1. What is Design?

Discuss importance of design in human life.

2. How does layout of a newspaper affect the readability of the newspaper? Comment on it.

Note: Attempt five questions in all selecting one question from each unit. All questions carry equal marks.

Time: Three Hours

Paper: XLI

PRINT MEDIA PRODUCTION

MDM-M-17

Total Pages: 03
7. Write a detailed note on various parts of still camera.

8. Discuss duties and responsibilities of a photo editor in a news magazine.

9. Write short notes on any three of the following:

   (a) Importance of light in photography
   (b) Tabloid newspapers
   (c) Lens
   (d) Background
   (e) Dummy

6. How is advertising strategy linked to creative thinking?

5. Write down a critical note about current trends of advertisement in News magazine.

4. Explain importance of house journal in a company with examples.

3. Poster is an outdoor medium of communication. Discuss various techniques of poster design with examples.
III. Write about structure and functions of a television studio.

II. Explain the different stages of radio programme production.

I. What do you know about radio interviews? Explain in detail.

Note: Attempt any one question from each Unit (1-IV), Unit I

Time: Three Hours

[Maximum Marks: 50]

Paper XVII

Electronic Media Production

MDM/M-17

2402

Roll No. ........................................ Total Pages: 03
6. Write about the meaning and significance of video advertising.

5. Explain the importance of lighting in video production.

4. Write about different types of equipment used in video production.

3. Write about the contribution of different team members.

2. Write your understanding by web production & explain with examples.

8. What do you understand by web production?
1. Which two newspapers websites do you like the most and why comment on it.

2. Do you think online web portals are more interesting than other forms of Media? Write a detailed note on it.
9. Write short notes on any three of the following:

- (a) Cybercrime
- (b) Bluff
- (c) Basics of web designing
- (d) Carekeeping
- (e) Weaknesses of Social Media

8. How does a web journalist select news stories for a website? Discuss with examples.

7. What do you mean by Citizen Journalism and discuss with examples.

6. Explain duties and responsibilities of a website editor.

5. Discuss importance of Government in Country like India

4. Discuss in detail strengths and weaknesses of Social Media.

3. Write down current status of online Hindi media in India with examples.
1. What do you mean by development? Explain the characteristics of developed and developing societies.

2. Discuss the social theory. How is it helpful in development?
UNIT I

3. Explain the Educational Development. Discuss its Significance.

4. Define the Rural Journalism. Why is it Important for National Development?


6. What is Development Communication and its role in development of India. Explain.

7. Explain the Education Literacy and the role of Education Literacy in development of India.

8. Write short notes on any four of the following:

(a) Community Radio
(b) Print Media
(c) Corporate Sector
(d) Social Change
(e) The role of weaker sections
(f) International Bodies

9. Write short notes on any four of the following:

(a) Which is the best mass media for rural development?
(b) What are the mass media agencies in India?
(c) How are mass media agencies working in India?
(d) What role do mass media play in promotion of development?
(e) Describe the role of community radio in development.
Whether a given number is prime or not prime.

5. What is the syntax of IF-THEN-ELSE-ENDIF statement?

5. Give brief description of various output devices.

2. Discuss the functions of output unit of a computer system.

UNIT I

(c) Discuss the numerical interpretation of non-epitaxial rule.

(b) Explain what is meant by non-epitaxial rule.

(b) Write the rule to round off numbers and round off 0.899378 and 3.14159 to four significant digits.

1. Evaluate the values of

Compulsory Question

Select one question from each unit.

Note: Attempt five questions in all. 0. No. 1 is compulsory.

Maximum Marks: 25

Time: Three Hours

PAPER III

COMPUTATIONAL PHYSICS

MCDN-17

4. Roll No. : 4

Total Pages: 4

UNIT I

\[
\int \frac{x + 1}{1 + x} \, dx = 1
\]

(6) Definitive integral formula when \( n = 2 \), and apply it
to evaluate:

Find these initial velocity and angular acceleration when

\[
\begin{array}{|c|c|c|c|c|c|c|c|}
\hline
\text{t (sec)} & 0 & 1 & 2 & 3 & 4 & 5 & 6 \\
\hline
\text{v (m/sec)} & 0 & 0 & 0 & 0 & 0 & 0 & 0 \\
\hline
\end{array}
\]

Given below:

\[
\frac{\text{f} \, \text{g} \, \text{h} \, \text{i} \, \text{j} \, \text{k}}{\text{a} \, \text{b} \, \text{c} \, \text{d} \, \text{e} \, \text{f}}
\]

(4) Obtain Newton's backward difference formulae for computing first and second order derivatives numerically.
UNIT I

3. Find the inverse of the following matrix:

\[
\begin{bmatrix}
0 & 1 & 2 \\
1 & 2 & 3 \\
2 & 3 & 4
\end{bmatrix}
\]

\[\mathbf{A} = \begin{bmatrix}
0 & 1 & 2 \\
1 & 2 & 3 \\
2 & 3 & 4
\end{bmatrix}
\]

Find the inverse of the matrix \( \mathbf{A} \). (a) Find the inverse of the matrix \( \begin{bmatrix} 4 & 5 \end{bmatrix} \). (b) Find the inverse of the matrix \( \begin{bmatrix} 1 & 2 \end{bmatrix} \).

