10

7.   What is process mapping? Name and explain the main symbols used in process mapping with suitable examples.   10

Unit-IV

8.   What is lean manufacturing? Write the main steps in lean manufacturing implementation.   10

9. What is the role and capabilities of IT that are essential for successful implementation of Reengineering. 10

MS-3244

M.B.A. (M.S.) (Semester-IV) Examination, 2012

Decision Support System

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. Answer the following in brief : 3×10

   (a) Differentiate between Data and Information.

   (b) Explain Herbert Simon's approach of decision making.

   (c) Elaborate Transacction Processing System.

   (d) What is Robotics?

   (e) What is Data Mining?

   (f) Explain Bargaining power of customers.

   (g) Differentiate between opinion poll and survey.

(h) With relevant example explain cost advantage.

(i) Draw and show Michael Porter's five forces model to achieve competitive advantages.

(j) Differentiate between MIS and DSS.

Unit-I

2. What is a Decision? Elaborate various types of decisions with examples.   10

3. What is DSS? Explain its components and characteristics.   10

Unit-II

4. What is Information System? Elaborate classfication of Information System.   10

5. What is Artificial Intelligence? Explain its types.10

Unit-III

6. Write short notes on the following :

(a) Goal seeking analysis   5

(b) Sensitivity analysis.   5

7. What is data warehousing? Differentiate it with operational database.   10

Unit-IV

8. What are various strategies to achieve competitive advantages? Explain with relevant examples.   10

9. What are various processes of generating information? Elaborate with examples.   10

MS-3245

M. B. A. (M. S.) (Semester-IV)

Examination, 2012

ERP SYSTEMS

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. Give brief answers to the following :   3×10=30

   (a) What is ERP? How does ERP system help business organizations to achieve their goals?

   (b) What is the primary concept of Data ware-housing?

   (c) What do you mean by parallel implementation (realization) strategy of ERP system?

(d) What are the common questions asked by management team during the selection of a consultant or consulting agency?

(e) What are the common factors that ensure the successful implementation of ERP project?

(f) What do you mean by BOM?

(g) Discuss the objectives of ERP implementation.

(h) What do you mean by Gap Analysis in ERP implementation?

(i) How does ERP system create value for enterprise?

(j) Discuss the benefit of Just-in-time.

Unit-I

2. Define and explain 'business model'. Show its relationship with real business world.   10

3. (a) What is the role of company management in implementation of ERP system?   5

   (b) What are the common myth associated with ERP implementation?   5

Unit-II

4. (a) What are the main 4R issues in ERP project implementation?   5

   (b) Write short notes on any one of the following :   5

   (i) Online Analytical Processing (OLAP)

   (ii) Data mining.

5. What do you mean by material requirement planning (MRP)? How does it help in maintaining organizational inventory?   10

Unit-III

6. What do you mean by Kanban process in manufacturing company? What are the advantages of Kanban over traditional push system?   10

7. Discuss the different models used in Supply Chain Management System (SCM). How can GIS (Geographical Information System) be integrated into SCM to improve the efficiency of procurement and delivery?   10

Unit-IV

8. (a) Discuss the different types of hidden costs incurred during ERP project implementation. 5

   (b) What are the most critical phases of ERP Life Cycle? 5

9. (a) What are the advantages and disadvantages of in-house ERP implementation? 5

   (b) What is the role and responsibilities of ERP vendors? 5

MS-3246

M. B. A. (M.S.) (Semester-IV)

Examination, 2012

SOFTWARE ENGINEERING

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory and carries 30 marks. Attempt *one* question from each of the four Units.

1. Answer the following in brief :   3×10=30

   (a) What are the attributes of a good software? What are the key challenges facing software engineering?

   (b) Define the term "Software Engineering" and distinguish it from computer science.

   (c) How is Gantt chart used for scheduling and monitoring?

(d) Why high cohesion and low coupling is required for object-oriented programming concept?

(e) Differentiate between top-down and bottom-up designing techniques.

(f) How is the quality of software assured?

(g) What is meant by verification? Explain its usefulness.

(h) Do you agree with the following statement? "System testing can be considered as a pure black-box test"? Justify your answer.

(i) What is software maintenance? Describe briefly three types of software maintenance.

(j) Explain any five features of object-oriented programming with example.

Unit-I

2. Explain, why incremental development is the most effective approach for developing business software system. Why is this model less appropriate for real-time system engineering? 10

3. What is meant by the size of a software project? Why does a project manager need to estimate the size of the project? How is the size estimated? 10

Unit-II

4. What do you mean by the terms cohesion and coupling in the context of software design? How are these concepts useful in arriving at a good design of a system? Discuss different types of coupling. 10

5. (a) Differentiate between function oriented design and object oriented design. 5

(b) What do you understand by layered software design? What are advantages of layered design? 5

Unit-III

6. What are the different levels of testing a software? Explain in detail. 10

7. Discuss the relationship between Software Configuration Management (SCM) and software maintenance. Write the goals of Software Configuration Management (SCM). 10

MS-3247

M. B. A. (M.S.) (Semester-IV)

Examination, 2012

SUPPLY CHAIN MANAGEMENT

Time Allowed : Three Hours

Maximum Marks : 70

Note : Question No. 1 is compulsory and carries 30 marks. In addition attempt *one* question from each of the four Units.

1. Read the following case carefully and answer the questions that follow : 30

   Household Appliances (a Private Limited Company–PLC) buys a wide range of components that are assembled into washing machine, cookers, dishwashers and similar 'white goods' on a continuous assembly line basis. Such products are sold mainly in large retail outlets

stocking domestic appliances but also directly to some major users, such as hospitals and local and central government authorities. There is also rapidly growing overseas demand.

The retail outlets operate a form of computer assisted ordering so that, as soon as an item is sold, a replacement is ordered automatically from Household Appliance. Delays in the replacement of showroom stock can result in lost sales as, if a Household Appliance model is not on view, customers buy competitors' product.

A major cause of delays is transport problem. Household appliances has no transport fleet of its own and has negotiated an outsourcing agreement with a large logistic company. This company combines drops of Household Appliance products with deliveries to other customers. Because of this policy, delays of several days can occur in replenishing the retailers stock.

Originally, Household Appliances had several suppliers of critical components. Following a consultancy exercise, it decided to adopt a policy of single sourcing for some items. This policy has led to several problems. The manufacture of two critical die-cast items involves the use of expensive moulds. The present supplier of these two items agreed to supply the moulds free of charge on the conditions that the mould would remain the supplier's property and that Household Appliances would not source elsewhere for a minimum of two years. This supplier is located some 150 miles from Househld Appliance factory. Household Appliances production line also experienced a serious hold-up during an industrial dispute affecting deliveries of a third component. Subsequent enquires elicited the facts that the supplier of the component manufactured the same item for three of

Household Appliances' competitors, all of whom placed substantially larger orders. It also emerged that a preferred alternative supplier for this component has entered into a collaborative arrangement with one of Household Appliances competitors for the joint development of an alternative item offering substantial cost and performance advantages over that currently in use.

To obviate losses, which, due to the above factors have been significant, Household Appliances had adopted a policy of keeping significant stocks of critical components.

Questions :

(i)   Identify the source of vulnerability in Household Appliances' supply chain.

(ii) As purchasing manager of Household Appliances PCL what steps would you recommend to improve the situation?

