2M2018

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2M2018

M.B.A. II-Sem. (Main/Back) Examination, July - 2023
M-208 New Enterprise and Innovation Management

Time : 3 Hours **Maximum Marks :70**

Instructions to Candidates:

1) *The question paper is divided in three parts.*
2) *Part A contains 10 questions which are compulsory. Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.*

PART - A
(Word limit 25 only)

All questions are compulsory. (10×2=20)

1. What is the meaning of Entrepreneurship?
2. What are the sources of new ideas?
3. What is VAT?
4. Meaning of NABARD.
5. Meaning of GST.
6. What is the meaning of financial feasibility?
7. What is the meaning of innovation management?
8. Why the innovation strategy is important?
9. What is the difference between patent and copyrights?
10. What is the meaning of E-commerce?

PART - B

Attempt any Five questions. (5×6=30)

1. Explain the innovation types and process in detail with suitable examples.
2. What is a Business Plan? Explain the structure of a business plan in brief.
3. Elaborate the statement "For a New Startup, it is essential to focus on key Marketing Issues".
4. What makes a successful entrepreneur? Shortlist six key characteristics in the order of priority and justify?
5. What is Strategic Alliance? Explain some forms of Strategic Alliances in brief?

6. Explain the financing opportunities that are available for innovation organizations?
7. Explain the various external sources of finance options available to start the business?
8. What is feasibility analysis? What are the different studies needs to be undertaken by an entrepreneur while preparing his/her project appraisal/report?

PART - C

(Compulsory) **(20)**

1. Hema and Rekha were two students studying a beautician course in a city college.They hailed from Pune, Metropolitan city and Mulshi-an upcoming village nearby Pune respectively. They become good friends during the course of their education. Hema hailed from an upper middle-class family with her parents in influential Government jobs.Rekha hailed from a lower middle-class family with her parents depending on farming their livelihood. They both started a long ambition to become successful in their life working independently. They both were intelligent and were creative compared to others and both were intent on stalling a beauty clinic in their own respective places. Hema was against the idea of Rekha starting her clinic in a village. She felt that people in a village will have a lesser awareness towards beauty and moreover their ability to pay was in her village a question mark. She had a strong view that villagers always depended on nature for their Beauty needs and they would have reluctance for the use of these artificial beauty techniques. But Rekha was strong in her view that she will succeed as a beautician in her own village rather than any other place.

Questions:

1. What are the reasons for difference in views on establishing beauty clinic in respective places?
2. Explain the factors that influence the choice of location to start business.

2M2016

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2M2016

M.B.A. II - Sem. (Main/Back) Examination, July - 2023

M - 206 Marketing Research

Time : 3 Hours **Maximum Marks : 70**

Instructions to Candidates:

1) *The question paper is divided in three parts.*
2) *Part A contains 10 questions which are compulsory. Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.*

PART - A

(Word Limit 25 only)

All questions are compulsory. **(10×2=20)**

1. What is meant by multiple regression?
2. What is Type II sampling error?
3. Differentiate between Factor and Cluster Analysis.
4. What is the use of SPSS in data analysis?
5. Write various methods of data collection.
6. Briefly explain Application and Analysis of Variance (ANOVA).
7. Describe research design.
8. State the role of marketing research in advertising.
9. What are the elements of data analysis?
10. Write the points to be considered while formulating a questionnaire.

PART - B

Attempt any FIVE questions. **(5×6=30)**

1. Explain the various steps involved in marketing research process.
2. Define multi-variant analysis. What are the factors to be considered while drafting a marketing research report?
3. Explain the need of reliability and validity testing for a scale.
4. What are the methods of sampling? Explain any 2 of them.
5. Discuss in detail the applications of marketing research.
6. Distinguish between Questionnaire and Interview Schedule.
7. Explain in detail Parametric and Non-parametric Tests.
8. Briefly discuss Z-test, T-test and Chi-square test.

PART - C

(Compulsory) **(10+10=20)**

1. M/S XYZ Co. Ltd. is one of the India's largest designers manufacturing and distributors of school bags and luggage bags. They sell their products using number of quality brand names including Student ©, Ambassador©, Indian Tourister © and is the leader in the Indian luggage bags industry. The CEO of the company Mr. Vinay hoped to increase companies market share through aggressive products Development and marketing from 30% in 2018 to 40% and 2020.

   M. Vinay recognizes the importance of new product development and that company must continuously introduce successful new products and increase market share.

   Questions:

   a) What type of Market Research should M/S XYZ Co. Ltd. undertaken to successfully introduce new products and increase market share?

   b) Discuss the role of type of research and all recommend in enabling Mr. Vinay to increase M/S XYZ Co. Ltd.'s market share.

2M2013

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2M2013

M.B.A. II - Sem. (Main/Back) Examination, July - 2023

M-203 Quantitative Techniques

Time : 3 Hours **Maximum Marks : 70**

Instructions to Candidates:

1) *The question paper is divided in **three** parts.*

2) *Part A contains **10** questions which are **compulsory.** Part B contains **eight** questions out of which **five** are to be attempted. Part C contains **one** question which is **compulsory.***

PART - A

(Word Limit 25 Only)

All questions are Compulsory. **(10×2=20)**

1. Why are quantitative techniques important?
2. What do you mean by unbalanced assignment problem?
3. What is unbounded solution in linear programming?
4. Who is the father of Game Theory?
5. Write the assumptions of Transportation Model.
6. What do you understand by principle of dominance?
7. Discuss limitation of LPP.
8. What is Jockeying in Queuing Theory?
9. Name three methods of finding an initial basic feasible solution to a transportation problem.
10. Define the decision theory.