6. What is the norm of the matrix \( \begin{bmatrix} 2 & 4 \end{bmatrix} \)? (a) Define matrix norms. Given the matrix

\[
\begin{bmatrix}
2 & 4 \\
3 & 5
\end{bmatrix}
\]

6. Determine the largest eigenvalue, and the corresponding eigenvector of the matrix.

\[
\begin{bmatrix}
1 & 0 \\
0 & 1
\end{bmatrix}
\]

6. (a) Without providing a formula, list the following table:

<table>
<thead>
<tr>
<th>( x )</th>
<th>( f(x) )</th>
<th>( f'(x) )</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.1</td>
<td>0.2</td>
<td>0.3</td>
</tr>
<tr>
<td>0.2</td>
<td>0.3</td>
<td>0.4</td>
</tr>
<tr>
<td>0.3</td>
<td>0.4</td>
<td>0.5</td>
</tr>
</tbody>
</table>

6. (a) Find the value of \( \beta \) in the following table:

\[
\begin{bmatrix}
0.1 & 0.2 \\
0.2 & 0.3 \\
0.3 & 0.4
\end{bmatrix}
\]

(b) Find the roots of the given quadratic equation.

7. (a) Solve the following set of simultaneous linear equations:

\[
\begin{bmatrix}
3 & 2 & 1 \\
2 & 3 & 1 \\
1 & 2 & 3
\end{bmatrix}
\]

7. (a) Solve the following set of simultaneous linear equations:

\[
\begin{bmatrix}
3 & 2 & 1 \\
2 & 3 & 1 \\
1 & 2 & 3
\end{bmatrix}
\]

UNIT II

6. Write a FORTRAN program to calculate the square of an integer using the concept of subroutine.

6. Write a FORTRAN program to sum two matrices.

6. (a) How two-dimensional arrays are declared in FORTRAN? Write a FORTRAN program to sum two matrices.

6. (a) How two-dimensional arrays are declared in FORTRAN? Write a FORTRAN program to sum two matrices.

6. (a) How two-dimensional arrays are declared in FORTRAN? Write a FORTRAN program to sum two matrices.
UNIT II

1. What do you understand by acceptance angle and acceptance and optical path of an optical fiber.

2. What is the importance of optical fibers? Discuss generation of light in optical fibers.

3. Explain numerical aperture. Discuss modes of core. What is the number of modes and cut off parameters of each mode in multimode fibers.

UNIT I

1. Discuss the basic modes.
   (a) How relative index is measured in optical fibers.
   (b) How cables are laid.
   (c) What are graded index fibers.

Compulsory Question

Answers carry equal marks.

Note: Attempt five questions in all by selecting one question from each Unit. Question No. 1 is compulsory. All questions carry 6 marks each. Maximum Marks: 35

Time: Three Hours

Paper-IV

FIBRE OPTICS

MDO/M-17

ROLL NO: 4412

Total Pages: 2
and analog laser transmitters in detail.


8. Compare analog and digital transmitters.

UNIT-IV

7. Length. Micromanipulator length. How these are measured?

6. Explain how numerical aperture, fiber attenuation and scattering losses are measured in optical fibers.

UNIT-III

5. Explain losses incurred during installation of cables.

4. How thick cable is considered? Explain strength number
2. (a) When is pulse code modulation explained in principle.

3. Explain ISDN.

4. (c) What are the types of error control methods? Explain the concept of communication.

5. Define transmission path and path loss in satellite communication.

6. What do you mean by information or channel capacity?

7. (a) Classify & explain the various types of signals.

Computer Question

Note: Answer the questions in the selected area.

Maximum Marks: 35

Time: Three Hours

Paper - 3

Applied Physics

4413

Total Pages: 3
UNIT I

1. Write note on TV system and standards.
2. Explain the basic RadAR concept. List the advantages.
3. Write note on ISDN and LAN.
4. Explain the syndrome decoding.
5. Compare linear block code, cyclic codes, and band services allocation dependent on their frequency communication. Discuss the classification of satellite communication. Discuss the classification of satellite communication.
6. Describe the various components of base band digital communication.

UNIT II

1. Explain the need for station keeping.
2. Describe the various components of communication system.
3. Describe the various components of communication system.
4. Describe the various components of communication system.
5. Describe the various components of communication system.

UNIT III

1. Describe the various components of communication system.
2. Describe the various components of communication system.
3. Describe the various components of communication system.
4. Describe the various components of communication system.
5. Describe the various components of communication system.
6. Describe the various components of communication system.

PCN and FSK

1. Explain the modulation schemes: Binary ASK, PSK, FSK.
2. Explain the probability of symbol error for different binary FSK signals. Find the signal power in the presence of the receiver noise. Find the means of the communication system and power spectral density.
3. Compare ASK and PSK systems. Draw the probability density function of the received signal. Calculate the mean and power spectral density.
4. Explain the various components of communication system.
5. Describe the various components of communication system.
6. Describe the various components of communication system.

UNIT IV

1. Describe the various components of communication system.
2. Describe the various components of communication system.
3. Describe the various components of communication system.
4. Describe the various components of communication system.
5. Describe the various components of communication system.
6. Describe the various components of communication system.
Derive the fundamental solution of Laplace equation

\( \{0 = 1 \} \times 0 \quad \cos x = n \)

in \( \mathbb{R}^2 \)

on \( \mathbb{R}^2 \times 0 \)

in \( \mathbb{R}^2 \times (0, \infty) \)

\( 0 = n \cdot D_n + C_n = q + \frac{n}{q} \)

Solve

SECTION 1

Write the properties of Green's function.