Unit-I

2.   Discuss the objectives of supply chain management. Explain the process view of a supply chain.   10

3.   What are the main drivers and obstacles in managing supply chain? Discuss.   10

Unit-II

4.   What are the factors influencing distribution network of supply chain design?   10

5.   What are the supply chain design options available in a distribution network?   10

Unit-III

6.   Discuss the various modes of transportation that facilitate supply chain network. What are the factors affecting transportation decisions?   10

7.   Identify the factors that influence the required level of safety preventory. Explain, how a reduction in lead time can help supply chain to reduce safety inventory without hurting product availability.   10

Unit-IV

8. Discuss the importance of ICT in managing the supply chain.   10

9. Explain the imperation and differentiating aspects of responsiveness in supply chain performance for an e-business.   10

MS-3248

M.B.A. (P.T.) (Semester-VI) Examination, 2012

International Financial Management

(FM-633)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. In addition attempt *one* question from each of the four Units.

1. Briefly answer the following : 3×10

    (a) Discuss the difference between transaction and operating exposures.

    (b) What do you mean by transfer pricing?

    (c) What could be the main causes for a current account deficit or surplus?

    (d) What is a fledge ratio? How is it computed?

    (e) What do you mean by Fisher effect?

(f) Discuss the concept of forward rate parity.

(g) The interest rate in India is 12 percent and the interest rate in the United States is 6 percent. What should be the percentage change in the value of the US dollar according to international Fisher effect?

(h) How the value of a currency swap estimated?

(i) What is a coupon swap?

(j) What do you mean by Big Mac Index?

Unit-I

2. (a) Why does the Central Bank of a country intervene in the foreign exchange market? 5

(b) What are the advantages of currency pegging? 5

3. (a) Who are the participants in the foreign exchange market? What are their motives? 5

(b) Discuss the significance of balance of payments. 5

Unit-II

4. (a) What is interest rate parity? How are interest rates and forward rates related? 5

(b) Establish the relationship between forward rate and the expected future spot rate. 5

5. (a) Discuss the determinants of a currency option's value. 4

(b) A European call option on the U.S. dollar has an exercise rate of INR 46 with a maturity date six months from now. The current spot rate of exchange is INR 45 and the risk free rate in both India and United States is 6 percent. The estimated instantaneous standard deviation of USD/INR exchange rate is 8 percent per year. Find the value of the option. 6

Unit-III

6. (a) What are the advantages of hedging foreign exchange exposure by a lead/lag strategy? 5

(b) What initiatives should a firm's management take to cope up with operating exposure? 5

7. (a) Explain the process of exposure netting. 5

   (b) Explain the methods by which translation exposure can be measured. 5

Unit-IV

8. (a) How can an investor achieve international diversification of his investment? 5

   (b) What are factoring services? How is factoring different from forfeiting? 5

9. Write notes on the following :

   (a) Euro syndicated credit 5

   (b) Types and features of floating rate notes (FRNs). 5

A

MS-3249

M. B. A. (R. M.) (Second Semester)

Examination, 2012

021–Retail Consumer Behaviour

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. In addition attempt *one* question from each of the four Units.

1. Write short notes on the following : 3×10=30
   (a) Hybrid segmentation
   (b) Subliminal perception
   (c) Grouping
   (d) Dissonance
   (e) Diffusion curve
   (f) Types of non-adopters

(g) Family life-cycle

(h) Basic communication model

(i) Fear appeal in advertising

(j) Heuristics.

Unit-I

2. Failure to achieve goals after leads to feelings of frustration. Discuss the defense mechanisms used by people to cope with frustration.   10

3. Elaborate on the attitude change strategies used by marketers to win over their customers.   10

Unit-II

4. Enumerate the major types of risks perceived by consumers. How do consumers handle risk.   10

5. Classify reference groups. What are the factors that affect reference group influence ?   10

Unit-III

6. Illustrate and explain in brief :   5×2
   (a) Family decision making model
   (b) Industrial buying behaviour model.

7. Compare qualitative and quantitative consumer research in terms of (a) the purpose of the study and (b) date collection methods available and (c) the analysis of data.   2+4+4

Unit-IV

8. Why is an opinion leader a more credible source of product information than an advertisement for the some product ? Explain the four-way categorization of interpersonal communication.   5+5

9. Elaborate on the product characteristics that influence decision.   10

A

MS-3250

M. B. A. (Retail) (Second Semester)

Examination, 2012

Introduction of Retail

(RM-203 & RM-022)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. Read the attached case study carefully and answer the following questions: 6×5
    (a) What do you understand by multichannel retailing ? J. C.Penny is trying to reach out to its customers by three different channels : Stores, catalogue and the internet. What unique benefits do each of them offer to the customers ?

(b) Why are retailers moving towards multi-channel retailing ? What advantages does it has ?

(c) What are the key success factors for J. C. Penny's multichannel retailing ?

(d) Can there be any limitation of each of the channel ? If yes, what can they be. ? What capabilities are required to be more effective ?

(e) How might the advancement in technology like POS, PDA (Personal Display Assistant) Effect the future shopping experience ?

Unit-I

2. (a) Differentiate between :   5
   (i) Traditional retailing and modern retailing
   (ii) Organized retailing and unorganized retailing.

   (b) How has the Indian retail Industry evolved over the past few years ?   5

3. What is retailing concept ? State the characteristics of retailing. What is non-store retailing ? Explain the different types of non-store retailing methods with suitable examples.   10

Case Study (for Q. No. 1)   (5)

My career path is a bit unusual. After graduating from the U.S. Military Academy and serving a number of years in the U.S. Army, I earned an MBA from Harvard Business School and went to work as a consultant for McKinsey. After awhile, I realized that I wanted to be in a position of developing and implementing strategies, rather than just analyzing situations and making recommendations. Through my consulting experience, I recognized that retailing offered exciting challenges and opportunities. Over the past twenty years, I have had senior management positions at May Department Stores, Home Shopping Network, Payless Shoes, and now JCPenney.

More and more we find that consumers want the convenience of shopping through different channels. Sometimes they want to go to our stores, see the merchandise before buying it, and get it immediately. Other times they find the 7/24 access and deep assortment at our web site and catalogs appealing.

JCPenney is ideally positioned to provide a multi-channel offering for our customers. We have over 1,000 stores and distribute over 380 million catalogs a year. We have been operating a catalog business for over fifty years and thus we have a very efficient fulfillment system and distribution centers to also support our Internet channel.

We work at coordinating the operations and merchandise assortments of the three channels so customers see a seamless interface. Using our POS terminals, sales associates can order merchandise for customers from our Web site. For example, we stock 20 colors of bath towels in the store, but offer 32 colors at our Web site. If a customer doesn't find the color she wants in the store, a sales associate will order the towels from the Web site and have it delivered to her home, or she can pick it up at the store.

Coordinating the merchandise assortments is challenging because the channels appeal to different customers and the merchandise they buy differs. Our catalog customers tend to be older, while Internet customers are younger. Hard goods and toys sell better through non-store channels than in the stores, but apparel sells better in stores. In addition, the channels have different planning cycles—the merchandise and prices in the catalog are set for six months, but changes to our Internet offering can be made instantaneously.

Retailing is a high-tech, high-touch growth industry that offers opportunities for people to make profit and loss decisions early in their careers. There are opportunities in store management for those who like working with people, while the buying organization provides jobs appealing to the more analytical people.

