

FACULTY OF BUSINESS MANAGEMENT
MBA III – SEMESTER REGULAR EXAMINATIONS, DEC- 2017
MANAGEMENT OF FINANCIAL SERVICES
PAPER – VI (A)

Time: 3 Hours]

[Max. Marks: 70

Section – A

Answer the following questions in not more than **ONE** page each: (5x3=15)

1. Concept of Financial Services
2. Private Sector Banks
3. Underwriting
4. Factoring
5. Mutual Fund

Section – B

Answer the following questions in not more than **FOUR** pages each: (5x8=40)

6. a) Write in detail about Indian Financial System.
(OR)
b) Discuss about growth and problems of financial service sector.
7. a) What are the functions of Public Sector Banks and Private Sector Banks.
(OR)
b) Write briefly about Gap Analysis and Asset Liability Management.
8. a) Explain the concept and evolution of Development Banking.
(OR)
b) Discuss about the challenges faced by Investment Bankers.
9. a) Briefly the structure and investment pattern of LIC, GIC and other insurance companies.
(OR)
b) Discuss about the concept of Hire Purchasing and its salient features.
10. a) What are the various type of Mutual Funds? Explain.
(OR)
b) Explain the Stages of Venture Capital in detail.

Section – C (Compulsory)

(1x15=15)

Sudheer and Co- are planning for diversification. They are proposing to start a new product line and for that they require new land and machinery. Boards of Directors are advised to go for Leasing, but stock holders are Preferring Buying. As a MD of the organization, what would you suggest? And why?

State the merits and demerits of the proposal and plan.

FACULTY OF BUSINESS MANAGEMENT
MBA III – SEMESTER REGULAR EXAMINATIONS, DEC- 2017
CONSUMER BEHAVIOUR
PAPER – VI (B)

Time: 3 Hours]

[Max. Marks: 70

Section – AAnswer the following questions in not more than **ONE** page each:

(5x3=15)

1. Opinion Leadership
2. Consumer Behaviour model
3. Perception
4. Perceptual Mapping
5. Direct marketing

Section – BAnswer the following questions in not more than **FOUR** pages each:

(5x8=40)

6. a) Define consumer behavior and explain its interdisciplinary characteristic.
(OR)
b) Explain in brief how consumer behavior models aid in understanding the customer better.
7. a) Explain the Innovation-Adoption-Diffusion of products.
(OR)
b) Briefly explain the Environmental influences on consumer behavior.
8. a) Motivation is an important factor that influences consumer behavior. Explain.
(OR)
b) Briefly describe personality and how does the understanding of personality help in consumer behavior analysis.
9. a) Briefly explain the means through which store loyalty can be improved.
(OR)
b) Explain the growing significance of consumerism, the rights of consumer and marketer's responsibility.
10. a) Explain the benefits that online shopping provides over the traditional brick and mortar retail outlets.
(OR)
b) Explain how to overcome the issue of privacy in direct marketing.

Section – C (Compulsory)

(1x15=15)

Patanjali Ayurved (Patanjali) was established in the year 2006 as a private limited company. The company was later converted into a public limited company in the year 2007 to facilitate speedy expansion. The main objective of the company was to make and sell FMCG, herbal, and ayurvedic products at a cheaper price than competitors. It was founded by Acharya Balakrishna (Balakrishna), a long-term companion of the yoga guru Ramdev. The association between Ramdev and Balakrishna began in the early 1990s, when together, they set up a company called Divya Pharmacy that sold ayurvedic products.

Subsequently, Balakrishna helped Ramdev set up a number of companies like Patanjali Bio Research Institute, Patanjali Food and Herbal Park, Patanjali Yogpeeth Trust, Patanjali Gramodhyog, etc. and served in senior managerial roles in these. Most of these companies manufactured ayurvedic products or were involved in the promotion of ancient Indian practices like yoga. Balakrishna had a master's degree in Sanskrit literature and wanted to popularize the ancient tradition of ayurveda by making the best use of the latest technological advancements. With Patanjali, Ramdev and Balakrishna wanted to give an indigenous option to Indian customers and to directly compete with MNC FMCG companies that operated in the country.

In January 2016, leading institutional broker Credit Suisse downgraded Colgate Palmolive India to 'neutral' rating in the wake of severe competition from the oral care products of Patanjali Ayurved (Patanjali). Patanjali was giving tough competition to other big FMCG companies operating in India. Since it was established in the year 2007, Patanjali had expanded from being a seller of pure medicinal products to a full-fledged FMCG company. The company priced its products cheaper than its competitors by sourcing raw materials directly from farmers. Patanjali could easily bank upon the growing demand for ayurvedic and natural products among urban consumers who perceived them to be safe and free of harmful chemicals. According to analysts, the most important factor was the associations of the Patanjali's products were promoted at Ramdev's yoga classes organized across the country. Ramdev personally promoted Patanjali's products but did not charge the company. Due to Ramdev's personal image, many customers of Patanjali stayed loyal to the brand.

Questions:

- i) Discuss the reason for Patanjali's phenomenal growth?
- ii) Why do you think that Patanjali products enjoy loyalty?