Write any one conservation law.

Explain Legendre transform.

\( v \in C^2 (U) \) and is sub-harmonic.

Explain the statement:

State Duhem's principle.

Write characteristic function for half space and vertex.

Give physical interpretation of Laplace equation.

I. (a) What do you mean by initial value problem?

Complementary Question

All the questions carry equal marks.

Each section and the complementary question (Q. No. 1).

Note: Attempt five questions in all. Select one question from each section.

Maximum Marks: 80

Time: Three Hours

Paper: MN-508

PARTIAL DIFFERENTIAL EQUATIONS

MDQM 17

4546

ROLL NO.

TOTAL PAGES: 3
6. Solve

\[ \begin{align*}
\dot{\varepsilon} &= u \\
\{0 = t\} \times \mathbb{R}^n &\ \text{on} \ \{\mathbb{R}^n | 0 = \dot{\varepsilon} = n\} \\
(\infty, 0) \times \mathbb{R}^n &\ \text{in} \ \mathbb{R}^n; 0 = n \forall n - \dot{\varepsilon} n
\end{align*} \]

SECTION III

\[ \begin{align*}
\dot{\varepsilon} &= n \\
\{0 = t\} \times \mathbb{R}^n &\ \text{on} \ \{\mathbb{R}^n | 0 = \dot{\varepsilon} = n\} \\
(\infty, 0) \times \mathbb{R}^n &\ \text{in} \ \mathbb{R}^n; 0 = n \forall n - \dot{\varepsilon} n
\end{align*} \]

Solve the boundary value problem

5. State and prove mean value formula for heat equation

\[ \begin{align*}
\text{if} & \ \mathcal{Q}(x) \text{ is the fundamental solution of heat equation} \\
\text{then prove} & \ \Phi \int
\end{align*} \]

\[ \begin{align*}
\dot{\varepsilon} &= n \\
\{0 = t\} \times \mathbb{R}^n &\ \text{on} \ \{\mathbb{R}^n | 0 = \dot{\varepsilon} = n\} \\
(\infty, 0) \times \mathbb{R}^n &\ \text{in} \ \mathbb{R}^n; 0 = n \forall n - \dot{\varepsilon} n
\end{align*} \]

SECTION II

\[ \begin{align*}
\dot{\varepsilon} &= n \\
\{0 = t\} \times \mathbb{R}^n &\ \text{on} \ \{\mathbb{R}^n | 0 = \dot{\varepsilon} = n\} \\
(\infty, 0) \times \mathbb{R}^n &\ \text{in} \ \mathbb{R}^n; 0 = n \forall n - \dot{\varepsilon} n
\end{align*} \]

(a) State the Cauchy's function is symmetric.

(a) Prove that Cauchy's function is symmetric.

7. \[\{0 = t\} \times \mathbb{R}^n &\ \text{on} \ \{\mathbb{R}^n | 0 = \dot{\varepsilon} = n\} \\
(\infty, 0) \times \mathbb{R}^n &\ \text{in} \ \mathbb{R}^n; 0 = n \forall n - \dot{\varepsilon} n
\end{align*} \]

Find the complete integral of the Hamiltonian 0.

8. \[\{0 = t\} \times \mathbb{R}^n &\ \text{on} \ \{\mathbb{R}^n | 0 = \dot{\varepsilon} = n\} \\
(\infty, 0) \times \mathbb{R}^n &\ \text{in} \ \mathbb{R}^n; 0 = n \forall n - \dot{\varepsilon} n
\end{align*} \]

(a) Find the complete integral of the Hamiltonian 0.
4. Calculate the expression of an elastic beam by longitudinal 
of Love waves.

(b) Derive frequency equation and condition for existence

(6) \( \alpha, \beta, \gamma \) (a complex for constants) \( a, \beta, \gamma \) and \( \alpha \), \( \beta \), \( \gamma \) 

waved given by \( \alpha \) \( \beta \) + \( \gamma \) + \( \delta \) = \( \phi \) \( \psi \) \( \theta \) in 
period, wave-number and frequency of a system of plane 
periodic waves, wave-number and frequency of a system of plane

3. (a) Determine the amplitude, wave-length, velocity, time

SECTION-II

(16)

forms of fundamental differential boundary value-problems.

2. Define Airy's stress function and describe the transformation

(16)

elastic state of a deformed body.

1. Explain the various constituents required to represent the

SECTION-I

Note: Attempt one question from each section 1 to 14.

Maximum Marks: 80

Time: Three Hours

Paper: MME-509

MECHANICS OF SOLIDS-II

4547

Roll No. ................................

Total Pages: 3
(a) Define a plane wave. Explain the terms involved.

(b) Derive the secular equation for propagation of Rayleigh waves.

(c) Define wave number of a harmonic plane wave.

\[ \omega = \sqrt{\frac{k^2}{c^2} + \frac{E l}{ho}} \]

(d) No body force. Calculate the stresses for any stress function given by

(4.9) Define state of plane strain.