MS-3250

Unit-II

4. On what parameters can the sustainable competitive advantage developed by a retailer ? Determine the steps of strategic retail planning process in short. 10

5. (a) What is the strategic profit model ? How does it assist retailers in evaluating financial and marketing strategies? 6

    (b) Compare and contrast the merchandise mixes of convenience stores, supermarkets and speciality stores. 4

Unit-III

6. (a) What are the responsibilities of a store manager ? What can he do to increase productivity and reduce costs ? 5

    (b) Discuss in brief the compensation plans opted for the sales people. 5

7. (a) What are the core objectives for a store design ? Discuss in brief the different store layouts to achieve these objectives. 5

    (b) What factors do retailers consider while evaluating a retail site location ? Give your rationale on the type of location that is suitable for a department store and a consumer electronics category killer. 5

MS-3250

Unit-IV

8. How do retailers set retail prices ? Which pricing strategies are observed by retailers ? What are their advantages? 10

9. (a) What is a merchandise assortment plan ? What does it depend on ? 5

   (b) What is the difference between a private label brand and licensed brand ? How crucial is vendor relationship ? 5

MS-3251

M. B. A. (R.M.) (Semester IV) Examination, 2012

STORE DESIGN & VISUAL MERCHANDISING

(RM-403)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory and carries 30 marks. Other questions carry 10 marks each. Attempt *one* question from each Unit.

1.   Write short notes on the following :   3×10
    (a)   Design Trade Offs
    (b)   4 way browscr
    (c)   Cash wraps
    (d)   Digital signage
    (e)   Harmony

(f) High Traffic Area

(g) Primary lighting

(h) Cool colours and their impact on UM

(i) Impulse merchandise

(j) Planogram.

Unit-I

2. Write short notes on the following :   10

(a) Grid layout

(b) Race track layout

(c) Free form layout.

3. Discuss in detail the various Presentation Techniques used in a retail store by giving suitable examples.   10

Unit-II

4. "Lighting is essential in calling attention to merchandise in a display." Discuss the various types of lighting available in a retail store in the context of the above said statement.   10

5. What are the options one has in terms of exterior presentation in a retail store. Explain your answer in the light of a lifestyle store.   10

Unit-III

6. Write short notes on the following :   10
    (a) Space productivity
    (b) Inventory turnover
    (c) Impact on store sales
    (d) Display considerations.

7. Discuss the various types of signages and graphics used in a retail store. What are the various suggestions for effectively using signages.   10

Unit-IV

8. Describe the ways in which designing a website is similar to and different from designing a store.   10

9. How does 'Pantaloons' use the various atmospheric elements to increase its overall brand image and in achieving customer satisfaction.   10

A-6

MS-3252

M. B. A. (R.M.) (Semester-IV) Examination, 2012

RETAIL VERTICALS

(RM-404)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each of the four Units.

1. Write short notes on the following :   3×10=30
    (a) Range boards
    (b) SKU
    (c) Complementary merchandise
    (d) GM ROI
    (e) Merchandise assortment plan
    (f) Volume drivers

(g) Planograms

(h) Colour blocking

(i) Hot spots

(j) Conversion rate.

Unit-I

2. List the major players in jewellery vertical. Conduct a five force analysis for the jewellery industry. 10

3. 'A retailer needs to be alert to the changes in the apparel market to retain his slice in the pie'. In context of this statement, comment on the changes sweeping through the Indian apparel sector. 10

Unit-II

4. Discuss the segmentation, targetting and positioning strategy followed by any watch company of your choice. 10

5. Give a brief account of the types of piracy, economic implications, affected groups and ways of identifying genuine from pirated music CDs. 10

Unit-III

6. Examine the key growth enablers for the Indian food and grocery vertical. 10

7. What are the trends fuelling the Indian packaged food market ? Highlight the new emerging categories in packaged foods. 10

Unit-IV

8. Segment the Indian consumer durables market and comment on the growth scenario of the durables industry. 10

9. Discuss the opportunities and challenges before the consumer durables industry. 10

MS-3253

M. B. A. (R.M.) (Semester-IV) Examination, 2012

Safety and Security Management in Retail

[MBA(RM)-043]

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. Explain the following in brief :   3×10=30
    (a) Booster Equipment
    (b) Kleptomaniac
    (c) OSHA
    (d) Characteristics of shoplifters
    (e) Internal thefts in retailing
    (f) Shopping mall
    (g) Blind Tagging

(h) RFID

(i) Log Book

(j) Standard Operating Procedures (SOP).

Unit-I

2. Highlight the importance of safety and security management of an organised retail store with the help of examples. 10

3. Discuss the role and responsibilities of the employees of retail store in security planning. 10

Unit-II

4. Employee theft constitutes a major chunk of store shrinkage. Suggest some countermeasures to check losses due to employee theft. 10

5. Discuss some problems which can occur at point of sale (POS) specifically with regard to handling of cash and card payments. Also suggest some preventive measures for the same. 10

Unit-III

6. Throw light on various methods employed by a retail store to ensure security besides the use of security guards. Are these methods cost effective ? 10

7. 'Any retail store burglary and robbery often take place with the help of some insider.' Explain this statement in context to the theft investigation procedure of the organised retail store. 10

Unit-IV

8. "To provide a healthy working environment for employees is one of the prime objectives of an organised retail store." Explain how the use of drugs in the workplace can probe a threat to this environment. 10

9. There are various standards and laws practised globally to give safety and security to the employees working is the retail organisation. List some of them and discuss one in detail. 10

A

MS-3254

M. B. A. (R.M.) (Semester-IV) Examination, 2012

Customer Relationship Management

Time Allowed : Three Hours

Maximum Marks : 70

Note : Question No. 1 is compulsory and carry 30 marks. Attempt *one* question from each of the four Units.

1. Read the attached case study carefully and answer the following questions.   6×5=30

    (a) Discuss whose decision it was to buy a microwave and when was the purchase decision made.

    (b) What factors influenced the purchase on microwave ?

    (c) What is likely to be the post purchase behaviour in this case and what is the significance of such behaviour ?

(d) What is the significance of post purchase behaviour for the marketer?

(e) Design a CRM strategy for those customers who experience post-purchase dissonance.

Unit-I

2. Describe the relevance of customer relationship management. Mention the benefits of adopting CRM by an organisation. 10

3. What is the process of acquiring new customers? Discuss in brief about the customer acquisition costs. 10

Unit-II

4. Specify the different aspects of CRM in marketing strategies. Quote relevant examples. 10

5. Write short notes on the following: 5×2

(a) Customer profiling

(b) Customer life cycle.

MS-3254

Case Study (Q. No. 1) (4)

Ramesh Sikand and his family lived in a comfortable 2-bedroom flat in a respectable locality in a large city. He was employed with a General Insurance company in a supervisory capacity. His wife, Sumita was a teacher in an English medium Public school. Both their children, Rachit aged 10 and Sarita aged 8 years, were studying in the same school where Sumita was employed.

Just before Diwali in 2002, one Friday evening the family went shopping. Besides clothes for children and few other things, they bought a 27 lit. Excel microwave from an outlet with good reputation. Sumita was very happy and the children were excited with this new purchase. Both the children were anticipating quick cooking of a variety of dishes they liked. They were expecting that every day their Mom would give them School Tiffin-boxes packed with noodles and other Chinese food.

To celebrate, Sumita invited two of her school colleagues for dinner and prepared a few dishes in her brand new microwave. Both her friends observed her cooking with great interest. On the dinner table most talk was around difficulties of both spouses being employed and the shortage of time to attend to so many household chores. The friends, Ramesh and the kids profusely praised the dishes and how quickly everything for the dinner was ready. What really took most time was cooking the Chapatis. Sumita said, "How nice and convenient it can be if some portable Chappti preparing gadget was available."

Ramesh said, "It was my idea to buy a microwave." Sumita said, "Why? You have forgotten. It was I who two years ago during exam time suggested that it would be good if we buy a microwave." Both of them were trying to take credit for the purchase. Finally, both of them agreed that the idea to buy a microwave was discussed after they attended the dinner at a friend's place where for the first time they saw a microwave in operation.