FACULTY OF BUSINESS MANAGEMENT
MBA III – SEMESTER REGULAR EXAMINATIONS, DEC- 2017
RECRUITMENT AND SELECTION
PAPER – VI (C)

Time: 3 Hours]

[Max. Marks: 70

Section – AAnswer the following questions in not more than **ONE** page each:

(5x3=15)

1. Concept of Recruitment
2. e-Selection
3. Graphology test
4. Structured and unstructured questions
5. Placement

Section – BAnswer the following questions in not more than **FOUR** pages each:

(5x8=40)

6. a) What is Recruitment? Discuss the factors and challenges effecting Recruitment.
(OR)
b) Write about the Proactive and Reactive Recruitment.
7. a) Brief the Selection Procedure.
(OR)
b) Discuss in detail about Application form and Evaluation of Application Form.
8. a) Write a short notes on Ability test, Aptitude test, Intelligence test and its advantages and disadvantages.
(OR)
b) Explain in detail about computer based testing and its advantages and disadvantages.
9. a) What do you understand by Interview and explain the interview process in detail.
(OR)
b) What do you understand by Reference Checking? Discuss in detail the advantages, disadvantages and conditions of Reference Checking.
10. a) What do you understand by Placement? Discuss the process in detail.
(OR)
b) Discuss about Orientation. Explain objectives and orientation program briefly.

Section – C (Compulsory)

(1x15=15)

The Bharat Paint Company recruits sales people to sell its products to retail stores. The company looks for employees who have the energy, ability to work hard, and ability to speak enthusiastically and intelligently about the company's products. In addition to skill, the company expects flexibility, accuracy, and patience from its sales employees.

Rita has applied for a sales job. The interviewer who is going to interview her has noted the following entries on her application blank:

Rita is 26 years old. She has completed one year of college education. She has held two jobs since leaving school- clerk in a school (2-years), and senior assistant in a financial organization. There is a gap of one year in between. Rita indicates on her application that she was sick during that period and was undergoing medical treatment.

Discussion Questions:

- i) If you were the interviewer, what objectives would you set for your interview with Rita?
- ii) How would you phrase your questions?

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FACULTY OF BUSINESS MANAGEMENT
MBA III – SEMESTER REGULAR EXAMINATIONS, DEC- 2017
MANAGEMENT INFORMATION SYSTEM
PAPER – VI (D)

Time: 3 Hours]

[Max. Marks: 50

Section – A

Answer the following questions in not more than **ONE** page each: (5x2=10)

1. Purpose of MIS
2. Data Models
3. Data Warehousing
4. Digital Firm
5. MIS and Accounting

Section – B

Answer the following questions in not more than **FOUR** pages each: (5x8=40)

6. a) What are the types of Information Systems? Explain.
(OR)
b) Discuss the Information Systems Architecture in detail.
7. a) Write about Database Manager, Data Administrator and Database Users briefly.
(OR)
b) Explain about Alternative System Building Approaches.
8. a) Discuss about Group Decision Support System and Executive Information System.
(OR)
b) What do you mean by Geographical Information System and Artificial Intelligence?
9. a) Explain MIS Model for a Digital Firm.
(OR)
b) Discuss about Quality Assurance, Ethical and Social Dimensions in MIS.
10. a) Write about the application of Information System in Business areas.
(OR)
b) How do you use MIS for Marketing and HRM? Explain with examples.

FACULTY OF BUSINESS MANAGEMENT
IM.B.A. (5YIPGP) III – SEMESTER REGULAR EXAMINATION, DEC- 2017
BASIC OF ENTREPRENEURSHIP DEVELOPMENT
PAPER – 06

Time: 3 Hours]

[Max. Marks: 50

Section – A

1. Answer any five of the following question in not more than **ONE** page each. (5x4=20)
- Entrepreneurship
 - EDP
 - Small Scale Industries
 - NABARD
 - Venture Capital
 - IDBI
 - Social Change
 - Process of Entrepreneurship

Section – B

Answer the following question in not more than **FOUR** pages each. (5x8=40)

- Explain the concept of Entrepreneur and characteristics of Entrepreneurship.
(OR)
 - Explain the barriers of Entrepreneurship.
- Discuss the theories of Entrepreneurship briefly.
(OR)
 - Explain the Economic theory of Entrepreneurship in detail.
- Explain the need and importance of Marketing Plan in ED.
(OR)
 - Explain the steps in preparing Marketing Plan.
- Explain Training programme of Entrepreneurship.
(OR)
 - Discuss about Entrepreneurship Development Institute of India (EDI).
- What do you mean by Institutional Finance to Entrepreneurs? Explain its significance in the developing countries especially in India.
(OR)
 - Explain the role of SIDBI and NABARD in detail.

Section – C (compulsory)

(1x10=10)

Sangeeta Shah and Neela Chitre were very close friends since school days, accompanying each other not only to the library but also to health gym every evening. In fact, there would always be a competitive spirit among both of them while exercising in the gym and it was not co-incidental that both metched each other's capability in every respect. It was during one such chore that it emerged that both of them had a common pursuit of setting down with a venture associated with health fitness. Simultaneously, it was the time when average individual was becoming health conscious and almost every third individual was either a member of a club or was involved in personal discipline of exercise.

Even corporate were promoting health consciousness in their employees, offering gymnasium membership or housing fitness centres within the premises. Sageetga and Neela have now started puffing their heads together and are in the process of conceiving a business plan in context of a pursuit in the field of health fitness. When the idea was a facility for stress management could be the right combination.

However, it was apparent that the project would involve a capital outlay of nothing less than 1.5 to 2crores. Fortunately Sangeeta has almost been offered a place by her uncle at Andheri in his new residential building, on lease, and family and relatives may gamer a maximum of 75 lakhs, but balance would have to be raised from other sources.

Questions:

- How to prepare a business plan for their idea?
- What sources of finance can they explore?
- How can they carry out staffing of their venture? Do you envisage any training needs?