SECTION A

(1) Solve Euler’s equation by Ritz method.

(2) Derive Euler’s equation to describe deflection of an elastic strip due to a distributed normal load.

(3) Derive Euler’s equation to describe deflection of an elastic strip due to a distributed transverse load.

(4) Derive Euler’s equation to describe deflection in an elastic strip.

(5) State and prove the theorem of minimum potential energy.

SECTION B

(1) Derive the torsional rigidity for an elliptic cylinder.

(2) Calculate torsional rigidity for an elliptic cylinder.

(3) What are the lines of shearing stress?

(4) Cylindrical beam of arbitrary cross-section.

SECTION III
Compulsory Question

Attempt one question from each section.

Note: Attempt five questions in all. Question No. 1 is compulsory.

Time: Three Hours

Maximum Marks: 80

A) 1

Paper - MA-511

MATHEMATICAL ASPECTS OF SEISMOLOGY

MNDM-47

4555
SECTION-I

16. A point source acts inside an infinite elastic solid. Obtain the solution of this source problem.

2. A point source acts inside an infinite elastic solid. Obtain the complete solution of this source problem.

SECTION-II

3. Explain Huygens’ principle and its solution. (p) and the energy released.

8. Explain Huygens’ principle and its solution. (p) and the energy released. (a) Define cylindrical waves. What is the relation between magnitude of an earthquake on Richter’s scale and the magnitude of an earthquake on the surface of a sphere? (d) Integrate spherical waves in terms of cylindrical waves. Also prove that sommations of plane waves can be expanded in terms of cylindrical waves.

SECTION-III

4. Define surface waves. What is the condition of existence of surface waves at the solid-solid interface?

5. Discuss reflection – refraction phenomena of an incident p wave at the solid-solid interface.

6. Motion is elliptical for these waves. Name such waves and prove that particle motion on the surface of the earth is elliptical. What is the condition of existence of surface waves at the solid-solid interface?
I. Compulsory (Question 1)  

Define Online Marketing. What are its advantages and disadvantages? 

II. Question 2 (10 marks)  

Discuss the concept of E-Procurement. 

(a) What do you mean by E-Procurement? What are its advantages? 

(b) Discuss the advantages of using CRM systems. 

(c) Discuss various feature of ERP. 

(d) What are essential components of E-Relating? 

(e) Explain the concept of Virtual marketing. 

(f) Explain why Online marketing is an integral part of today's business. 

III. Question 3 (10 marks)  

Discuss the nature of E-Commerce. 

IV. Question 4 (10 marks)  

Discuss various legal aspects of E-Commerce. 

Note: Attempt the questions in all. Question No. 1 is Compulsory. 

Time: Three Hours 

Maximum Marks: 80
10 Discuss the main point of IT Act, 2000.

This is the main point of IT Act, 2000.

7 Discuss in detail various security solutions for Electronic Payment.

This is a detailed discussion of various security solutions for Electronic Payment.

10 Discuss various types of Cloud in detail.

This is a detailed discussion of various types of Cloud.

5 Explain various Search Engine Optimization Techniques.

This explains various Search Engine Optimization Techniques.

10 Discuss in detail various types of Electronic Payment System.

This is a detailed discussion of various types of Electronic Payment System.
5. Explain the Tax Planning in relation to Capital Structure
4. Explain the order of set-off in tax for unabsorbed
deferral.
4. Consideration of general principles of accounting from tax
accounting and how valuation of stock-in-hand is done.
4. Distinguish between Tax Planning and Tax
Management.
4. Distinguish between Tax Avoidance and Tax
Evasion.

Answer all the following questions (60)

1. Compulsory Question (40 marks)

Q. 1. Should not exceed half page.
Q. 2. No. I should not exceed half page.
Q. 3. Answer each question in all. No. 1 is compulsory and
maximum marks : 80

Time : Three Hours
Optional Group-1
Paper : MC-402
CORPORATE TAX PLANNING AND MANAGEMENT
OMDQM-17

Total Pages : 5
1.05'0'00
20'000
20'000
66'000
30'000
20'000
1'10'0'00

Book Profit vs IJSIB
Dividend from a foreign company
Dividend from a domestic company (gross)
Long-term capital gains
Short-term capital gains vs IIIA
Interest on Government Securities
Income from business

4. Discuss Tax Planning and Management Decisions.
3. Explain the decision to sell a property.
2. Tax Management is essential for every business.
1. Tax Planning is optional.

3. What are the implications of selling a property in the current market?
2. What is the tax liability in the context of selling a property?
1. What are the tax considerations for selling a property?
Make any other suitable assumption if required.

Year-4 = 0.636, Year-3 = 0.567
Year-2 = 0.833, Year-1 = 0.797, Year-0 = 0.712

Present value of 1 discounted @ 12% is as follows:

Lease Rent: Rs. 32,000 per annum for 5 years (per 1 lakh)
Depreciation rate (income tax): 25%

Cost of Capital: 12%
Tax Rate: 35%

6. Describe which one is better alternative, lease or buy, in the following situations:

- Describe the concept and significance of Tax Planning. How
  planning such planning is done? List various problems in
  tax planning. Explain the concept and significance of Tax Planning. How

7. Explain the tax considerations to be kept in mind while
  deciding on owning or leasing a business asset.

8. Explain the tax considerations in respect of shipping
  companies.

9. Explain the tax planning provisions in respect of Shipping
  2015-16.

10. Total income and tax payable for the assessment year
  2015-16 to National Defence Fund. Compute company's
  30,000 to National Defence Fund. Compute company's

During the previous year, the company donated by cheque

- Discuss with examples.