One of Sumita's friends asked, "Why did you buy this particular brand? I have read in the newspaper just a few days back that there are attractive schemes on some brands." Sumita and Ramesh spoke simultaneously, "In fact, both of us have read advertisements and articles in magazines within the last six months about what features and benefits every brand offers." Sumita said, "As and when I got the opportunity, I consulted some of my knowledgeable friends who have owned microwaves for quite some time, what to look for and what brands to consider." "You know, I came across some scaring information about the safety of microwaves. Now the technology is so advanced that all those scaring tit bits of information are quite baseless." Ramesh said, "Whatever we learned from magazine articles and experienced friends has helped us quite a lot in buying this brand." Sumita said, "About schemes, you are right. We too got a set of three bowls to be used for microwave cooking. Besides, we have paid just a thousand rupees and the rest would be paid in fifteen interest free instalments. There is an extended warranty of three years, and if we are not satisfied with the machine, we can return it within the first 30 days of purchase, and no questions asked. Our Rs.1000 would be refunded in cash."

One of Sumita's friends said, "Recently, one of my relations in Delhi told me her bad experience with this brand. She went to the extent of suggesting me never to buy this brand of microwave." Ramesh said, "I don't know what to say about your relation's experience. What information we could collect goes quite in favour of this brand. Those who recommended it have had few years use experience without any complaints. "Sumita's friend said, "You may be right Bhaisaheb. But one thing we all know is that these are machines and they are not perfect. Excellent Cars with unmatched reputations like BMW, Rolls Royce, and Mercedes too, need repairs." She smiled, and said, "Haven't you heard of Murphy's Law "If a thing can go wrong, it will"

At about 10.30 pm, the friends thanked Sumita and Ramesh, and congratulated them for owning a microwave and left. Sumita and Ramesh were a bit pensive after their departure. They felt somewhat uneasy about the correctness of their decision in choosing this particular brand of microwave. They knew their money was safe, but it would be embarrassing if they had made a mistake. They agreed to discuss the matter with some of their experienced friends.

MS-3254

Unit-III

6. Define and explain the process of customer modelling. What are the various types of regression scoring techniques ? 10

7. Evaluate the importance of e-CRM in retailing sector of India. 10

Unit-IV

8. Discuss CRM implementation strategies in detail. What factors are to be considered in CRM implementations ? 10

9. For an academic institutions, students are customers. To develop a CRM system in such an institute termed as 'student relationship management', what features will you recommend ? Explain these features in detail. 10

A

MS-3254(A)

M. B. A. (R.D.M.) (Semester-II) Examination, 2012

(Back Paper)

RESEARCH METHODOLOGY

(RDM-022)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. Write short notes on the following : 3×10

   (a) Experimental design

   (b) Interview schedule

   (c) Exploratory design

   (d) Observation

   (e) Focused group interview

(f) Impact assessment

(g) Secondary methods

(h) Life history

(i) Review of literature

(j) Case study.

Unit-I

2. Discuss the nature and characteristics of scientific research. 10

3. What are different steps of scientific research? 10

Unit-II

4. What is sampling? Discuss its types. 10

5. What is cross validation? Discuss different types of validity. 10

Unit-III

6. Formulate a structured interview for evaluation of a rural development programme. 10

7. Distinguish between fieldwork and survey. 10

Unit-IV

8. What are the functions of genealogy and support your answer with a diagram. 10

9. Discuss the nature and purpose of narrative analysis. 10

MS-3254 (B)

M. B. A. (RDM) (Semester-II) Examination, 2012

Indian Financial System

Paper–RDM-024

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory and attempt *one* question from each Unit.

1.   Write short notes on the following :   3×10=30

   (a)   Functions of OTCEI

   (b)   Commercial Paper

   (c)   Purpose of Basel norms

   (d)   Objective of mutual funds

   (e)   Problems of capital adequacy

   (f)   Organisation structure of RBI

(g) Concept of secondary market

(h) Treasury bill

(i) Functioning of discount and finance house of India

(j) Objective of SEBI.

Unit-I

2. Briefly discuss the various stages of evolution of Indian Financial system. 10

3. What are the constituents of Indian Financial Market ? Discuss its significance with respect to economic development. 10

Unit-II

4. Define Indian Capital Market. Explain its functions and instruments. 10

5. Briefly explain the functioning of stock exchange in Indian along with its organisation structure. 10

Unit-III

6. What do you understand by Commercial Banks ? Discuss their functions and present position. 10

7. Briefly explain the various banking sector reforms in India since, 1991. 10

Unit-IV

8. Discuss the objectives, functions and present positions of life Insurance Corporation (LIC) of India. 10

9. Explain the role and functions of International Financial Institutions. 10

MS-3255

M. B. A. (RDM) (Semester-IV)

Examination, 2012

Strategies for Sustainable Rural Development

(RDM-041)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all, selecting *one* question from each Unit. First question is compulsory.

1. Write short notes on the following : 3×10=30

   (a) Word commission on environment and development

   (b) Clifford Geertzi's idea of agricultural involution

   (c) Write title of the books and their authors on environment

   (d) Social forestry

(e) Role of civil society in conservation

(f) Planned environmental development

(g) Rappaport's ideas on environment

(h) Leslie White's idea on energy

(i) Problems of deforestation

(j) Eco-system people.

Unit-I   10

2. "Parallels occur in development whereas, origin of cultural trait may be different." Discuss in the context of Steward's ideas.

3. Discuss Leach's theory of cultural ecology.

Unit-II   10

4. Discuss the constraints of sustainable rural development in India.

5. Who are ecosystem people, ecological refugees and omnivorous?

Unit-III   10

6. Write an essay on joint forest management.

7. Discuss the socio-cultural implication of various forest tests.

Unit-IV   10

8. Critically analyse the role of NGOs in sustainable rural development with some cases.

9. Discuss various government initiatives through planned development for environmental protection.

MS-3256

M. B. A. (R.D.M.) (Semester-IV) Examination, 2012

Industry and Agri. Business

(RDM-042)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all selecting *one* question from each Unit. Question No. 1 is compulsory.

1. Write short notes on the following :   3×10=30

   (a) Rural Industroalisation

   (b) IRDA

   (c) Rural Marketing

   (d) Inventory Management

   (e) Feasibility Study

   (f) AGMARK

   (g) Essential Commodity Act

(2)

(h) Consumer Protection Law

(i) Agro-Processing

(j) Constraints of Agri-Business in India.

Unit-I   10

2. What is agri-business? Discuss the features of successful agri-business.

3. Critically analyse the outcome of modern agri-business system.

Unit-II   10

4. Discuss the laws relating to agri-business. How these laws are helpful in protecting intellectual property rights?

5. What are the relevant provisions of Prevention of Food Adulteration Act? Elucidate your answer in context to agri-business management.

Unit-III   10

6. Discuss the major problems faced by rural industries in India.

7. What is the effect of economic reform in the context of rural industrial development?

MS-3256

(3)

Unit-IV   10

8. What is input marketing? Discuss the problems and imbalances of agri-input marketing.

9. Discuss the constraints of rural industrialisation in India.

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M. B. A. (R.D.M.) (Semester-IV)

Examination, 2012

RURAL INFRASTRUCTURE

(RDM-043)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory and select *one* question from each Unit.

1. Write short notes on the following :   3×10=30

    (a)   National Literacy Mission.

    (b)   Five task forces for education.

    (c)   Education for all.

    (d)   National TB Control Programme.

    (e)   Birth rate and crude death rate.

    (f)   Status of Sanitation in Rural India.

(g)   Total Sanitation Campaign.

(h)   Non-conventional energy.

(i)   Kutir Jyoti Programme.

(j)   Types of Roads.