PART - B

Attempt any Five questions. **(5×6=30)**

1. Explain the limitation of Quantitative Technique.
2. Distinguish between a transportation problem and an assignment problem.

3. Find the initial feasible solution of the following transportation problem by least cost method.

Plant	Distribution Centres				Number of Units Available
	d_1	d_2	d_3	d_4	
P_1	2	3	11	7	6
P_2	1	0	6	1	1
P_3	5	8	15	9	10
Demand	7	5	3	2	

4. Find out the optimal strategy for player 'X' and 'Y' in the following game competition:

Strategies	Payments to be made
X_1, Y_1	Player X pays Rs. 2 to player Y
X_1, Y_2	Player Y pays Rs. 7 to player X
X_2, Y_1	Player Y pays Rs. 3 to player X
X_2, Y_2	Player Y pays Rs. 5 to player X
X_3, Y_1	Player X pays Rs. 3 to player Y
X_3, Y_2	Player X pays Rs. 7 to player Y

5. Write the short note on any two. (i) Infeasible Solution in LPP (ii) Degeneracy Problem in LPP (3+3)

6. A plant manager is considering replacement policy for a press already in use. He estimates the following costs.

Machine Age in year	Cost of New Machine (Rs.)	Salvage Value at the end of year (Rs.)	Operating Cost(Rs.)
1	5,000	2,500	1,500
2	5,250	1,250	2,000
3	5,500	750	2,500
4	6,000	500	3,000
5	6,500	400	3,750
6	7,250	250	4,500
7	8,000	0	5,750

Find out an optimal replacement policy and corresponding minimum cost.

3rd year

7. What are the limitations of linear programming?

8. What do you mean by statistical decision theory? What is the difference between under uncertainty and risk. Prepare Conditional Profit and Conditional opportunity Loss table by taking imaginary figures.

PART - C

(1×20=20)

(Compulsory)

1. The occurrence of rain in Jaipur depends upon whether or not it rained on the previous day. If it rained on the previous day the rain distribution is given by:

Event	Probability
No rain	0.50
10 cm rain	0.25
20cm rain	0.15
30 cm rain	0.05
40 cm rain	0.03
50 cm rain	0.02

Table II

If it did not rain the previous day. The rain distribution is given by:

Event	Probability
No rain	0.75
10cm rain	0.15
20 cm rain	0.06
30 cm rain	0.04

Table I

Simulate the weather for next 10 days, assume that for the first day of the simulation it has not rained the day before. You are given the following random numbers

67, 63, 39, 55,29,78,70,06,78,76

00 - 01
02 - 02
03 - 04
05 - 14
15 - 24
25 - 50

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2M2015

M.B.A. II-Sem. (Main/Back) Examination, July - 2023

M-205 Human Resource Management

Time : 3 Hours **Maximum Marks :70**

Instructions to Candidates:

1) *The question paper is divided in three parts.*
2) *Part A contains 10 questions which are compulsory. Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.*

PART - A

(Word limit 25 only)

All questions are compulsory. *(10×2=20)*

1. What do you understand by Line function in Human Resource Management?
2. Write the importance of Job Analysis?
3. What are the External Sources of External Recruitment?
4. Write a short note on Bedaux Plan of Incentive.
5. Explain the concept of ESOP.
6. What do you understand by 360 degree performance Appraisal?
7. Briefly explain Domestic Enquiry.
8. Write short note on "Career Anchors".
9. Define Industrial Relations.
10. What are Fringe Benefits?

PART - B

Attempt any Five questions. *(5×6=30)*

1. What is the role of HRM in modern organization and developing its human resource?
2. What are the factors affecting Job Design? Discuss the different techniques of Job Design.
3. Recruitment is the positive process and Selection is a negative process, comment.
4. Write short note on:
   i) JIT
   ii) Training Need Analysis
   iii) Sensitivity Training

5. What do you understand Job Evaluation? Describe its different methods.
6. Explain the process of Performance appraisal, differentiate between Performance appraisal and potential appraisal.
7. Explain Collective Bargaining and its process.
8. Write the steps involved in the process of Career Planning, feature the significance and limitation of career planning.

PART - C

(Compulsory) **(2×10=20)**

1. M Pharma Ltd. is a leading pharma company involved in the manufacture and marketing of drugs and medicines. Its research staff has developed the no. of products which has helped the company face competition in the international market.

Mr. Shah the Marketing Head, adopted aggressive strategies to put the targets and his team worked hard to capture a sizeable share in the market. There was no formal appraisal and reward system in the company, as a result 60 Medical Representatives and area Supervisor left the company due to unsatisfactory increments and promotions.

These also included star performers. Mr.Shah never cared about communicating with the field staff, which resulted in dissatisfaction and turnover of good performers.

a) What are the basic problems perceived by you in M.Pharma?

b) Suggest measures to overcome the problem of employee turnover.