- Which business form is beneficial for Income Tax purpose?

- Explain the concept and significance of Tax Planning. How
  planning such planning is done? List various problems in
  tax planning. Explain the concept and significance of Tax Planning. How
4602/200/KD/111/Tums

1. (a) What is venture capital financing?

(b) What is SBA?

(c) State the steps involved in simulation analysis.

(d) List out components of cash flow statement.

1. Complimentary Questions (All marks)

Note: Question No. 1 is compulsory. From the remaining questions, attempt any four questions.

Maximum Marks: 80

Time: Three Hours

Group:

Paper-405

PROJECT PLANNING & CONTROL

OMG&M-17

Roll No. 7

Total Pages: 7
2. Discuss (i) the key issues to be examined in preliminary concept projet.

3. Discuss the following ways of incorporating risk in the investment decision-making process:
   (a) Certain equivalent method
   (b) Risk-profile method
   (c) Judgmental evaluation

4. Discuss the UNIDO approach to social costs and benefits.

5. Explain the factors which are to be considered to minimize line and cost over-runs to complete the projects successfully.

6. What is capital structure? Discuss various approaches of reference/equity/capital structure.
(a) What is the percent increase in cost to complete the project in 21 days?

(b) Mark the critical path in the network and find out its length.

(c) Draw the project network. Find out the duration of each path in the network.

(d) (Days) (Dep's) (Cost)

(e) Activity Duration Normal Crash Cost

(f) below:

The relevant data about these activities is given:

7. A small project is having seven activities (A to G).
The summarized Balance Sheet of Bhatia Ltd. as on 31.12.2016 is as follows:

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Assets</td>
<td>10,000</td>
<td>12,000</td>
</tr>
<tr>
<td>Creditors</td>
<td>4,900</td>
<td>4,500</td>
</tr>
<tr>
<td>Stock</td>
<td>2,100</td>
<td>2,000</td>
</tr>
<tr>
<td>Depreciation</td>
<td>50,000</td>
<td>60,000</td>
</tr>
<tr>
<td>Inventories</td>
<td>40,000</td>
<td>50,000</td>
</tr>
<tr>
<td>Liabilities</td>
<td>75,000</td>
<td>90,000</td>
</tr>
<tr>
<td>Share Capital</td>
<td>4,500</td>
<td>4,500</td>
</tr>
<tr>
<td>Liabilities</td>
<td>75,000</td>
<td>90,000</td>
</tr>
</tbody>
</table>

Appendix:

1. Additional Details:
   - Invest in cashing 8,000 were sold for Rs.500.
   - During the year, a tax provision made during the year was Rs.9,000.
   - The fixed asset was included in the profit of Rs.12,000 and the profit was included in the profit of Rs.12,000.

2. Tax Provision made during the year was Rs.9,000.

3. During the year, a tax provision made during the year was Rs.9,000.

4. Tax Provision made during the year was Rs.9,000.

5. The additional provision for 2006.
1. Write answers to following questions in brief:

Corporate Governance

(a) What is the role of Independent Director on good governance?
(b) What is the purpose of corporate board?
(c) What are the typical governance issues faced by PSL?

2. Describe the recent cases in corporate sector due to poor corporate governance. Also explain the structure and process of corporate governance.

8. What is the role of Corporate Governance in functional institutions? Is it necessary for functional institutions like banks & explain.
1. What do you mean by financial disclosure? Is there any

and monitoring in a company.

2. Carefully examine the role of the board in strategy making.

3. Why is good governance of Indian family promoted

4. Too many regulations confuse the firms. Do you feel that

5. What are the major steps to be taken to depict true and

6. Your suggestions to overcome this problem.

and can lead to dilution of the norm expected of them. Do

Auditors geting paid by the companies whose accounts they

Explain the rationale behind your argument.

Governance norms should be assimilated in only one regulation.

Why is the role of business ethics in corporate sector

(0+0+1)

firms.

(0+0+1)

of their

(0+0+1)

and monitoring in a company.
4658/1.550/KD/732/Tens.

(a) Share Price Indexes.
(b) Enum Issue.
(c) Importance of Option Contract.
(d) Role of Depositions.
(e) Internet based Trading.

I. Describe the following:
(a) Difference between Primary market and Secondary.

(4x6=24)

Compulsory Question (10 marks)

No. Please fill in all including 0. No. 1 which is compulsory.

Note: Attempt five questions in all including 0. No. 1 which is compulsory.

Time: Three Hours

Paper: MC-407

Group-1

STOCK MARKET OPERATIONS

4658

Total Pages: 3
3. Explain the various sources of raising funds from International Markets.

8. Bring out the range of services being provided by NSDL.
Customer perception in service sector.
Importance of customer perception.
Distribution of services.
Service recovery.
Customer feedback.
Customer perception of services.
Explain all the following:

1. Compulsory Question (4 marks)

2. 2 to 8. Each question is of 1 mark.

Note: Question No. 1 is compulsory and is of 24 marks. Attempt any four questions.