Unit-I

2.   Write an essay on Bharat Nirman.

3.   Discuss the objectives and strategies of Sarva Shiksha Abhiyan.

Unit-II

4.   Describe the health care services implemented in Rural India.

5.   What are the Family Welfare Programme for Rural India.

Unit-III

6.   Discuss the importance of water and sanitation in rural health economy and development.

7.   Discuss the policies and strategies of Swajal Project.

Unit-IV

8.   Critically evaluate the rural electrification programmes.

9.   Discuss the planning and implementation of Pradhan Mantri Gram Sadak Yojana.

MS-3258

M. B. A. (R.D.M.) (Semester-IV)

Examination, 2012

HIGH TECH. HORTICULTURE

(RDM-044)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. In addition answer *one* question from each Unit.

1.   Write short notes on the following :   3×10=30

   (a)   Medicinal Plants

   (b)   Tomato Products

   (c)   Commercial Flowers

   (d)   Green Food Production

   (e)   IPM Tools

   (f)   Zero Energy Cool Chamber

   (g)   Pack House

(h) Cool Chain

(i) SPS Agreements

(j) Food Safety Issues.

Unit-I   10

2. What are the various components of nursery? Discuss the various factors for establishment of ideal nursery.

3. Discuss the role of multiple cropping system and micro-irrigation in improving production and quality of Horticultural crops.

Unit-II   10

4. Discuss the techniques of judging maturity in fruits and vegetable crops.

5. What are the micronutrients? Discuss the principles of nutrient management in fruit crops.

Unit-III   10

6. Define the term prepackaging. Discuss the role of prepackaging containers in packing of horticultural crops.

7. What are the processing technologies for value addition of fruits and vegetables? Discuss with examples.

Unit-IV   10

8. What are the fruit and vegetable based agroprocessing industries? Discuss the role of quality control in these industries.

9. Discuss the marketing strategies for horticultural produce in India.

MS-3259

M. B. A. (Rural Development & Management) (Semester-IV) Examination, 2012

PRECISION FARMING

(RDM-045)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Attempt *Five* questions in all, selecting *one* question from each Unit. First question is compulsory.

1. Write short notes on the following :   3×10=30

    (a) Wilting Point

    (b) Available Moisture Content

    (c) Percentage Moisture on Volume Bases

    (d) Vector Format

    (e) Misconceptions about P.F.

    (f) Variable Rate Technology (VRT)

    (g) Indian Remote Sensing Satellite

(h)   Field Scouting

(i)   Remote Sensing

(j)   Gram ++ (Indian GIS).

Unit-I   10

2.   What are the different technical components of PT? How are they integrated to achieve the goals of PF.

3.   Precision farming is a philosphy. Discuss.

Unit-II   10

4.   Define Remote Sensing. What are the principles of its working? How can remote sensing help in rural development?

5.   What is GPS? How does it work? What are different applications of GPS?

Unit-III   10

6.   What is GIS? What are its applications?

7.   How does GIS in combination with other components help in reducing risk and managing environment?

Unit-IV   10

8.   What are constraints in adopting PF in India? What is the future of PF in India?

9.   The Indian Council of Agricultural Research is concentrating mainly on Drip Irrigation under the Coordinated Research Programme under precision farming. Explain how does Drip Irrigation contributes to PF aims and goals?

MS-3260

P. G. D. F. M. P. M. (Second Semester)

Examination, 2012

Portfolio Analysis and Management

(FMPM-201)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory and carrying 30 marks. Attempt *one* question carrying 10 marks from each of the four Units.

1. Write short notes on the following :
   (a) Investment v/s Speculation
   (b) Systematic v/s Unsystematic risk and their diversification
   (c) Market portfolio
   (d) Types of portfolio/securities investors

(e) Measurement of portfolio risk

(f) Risk free securities

(g) Positively and negatively correlated securities

(h) CAPM

(i) Efficient Market Theory

(j) Portfolio revision.

Unit-I

2. What are the objectives of portfolio management? Explain how diversification reduces portfolio risk.

    10

3. For the two stocks A and B, the expected return is 30 percent and 25 percent and the standard deviation is 36 percent and 28 percent, respectively. If the returns of these securities have a positive correlation of 0.4, determine the risk and return of a portfolio comprising equal number of stocks A and B.   10

Unit-II

4. What is 'Efficient Frontier" ? How is Markowitz model useful in portfolio selection?   10

5. (a) How can we test the weak form of market efficiency?   5

    (b) Use the CAPM to ascertain the security price if the market return and risk are 20 percent and 30 percent. The risk free rate is 5 percent. The security has a beta of 1.2 with the market.   5

Unit-III

6. What do you understand by Arbiterage Pricing Theory ? Explain the equilibrium risk return relationship according to APT.   10

7. Write short notes on the following:

    (a) CML   3½

    (b) SML   3½

    (c) Characteristic Line.   3½

Unit-IV

8. "Formula plan help the investors to overcome being emotionally attached to the stock." Explain the statement and discuss the uses of formula plan.   10

9.   Write short notes on the following :

(a)   Security beta v/s Portfolio beta   5

(b)   Random work theory.   5

MS-3261

Post Graduate Diploma in Financial Markets & Portfolio Management (PGDFMPM) (Semester-II) Examination, 2012

Management of International Financial Operations

(FMPM-202)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Attempt *Five* questions in all. Question No. 1 is compulsory which carries 30 marks. Select *one* question from each Unit carrying 10 marks.

1. Write short notes on the following :

   (a) Features of forward market.

   (b) Functions of manager dealing with international financial operations

   (c) Arbitragers and hedgers

   (d) Balance of capital account

   (e) Global equity issue

   (f) Export financing

(g)   Risk of FDI to the lost country

(h)   Political risk

(i)   Euro currency

(j)   Calculate forward premium/discount for $

in the following quotation :

S(Rs/$) : 44.4695

$F_{3\,months}$ (Rs/$) : 45.1024

Unit-I

2.   Trace the evolution of foreign exchange from fixed to floating exchange rates in the international monetary system. Describe the arrangements that are permitted by international monetary fund.

3.   What do you understand by international financial system? Discuss the foreign exchange market and its participants.

Unit-II

4.   What do you mean by foreign exchange exposure? Explain the different techniques for hedging transaction exposure.

5.   Mr. X is an exporter. He want to cover himself against depriciation of US Dollars. He has to receive payment of $ 2,50,000 after 6 months. The spot rate is 46.8735 Rs./$ and $F_{6\,months}$ (Rs./$) : 45.3075. The money market interests are 4–4.5% for US Dollars and 8–10% INR. Suggest the exporter for money market hedging or forward contract.

Unit-III

6.   What is credit and a debit transaction? Which is the broad categories of balance of payment account? Prepare its proforma.

7.   How can exposure to country risk be reduced by a MNC in the long run? Explain the different components of country risk.

Unit-IV

8.   What is stock piling? Under what conditions stock piling strategy is recommended to any international company?

9. What additional factors deserve consideration in multinational capital budgeting that are not normally relevant for a domestic company? Why should capital budgeting for subsidiary project be assessed for parent companys perspective.

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MS-3262

Post Graduate Diploma in Financial Markets & Portfolio Management (PGDFMPM) (Semester-II) Examination, 2012

(Exempted & Back Paper)

Tax Planning & Management

(FMPM-203)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory and carries 30 marks. Attempt *one* question from each Unit carrying 10 marks each.

1. Answer the following questions in brief : 3×10=30

    (a) Define the term Assessee as used in Income-Tax Act, 1961.

    (b) How is entertainment allowance treated for income-tax purposes?

    (c) What is 'tax avoidance'?

(d) What is partial agricultural income? How is it treated for income-tax purposes?

(e) Explain the provisions of Income-tax Act, 1961 relating to payment of gratuity.

(f) Give the names of ten income taxable under the head 'Income from other sources'.

(g) Explain the deduction available under Section. 80E of the Income-tax Act, 1961.

(h) What do you understand by 'Annual Value'?

(i) How is cost of acquisition of Patent rights and copyrights treated while computing income under the head Business and Profession?

(j) Distinguish between long-term and short-term capital gains.

Unit-I

2. How is the residence of an assessee determined for income-tax purposes? Explain the incidence of residence on tax-liability. 10

3. (a) How is income of a self-occupied house property computed for income-tax purposes? Explain with suitable example. 5

(b) What are the rules for valuation of perquisite of motor car? Discuss in detail. 5

MS-3262

Unit-II

4. Write notes on the following :

(a) Deductions under Section 80G. 5

(b) Set-off and carry forward of losses. 5

5. Mr. Mohan who is totally blind, gives you the following informations :

		(₹)
(i)	Salary @ ₹ 20,000 per month	2,40,000
(ii)	Rent from house property @ 10,000 per month	1,20,000
(iii)	Income from business and profession	50,000
(iv)	Interest from Bank	10,000
(v)	Dividend from Cooperative Society	15,000
(vi)	Interest on Government securities	5,000
(vii)	Deposit in Public Provident Fund Account	25,000
(viii)	Purchase of National Savings Certificates	60,000
(ix)	Donation to State Government for family planning	10,000
(xi)	Medical insurance premium	8,000
(x)	Employment Tax	2,000

Compute taxable income of Mr. Mohan for the assessment year 2011-12. 10

MS-3262

Unit-III

6. Explain the concept of 'Tax Planning'. How is it different from 'Tax Evasion'? Explain the limitations of tax planning. 10

7. What do you understand by term 'Capital Asset' used in Income-Tax Act, 1961? What are the rules regarding exemption of capital gains? 10

Unit-IV

8. What tax planning is possible regarding savings and investments? Justify your answer by giving suitable examples. 10

9. Write notes on any two of the following : 5×2=10

    (a) Nature and scope of investment decision

    (b) Investment precautions

    (c) Investment in Mutual Funds.

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MS-3263

Post Graduate Diploma in Financial Markets & Portfolio Management (PGDFMPM)
(Second Semester) Examination, 2012

(Exempted & Back Paper)

Project Planning, Analysis & Management

(FMPM-204)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Attempt Question No. 1, which is compulsory and *one* question from each Unit. Question No. 1 carries 30 marks and other questions carry 10 marks each. Use of calculator and tables is allowed.

1. Write short notes on the following : 3×10

   (a) Levels of Project

   (b) Role of Project Manager

(c) Merits of Matrix Organisation

(d) Social Cost Benefit Analysis

(e) Bridge Finance

(f) Project Rating Index

(g) Sources of Project Idea

(h) Concept of Economic Appraisal of Project

(i) Scheduling and sequencing of project activities

(j) IRR vs. ARR.

Unit-I

2. Define the word 'Project'. Discuss the various categories of project along with examples. 10

3. What do you understand by cost of project? Discuss the components which belong to the category of tangible assets. 10

Unit-II

4. Describe the phases of a project life-cycle according to Cleland and King. 10

5. (a) Discuss briefly various aspects of technical analysis in a project. 5

(b) Discuss any two methods commonly used for demand forecasting. 5

Unit-III

6. (a) Find the net cash flow for each one of the four years on the basis of following data : 5

Year	1	2	3	4
Sales (Rs.)	2,000	3,000	2,500	4,000
Purchase (Rs.)	1,500	2,700	1,800	3,100
Depreciation on Assets (Rs.)	500	600	700	800

Account Receivable	15% of Sales
Account Payable	10% of Purchase
Cash Balance to be Maintained	12% of Sales

(b) An investment of Rs. 10,000 (having scrap value of Rs. 500) yield following return :

Year	Yield (Rs.)
1	3,000
2	4,000
3	4,000
4	2,000
5	2,000

The cost of project is 10%. Is the investment desirable?   5

7. Cash flows of the two projects are :

Year	0	1	2	3	4
Project (A) in lakhs	−20	8	9	10	10
Project (B) in lakhs	−50	10	15	30	35

Appraise the projects on the basis of NPV, BCR and discounted payback and suggest which to accept. Given, cost of capital=14%.   10

MS-3263

Unit-IV

8. Following are the precedence relations and durations for a project :

Activity	Predecessor Activity	Optimistic Time (Days)	Normal Time (Days)	Pessimistic Time (Days)
A	−	2	2	2
B	−	1	3	7
C	A	4	7	8
D	A	3	5	7
E	B	2	6	9
F	B	5	9	11
G	C, D	3	6	8
H	E	2	6	9
I	C, D	3	5	8
J	G, H	1	3	4
K	F	4	8	11
L	J, K	2	5	7

(i) Draw the PERT network and find out the critical path.

(ii) Calculate the project duration and standard deviation of the project length.   10

MS-3263

9. Discuss the various factors to be considered in post-evaluation of a project, consider any construction project of your own choice for support.   10

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MS-3264

Post Graduate Diploma in Financial Markets & Portfolio Management (PGDFMPM) (Semester-II) Examination, 2012

Management of Financial Institutions

(FMPM-205)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory and it carries 30 marks. In addition attempt *one* question from each of the four Units.

1. Write short answers of the following : 3×10=30

    (a) Distinguish between TBs and CDs.

    (b) What are Scheduled Banks?

    (c) Does the non-monetised sector still exist in India?

(d) Differentiate between direct and indirect financing.

(e) Explain the concept of underwriting of securities.

(f) What is a repo and reverse-repo transaction?

(g) Explain the relevance of privatisation of insurance sector.

(h) What are the principles of a sound banking system?

(i) Discuss the significance of resource planning in a development bank.

(j) Explain BOLT system.

Unit-I

2. Distinguish between capital market and money market. Discuss the various instruments used in Indian capital market.   10

3. (a) How has the growth of commercial paper market taken place in India?   5

(b) Discuss the significance of financial services in the functioning of a financial system.   5

Unit-II

4. Discuss the organisational structure of RBI. What are the credit control techniques adopted by RBI to check the inflationary pressure in the economy?   10

5. What are the functions of NABARD? Evaluate the performance of NABARD in the rural development of India.   10

Unit-III

6. Discuss the objectives of commercial banks in India. How do they create derivative deposits during financial transactions?   10

7. Distinguish between primary reserve and secondary reserve. What are the different forces affecting the size of secondary reserve?   10

(4)

8. State the strategies and policies of SIDBI with regard to development of small scale sector.   10

9. Discuss the operational policies and practices of any development bank in India.   10

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MS-3265

Post Graduate Diploma in Financial Markets and Portfolio Management (PGDFMPM) (Semester-II) Examination, 2012

FINANCIAL DERIVATIVES

(FMPM-206)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. In addition attempt *four* other questions selecting *one* from each Unit.

1. Briefly discuss the following :   3×10=30

    (a) Types of traders in derivatives

    (b) Risk-neutrality and pricing of derivatives

    (c) Lower bound of a European put

    (d) Implied volatility

    (e) Synthetic puts and calls

    (f) Delta hedging

(g) Availing arbitrage profit when a put is mispriced.

(h). Availing arbitrage profit when a call is mis-priced.

(i) Features of a contango market.

(j) Bull spread strategy.

Unit-I

2. Explain the differences between forward contract and futures contract. What advantages does each have over the other?   10

3. What is the role of a 'Clearing House'? Also explain the process of marketing to market using a suitable example.   10

Unit-II

4. How an option is priced using binomial model? Is it always profitable to exercise an American call before experation? Explain.   10

5. Discuss the following trading strategies :   10

(a) Call bull spread

(b) Protective put strategy.