Time: Three Hours

Optional Group II
Paper: M.C. 4.09

SERVICES MARKETING

4660

Total Pages: 3
5. Pricing of services is a difficult process. Compare on the statement while discussing various strategies of pricing in services.

4. What is the role of promotion and communication in maintaining service quality with suitable examples. Discuss the role of customer participation and their role in services marketing.

3. Discuss in detail service marketing concepts and characteristics with suitable examples.

Write short notes on the following:

6. Critically evaluate the role and importance of employees in services marketing.

8. (a) Physical environment for services
   (b) Communication mix for services

4. Write short notes on the following:

   (a) Effectiveness in this area?
   (b) What kind of services are more effective through this model?
   (c) How services can be made effective in this area?
1. COMPULSORY QUESTION (Answer All)

These questions carry 14 marks each.
Candidates are required to attempt any four questions.
Note: There are eight questions in all. Question No. 1 is compulsory.

Maximum Marks: 80

Time: Three Hours

Optional Group-II
Paper: MC-410

SUPPLY CHAIN MANAGEMENT
MDQM-17

Roll No. ..........................................
Total Pages: 3
8. Explain the factors to be considered in designing an integrated marketing channels with marketing mix.

7. Explain the cost minimization models for logistics operations.

6. Explain in detail the four levels of functionality of a supply chain information system.

5. Explain in detail the different components and applications of ERP system.

4. Explain in detail the types of warehouses. Explain with suitable examples.

3. What are the different types of warehousing? Explain with

2. What are the new challenges faced by managers in the

7. Explain the factors to be considered in designing an integrated marketing channels with marketing mix.

6. Explain the cost minimization models for logistics operations.

5. Explain in detail the four levels of functionality of a supply chain information system.

4. Explain in detail the different components and applications of ERP system.

3. What are the different types of warehousing? Explain with

2. What are the new challenges faced by managers in the
1. Compulsory Question (marked **NR**)

1. Explain the following in brief with suitable examples:

- Economic man model
- Absolute Threshold
- Product life cycle
- Value added life cycle
- Consumer and Customer
- Quality and Consumer

Time: Three Hours

Opposed Group - II
Paper: MC-411

CONSUMER BEHAVIOUR

4662

Total Pages: 3
Define diffusion of innovation. Also discuss the role of opinion leaders.

5. What do you mean by reference group? Explain the concept.

Explain the Howard-Sheth model of consumer behavior.

6. What do you mean by psychoanalytic theory of personality? Explain its marketing relevance.

7. How do you visualize the role of monopolistic decisions in the market of culture for any good item?

8. What do you understand by culture? How will you study it?
Effective Corporate Governance

1. How does Corporate Governance work towards effective corporate governance?
   (a) Explain the concept of Board of Directors.
   (b) Discuss Corporate Governance.
   (c) Explain Financial Disclosure.
   (d) Discuss the concept of Mutual Funds.
   (e) How is a company's Board of Directors considered as a step towards effective corporate governance?

Write short answers to the following questions. Each question carries 4 marks. 

Time: Three Hours

Group: III
Paper: MC-417

Corporation Governance

4665

Total Pages: 3
8. Explain the following:

- Transparency and Business Ethics in Corporate Sector
- Financial Institutions and Corporate Governance

9. Discuss in detail Corporate Governance in Banks.
Discuss the management practices in U.S. behavior.

(e) What do you understand by trans-national organizational behavior?

(d) How are potential caps set in the industry and selected?

(c) How does an organization ensure effective group management?

(b) Who are TCM's, PCN's, HCN's?

(a) Discuss the concept and trends in international management.

Answer the following questions:

1. Compulsory Question (Maximum Marks: 60)

Mark each answer. These questions carry 14 marks each. Out of the remaining 7 questions,
compulsory questions of 6 short answer type questions.

Note: There are eight questions in all. Question number 1 is compulsory.

(Time : Three Hours [Paper : MC-415]
INTERNATIONAL HUMAN RESOURCE MANAGEMENT
4666
Midterm-17
Roll No. ____________________________
Total Pages: 3

466/1. 300/1D/806/14ns)
8. Discuss the concept of negotiation across cultures giving suitable examples.

7. Write a detailed note on the different kinds of appetites and their impact on MNCs.

6. What are the various marketing aspects to be taken care of while managing Multinational business operations?

5. Write short notes on the following with respect to HRM:

4. Do the management style and practices in Korea differ from that in India? Explain giving suitable examples.

3. Discuss the models of Comparative Management.

2. What are the various matching aspects to be taken care of in HRM (International Human Resource Management)?
1. Compulsory Question (12 marks)

Note: First question is compulsory and carries 24 marks. Attempt any five questions out of remaining 7 questions and each carries 14 marks.

Maximum Marks: 80
5. Why is sensitivity being regarded as controversial?

4. Discuss the merits and demerits of various techniques of dealing with resistance to change.

3. What is concept of change agent? What functions are performed by a change agent in the process of organizational change?