Unit-III

6. Critically discuss the assumptions of black-scrole option pricing model. How realistic these assumptions are?   10

7. A stock index is at 50. The continuously compounded risk free rate is 8 percent and continuously compounded dividend yield is 6 percent. Find the price of a futures contract if time to expiration is 60 days. What is the future price if risk free rates were 5 percent?   10

Unit-IV

8. Discuss in detail the role of financial derivatives in the financial system.   10

9. Write notes on the following :   5+5

(a) Put call parity

(b) Interest rate swap.

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MS-3266

Post Graduate Diploma in Financial Markets & Portfolio Management (Semester-II) Examination, 2012

Operating System and Productive Tools

(FMPM-207)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Attempt Question No. 1, which is compulsory and *one* question from each Unit. Question No. 1 carries 30 marks and other questions carry 10 marks each. Use of calculator and table is allowed.

1. Answer the following : 3×10=30

   (a) What is conditional formating?

   (b) Differentiate between footnote and endnote.

   (c) What is collate feature in print box?

   (d) Explain slide transition.

(e) Explain Toggle case.

(f) Explain outlook express.

(g) Elaborate task management feature of operating system.

(h) What is cell range in MS-Excel?

(i) What is PowerPoint show?

(j) Whta is design template in PowerPoint?

Unit-I

2. What is an operating system? Elaborate it with functions.   10

3. Explain internet and its architecture in detail.   10

Unit-II

4. Explain with examples any five important features of MS-Word.   10

5. What is mail-merge? Explain all the three kinds of document that are made in mail-merging.   10

Unit-III

6. Explain any five important features of MS-Excel. 10

7. Write short notes on the following :   2½×4=10

(a) Multiple if condition statement

(b) Absolute referencing

(c) Feature of recalculation

(d) Sum function.

Unit-IV

8. "PowerPoint is useful tool of presentation for the professionals in present scenario." Elaborate giving important features of MS-PowerPoint.   10

9. Write short notes on the following :   2½×4=10

(a) Custom Animation

(b) PowerPoint Show

(c) Show in Loop

(d) Content slide.

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MS-3267

B. B. A. (Semester-II) Examination, 2012

BUSINESS COMMUNICATION

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. In addition attempt *one* question from each Unit.

1. Explain the following in brief : 3×10=30

   (a) Grapevine

   (b) 7 C's of effective communication

   (c) Circulars and memos

   (d) Minutes of a meeting

   (e) Proxemics

   (f) Importance of feedback in communication

   (g) Gestural communication

   (h) Horizontal and vertical communication in organisation

(i)   Formal vs. informal communication

(j)   Psychological barriers in communication.

Unit-I

2.   "Communication is the most important problem of management." In the light of this statement, discuss the importance of communication.   10

3.   "The objectives of communication are many and varied." Disucss.   10

Unit-II

4.   Differentiate between passive and active listening. How can a person improve his listening skills?   10

5.   What is the impact of perceptions, attitudes and values on communication?   10

Unit-III

6.   Discuss the different forms of business communication in brief. Compare and contrast between written and oral communication.   10

7.   (a)   Has technology really reduced paper work in organisations? How can this be achieved?   5

      (b)   Why does group conflict arise? List out ways of managing conflicts in organisations.   5

Unit-IV

8.   Write short notes on the following :   5×2

      (a)   Features of a good report

      (b)   Agenda and Notices.

9.   Write a letter to a condidate, who had appeared for an interview in your organisation and has been selected, to report and join.   10

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MS-3268

B. B. A. (Semester-II) Examination, 2012

BUSINESS STATISTICS

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Select *one* question from each Unit.

1. Attempt all parts : 3×10

    (a) Calculate the geometric mean from the following data :

    X : 125   133   141   173   182.

    (b) From the following two regression equations, calculate the mean value of X and Y :

    $$X = 3.6 + 0.8\,Y; \quad Y = -1.8 + 0.8\,X .$$

(c) For a given set of values of a variable, the mean and mode are 22.16 and 20 respectively, calculate the median.

(d) Find the missing frequency in the following series. It is given that Arithmetic Mean=28 :

Profit/Shop	No. of Shops
0 – 10	12
10 – 20	18
20 – 30	27
30 – 40	?
40 – 50	17
50 – 60	6

(e) A bag contains 6 white, 4 red and 10 black balls. 2 balls are drawn at random. Find the probability that they will both be black.

(f) Calculate the range and coefficient of range in the following :

Class Interval	No. of Persons
40 – 45	4
45 – 50	13
50 – 55	8
55 – 60	14
60 – 65	9
65 – 70	16

(g) A card is drawn from a pack of playing cards and then another card is drawn without the first being replaced. What is the probability of drawing two aces?

(h) State the various methods of collecting primary data.

(i) The regression coefficients Y on X and X on Y are 0.424 and 0.525 respectively. Calculate the correlation coefficient.

(j) Calculate the harmonic mean of the following data :

15, 250, 15.7, 157, 1.57, 105.7, 10.5, 1.06, 25.7, 0.257.

Unit-I

2. Calculate the median and the two quartiles from the following data : 10

Marks (less than)	80	70	60	50	40	30	20	10
No. of Students	100	90	80	60	32	20	13	5

3. The following are the scores of two batsmen A and B in a series of innings : 10

A	12	115	6	73	7	19	119	36	84	29
B	47	12	76	42	4	37	51	48	13	0

Calculate the standard deviation of both the series. Also find out who is more consistant.

Unit-II

4. From the marks obtained by 8 students in Accountancy and Statistics, compute rank coefficient of correlation : 10

Marks in Accountancy	60	15	20	28	12	40	80	20
Marks in Statistics	10	40	30	50	30	20	60	30

5. Given the following data, calculate the marks in Mathematics obtained by a student who has scored 60 marks in English : 10

Average marks in Mathematics (all students)=80

Average marks in English (all students)=50

Standard deviation of marks in Maths=15

Standard deviation of marks in English=10

Coefficient of correlation between

marks in Mathematics and marks in English=–0.4.

Unit-III

6. (a) A candidate is selected for interview for three posts. For the first post, there are 3 candidates, for the second there are 4 and for the third there are 2. What are the chances of his getting at least one post? 5

   (b) There are two papers in Economics at a certain examination-Paper I and Paper II. The probability that a candidate passes in Paper I is 60% and that he passes in Paper II is 50%. What is the probability that a certain candidate passes only in any one of the two papers? 5

7. (a) A lot contains 10 items of which 3 are defectives. Three items are chosen from a lot at random one after another without replacement. Find the probability that all the three are defective. 5

(b) Find out the probability of getting a total of either 7 or 11 in a single throw of two dice. 5

Unit-IV

8. What is a "Time Series"? Explain the four main components of a Time Series. 10

9. Fit a straight line trend to the following data by least square method and estimate the production in 1974 : 10

Year	1967	1968	1969	1970	1971	1972	1973
Production (in Quintals)	80	90	92	83	94	99	92

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B. B. A. (Semester-II) Examination, 2012

CONSUMER BEHAVIOUR

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. In addition attempt *one* question from each Unit.

1. Explain the following in brief : 3×10=30

   (a) Perceptual defence

   (b) Variety seeking buying behaviour

   (c) Cultural influence on consumption behaviour

   (d) Motivational conflicts

   (e) Buying motives

   (f) Brand personality

   (g) Buying roles

(h) Just Noticieble difference (I.N.D.)

(i) Impulse buying

(j) Family life cycle.

Unit-I

2. Define consumer behaviour. Also discuss its nature and significance. 10

3. Explain the consumer decision making process. How does it change in low and high involvement situations? 10

Unit-II

4. Critically evaluate Maslow's need Hierarchy theory. 10

5. What is meant by 'Attitudes'? What strategies do marketers commonly, adopt to convert consumers negative/indifferent attitudes towards their brands into positive ones? 10

Unit-III

6. Explain consumer behaviour with the help of 'Nicosia' model. 10

7. Discuss the inherent characteristic of industrial buying behaviour. What factors influence industrial buying? 10

Unit-IV

8. What is meant by reference group? List the different types of reference groups. Also discuss the various reference group influences on consumption behaviour. 10

9. Do you think 'self concept' can influence consumer behaviour? How? 10

A

MS-3270

B. B. A. (Semester-II) Examination, 2012

ENVIRONMENTAL STUDIES

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all, including Question No. 1, which is compulsory. Attempt *one* question from each Unit.

1. Write short notes on the following :   3×10=30

    (a) Normal lapse rate

    (b) Synecology

    (c) Environmental Ethics

    (d) Captive Breeding

    (e) Greenhouse Effects

    (f) Status of Indian Rivers

    (g) Ganga Action Plan (GAP)

    (h) Eutrophication

(i) Estuarine ecosystems

(j) Thermal Pollution.

Unit-I

2. Discuss the modifications brought by man in earth's environment and its consequences.   10

3. Describe the structure and function of the Ecosystem.   10

Unit-II

4. Discuss the India's efforts for environmental conservation.   10

5. What are NGOs? Discuss their role in Environment Management.   10

Unit-III

6. Discuss the structure of earth's atmosphere which part of atmosphere does ozone depletion occur. Enumerate its consequences.   10

7. Discuss the unique properties of water molecule and causes of degredation of our freshwater resources. What can be done to conserve them?   10

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Unit-IV

8. Describe the development of Environmental legislations in India.   10

9. Give the salient features of the following : 5+5=10

(a) Water (Prevention and Control of Pollution) Act, 1974

(b) Environment Protection Act, 1981.

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B. B. A. (Semester-II) Examination, 2012

FINANCIAL MATHEMATICS

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. Attempt all parts : 3×10=30

    (a) Find the present value of Rs. 12,000 after 5 years @ 12% p.a. Discount rate compounded quarterly.

    (b) What will be the future value of Rs. 25,000 at the end of 3 years on the basis of an interest rate of 3% per 3 months.

    (c) An investor buys an equity share for Rs. 950. He receives 4 annual dividends of Rs. 45, 75, 90 and 150 at the end of the 1st, 2nd, 3rd and 4th years respectively. He

sells the share after 4 years for Rs. 1,700. If his expected return is 12% p.a. on his investment find his gain or loss.

(d) Find the present value of an annuity of Rs. 200 p.a. for a period of 12 years @ 7% p.a. compounded once in 2 years.

(e) A loan of Rs. 1,50,000 was made on 1st Jan. 2000 repayable in 20 years by annual instalments @ 10% p.a. The instalments increasing by 6% p.a. Find the value of the first and final instalment.

(f) Mr. X advanced to Mr. Y sums of Rs. 10,000, Rs. 40,000 and Rs. 1,00,000 at the end of the 3rd, 7th, and 9th years respectively. If Mr. Y wants to fully settle his account with Mr. X at the end of the 10th year what amount should he pay @ 10% p.a.?

(g) 5 years from now A will get a sum of Rs. 6,000 p.a. forever. The payments will begin from the beginning of the 5th year. Find the present value @ 12% p.a.

(h) The 14% bonds of Z Ltd. having a par value of Rs. 100 are currently selling in the market for Rs. 105. They will be redeemed in equal instalments in the 5th and 6th years respectively. Find present value of the bonds.

(i) Find present value of Rs. 80,000 due at the end of 10 years @ 8% p.a. payable quarterly during the first 5 years and 10% p.a. payable semi-annually thereafter.

(j) Find the future value of Rs. 15,000 after 4 years @ 9% p.a. compounded momently.

Unit-I 10

2. (a) Find the number of years after which a sum of money will triple itself @ 12% p.a.

(b) A company offers a simple interest rate of 20% on its deposits of 5 years. Find the corresponding value of the effective compound interest rate p.a.

3. (a) A sum of Rs. 75,000 is invested for a period of 12 years for which interest is paid as follows :

For the 1st 3 years 8% p.a. compounded semi-annually, for the next 3 years 10% p.a. compounded quarterly, for a further 3 years 12% p.a. compounded monthly and thereafter 14% p.a. compounded momently. Find the future value.

(b) X borrowed Rs. 2,50,000 from Y and repaid Rs. 4,00,000 at the end of 8 years. Find the interest rate p.a.

Unit-II 10

4. (a) Three sums of Rs. 25,000, Rs. 35,000 and Rs. 50,000 are due to be paid at the end of the 3rd, 6th, and 9th years respectively. Find the amount to be paid in lieu of these 3 payments right now @ 8% p.a. for the first 3 years, 9% p.a. compounded semi annually for the next 3 years and 10% p.a. compounded quarterly thereafter.

(b) Mr. X will get Rs. 3,00,000 at the end of 15 years. In exchange for this he gets the present value of this amount @ 8% p.a. He invests this in a security from which he earns a return of 2% per period of 3 months during the first 10 years and 4.5% per period of 6 months thereafter. How much gain or loss does he make from his decision?

5. (a) In part payment of a loan of Rs. 60,000 a sum of Rs. 10,000 is paid at the end of 4 years since the loan was taken and Rs. 20,000 is repaid after further 3 years. What amount should be paid in 2 equal instalments at the end of the 9th and 11th years respectively to finally settle the loan @ 10% p.a.

(b) X took a loan of Rs. 35,000 from Y @ 12% p.a. He made repayments of Rs. 9,000 and Rs. 18,000 after 5 and 7 years respectively. At the end of the 8th year he took another loan of Rs. 25,000 from Y. How much should he pay to Y at the end of the 10th year to finally settle his account?

Unit-III

10

6. (a) A loan of Rs. 45,000 is to be repaid by a uniform series of 13 half yearly instalments @ 10% p.a. payable half yearly. The first instalment is paid right now. Find the value of the instalment.

(b) Find the present value of an annuity of Rs. 2,000 p.a. payable quarterly if interest is paid @ 12% p.a. compounded half-yearly. 10

7. (a) Beginning from the end of 4 years from now a person will receive Rs. 7,000 p.a. for 3 years and Rs. 12,000 p.a. for the next 5 years. Find the present value of this cashflow @ 7 p.a.

(b) A school is setting up a scholarship fund. It will pay a scholarship of Rs. 20,000 to each student at the end of the year. The number of students getting scholarship will be 10 in the first for, 15 in the 2nd year 20 in the 3rd year and so on for 2 years after

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which this number will become constant. How much money should be put into the fund right now to enable the school to meet the outflow @ 10% p.a. The first outflow will occur one year hence.

Unit-IV

8. (a) Y Ltd. has issued 16% redeemable preference shares having a par value of Rs. 1,000 at a discount of 6%. The shares are redeemable in 20 years at a premium of 5%. If investors required rate of return is 12% p.a. find the present value.

(b) The risk free rate of return is 4.5% and market return is 15%. The beta of the security is 0.90. X Ltd. has paid a current dividend of Rs. 10 which is expected to grow @ 7% p.a. If the share is currently selling for Rs. 140 should the investors buy or sell and why?

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9. B Ltd. is expected to pay a dividend of Rs. 8 on its equity share next year. Its growth rate in the next 4 years will be 12% p.a. which will settle down to 6% p.a. forever. If investors required rate of return is 14% p.a. find intrinsic value of the share.