8. What is role of OD? Explain the major consideration of evaluation of OD.

7. What is value of OD? Explain the new consideration of OD (OD). (a) OD (b) OD (c) OD (d) OD (e) OD

6. What is OD? Discuss its importance and limitations.
3. 5×3=15

2. 12×3=26

(3)
PTO

7699

1. Evaluate the following: (2)

\[ \frac{3 \times 7}{2} = 21 \]

Paper X OPT - (iii)

Maximun marks: 80

Time allowed: 3 hours

SURDAS

Middle M-17

Printed Pages: 3

Roll No. ..........................
Unit-IV

What is Romanticism and how did it influence the development of modern poetry?

Sum up and relate the views of Virginia Woolf on Modern Fiction.

Unit-III

Discuss the following:

1. Does Arnold's view that criticism is a necessary and desirable endeavor to judge poetry hold?
2. What are the laws of judgment of life? What does Arnold mean by "poetry as a criticism of life"?

Unit-II

(2)
Unit-III

1. Discuss the central idea of Frost's poem "Mending Wall".
2. Frost's poetry is deceptively simple. Discuss.

Unit-II

3. Write a note on metaphorical language used in "The Sun Also Rises".
4. Write a note on metaphorical language used in "The Happy Ape".
5. How does "The Sun Also Rises" depict the disillusioned world of post-World War I generation?
6. Discuss the theme of "The Happy Ape" is the effect of industrialization and technologization on the worker.

Unit-I

7. The settings and environments of "The Happy Ape" reveal larger social and cultural realities.
8. Write a detailed note on the relationship in "A Streetcar Named Desire".
9. A Streetcar Named Desire has been hailed as a play that uses plastic and poetic devices. Elaborate.

Paper-Course-VII

AMERICAN LITERATURE (PART-II)

MDG/M-17

7723

Note: Besides question 1 which is compulsory, answer four additional questions. All questions carry equal marks.

Time allowed: 3 hours

Maximum marks: 80
Don't judge her unless she is sober
To be so many situations,
When I first saw her weirdface I just didn't expect there
functions
Identify the nature of highpitched classes and state their
suitable examples

When is a clause? Describe its function and composition with

Unit-I

(a) C.L.T.
Role of English in present day India
(b) Presentation as an ideological device.
(c) Explain Non-cause structure

Comparative Question

The five questions carry 16 marks. For each question, give the best answer, choosing one answer from each of the
candidates. You must be able to answer all of the
Note: Besides Question No. 1, which is compulsory, a
maximum marks: 80
Time allowed: 3 hours

(II)  PAPER-XII (PART-II)
ENGLISH LANGUAGE(PART-II)
M.D.G. M-17

1. Compare and contrast active and passive voice in Russian and English.
2. Discuss the various methods of teaching grammar in India.
3. Describe some of the major problems of teaching and learning English in India.
4. Write a detailed note on the role and importance of EFL in India.
5. Now in the left lane, now in the right, as he passed along.
6. Deduced and checked indifference personal to himself, showing
The place where she was born is a long way from here.

This is the boy whom the first prince knew.

Do you know where she lives?

My wife.

Ah! Human, whom you met yesterday, is a relative of ours.

Essentially a poet.

Because whose paintings are very interesting was

Though he is poor yet he is honest.

I am glad to hear that you have passed.

She is as good as you are.

Will I come back again!

The girl who is wearing a white dress is my teacher.

I don't mind living in abject surroundings.

not near landmarks in her own times.

The novels of Casdell, praised by most critics, were

a holiday.

He came from Bengal Bay, where Liza had once spent

possessed a sense of humour.

Though not being very articulate physically, she
Turn over

4. Discuss psychological wholeness. Discuss
Beloved in the story of Selena’s quest for social freedom and

Until

the introduction of "Eudora.
Simon de Beauvoir in her work puts the real woman against

the feminine

contrast. Underline the significance of the Second Sex in the context of

Until

ending of The Long Silence.
Character of Sophia in The Color Purple
The Tobacco Road as a symbol in Beloved
of the Second Sex.
Women and „other” defined by Beauvoir in „Introduction”

1. Write short notes in 50 words on the following:

Four units

Conclusion: Answer one question from each of the
Note: Answer five questions in all. Question No. 1 is
Time allowed: 3 hours

Paper-XX, Opt. (1)

Literature and Gender (Part-II)

Mid-MI

(2)

Preferred Pages: 2
Roll No.
Define:  

1. Compulsory Question (At least 2 marks)  

From each unit, compulsory. For remaining four questions select one 

Note: Attempt five questions in all. Question No. 1 is compulsory. 

Time allowed: 3 hours 

International Trade and Finance—II  

Paper—P-406  

ECONOMICS  

MDG/M-17  

7731  

7731
5. Discuss the working of Foreign Trade Multiplier with and without adjustment.

4. Discuss Monetary Approach of Balance of Payments.

UNIT II (20 marks)

9. Discuss the role of FDI in economic development of India.

8. What do you mean by Direction and Composition of Foreign Trade? Discuss Recent Changes in these?


6. Discuss the objectives and functions of WTO.

5. What do you mean by disequilibrium in Balance of Payments?

4. Discuss the role of FDI in economic development of India.

3. Discuss the structure of the Indian economy and its role in economic development in the context of international trade and investment.

2. Discuss the role of FDI in economic development of India.

1. Discuss the structure of the Indian economy and its role in economic development in the context of international trade and investment.
1. Explain the following:

(a) 2 x 8 = 16

(b) Micro Wage Equation

(c) Gender Inequality Index

(d) Role of Health Insurance

(e) Education as a Public Good

(f) STPs clause in WTO

(g) Shadow Projects

(h) John Locke: Management

(i) Biodiversity and resilience

Note: Attempt five questions in all selecting at least one from each unit. Questions no. 1 is compulsory.
3. Discuss the impact of subsidies on natural resources.

4. Increasing inequalities lead to deterioration of environment.

5. Discuss the economic dimensions of health care and determinants.

6. Discuss the objectives, problems, and strategies for basic and higher education.

7. What are important climate change issues? How these can be fixed?

8. 16

9. Comment 

10. Water, soil, air, forests, and wetlands can be managed together.
Paper-408
INDIAN ECONOMIC POLICY-II
MDD / M-17

Note: Attempt five questions in all including Q. No. 1 which is compulsory. For the remaining four questions, choose one from the each unit. All questions carry equal marks.

Time allowed: 3 hours

1. Answer the following in brief:

(1) Write a note on National Rural Employment Programme.

(2) Define Green Revolution.

(3) Differentiate between Privatization and Privilege Sector.

(4) Mention the causes of National Manufacturing Policy.

(5) State two alternative sources of financing the National Manufacturing Policy.

(6) Conspicuate Indiscrimen

(7) Define Government:

(8) What is WPI?

(9) Define Good Governance:

(10) Conspicuate Globalization

(11) Define Reference:

(12) When is WPI?
Examine the recent labour reforms in Indian Economy.

Critically examine the latest industrial policy of India.

Unit-III (कक्षा-III)

1. Discuss the major objectives of 12th Five Year Plan. How they differ from 11th Five Year Plan?

2. Explain the provisions under latest monetary policy of India.

3. Comment on the banking sector reforms in the Indian Economy.

4. Explain the impact of WTO on Indian industries in post-reform period.

5. Justify good governance as a development strategy in Indian Economy.

6. Explain the recent labour reforms in Indian Economy.


8. Explain the impact of WTO on Indian industries in post-reform period.

9. Explain the recent labour reforms in Indian Economy.

10. Comment on the banking sector reforms in the Indian Economy.

11. Discuss the major objectives of 12th Five Year Plan. How they differ from 11th Five Year Plan?
Paper-409

Development-II (2015-16)
ECONOMICS OF GROWTH AND
MDD / M-17

Time allowed: 3 hours

Maximum marks: 80

4. (a) Define "Cost". What is meant by productive cost and unproductive cost?

(b) What is meant by the term "Productivity"? Explain the importance of improving productivity in an economy.

(c) How can the government promote productivity growth in the economy?

(d) Draw a diagram to represent how income equilibrium is achieved in a circular flow model.

Note: Attempt five questions in all, selecting one question from each of the four units. Question No. 1 is compulsory. All questions carry equal marks.

5. (a) What do you understand by macroeconomic stability?

(b) Explain how the government can develop econometric models to forecast the macroeconomic situation of developing countries which can help in making informed decisions in economic policies.

(c) Discuss the role of financial systems in maintaining macroeconomic stability.

(d) Explain how the government can use macroeconomic policies to achieve economic growth.
8. Write short notes on

UNIT-I (B-15-16)

Discuss how WTO has helped the developing countries in access to fairer and fairer international trade.


UNIT-III (B-16-17)

What are the major factors that decide the choice of techniques in the industrial sector in developing countries?

5. Why is industrial development a source of employment in...
10x4=40

1. Differentiate between plant location and site.

2. What is social cost-benefit analysis?

3. Discuss critical path method.

4. Budgeting

5. Explain pay-back period method of capital

6. Explain Break-even analysis.

7. Define the term Capital Structure.

8. Why is technical analysis called out?

9. What are the primary sources of information?

10. What is project feasibility study?

11. Define Project and its features.

12. Attempt all the following parts in brief:

Note: Attempt Five questions in all. Q 1 is compulsory.

Maximum Marks: 80

Time: Three Hours
SWOT

(c) What is SWOT analysis?

Discuss AIDAS theory of selling.

What is Salesmanship?

Compulsory Question

Note: Attempt five questions in all.

Maximum Marks: 80

Time: Three Hours

MGT-403
SALES MANAGEMENT

10070

MDG/M-17

Roll No. ..........................................................
4. Define Sales Forecasting. Explain the factors that govern sales forecast accuracy.

5. What are the various forms of sales organizations? Discuss the merits and demerits of each.

6. What are the various steps of territory planning? Do these steps remain the same irrespective of the product market? Explain with an example.

7. What are some of the effective tools used to motivate sales personnel?

8. What are the most common ethical issues facing sales people?

9. What is Sales Planning? Briefly discuss the various steps involved in sales planning.

2. Discuss the changing roles of sales management in the modern times of competition.

3. What is Sales Policy? Explain with an example.

4. What is Sales Force? Discuss the sales attitude training.

5. What is Sales Quota? Discuss the methods of compensating the sales force.

6. What is Return of Investment? Discuss the objectives of sales organizations.

7. What are the objectives of sales organizations?
P.T.O.

10/1 (I-10071 TR)

40.

(c) Why is International Marketing important for any business?

(b) What is SRI?

(a) What is OPC?

Note: Attempt Five questions in all with Q. No. 1 is compulsory question of ten parts (4 marks each). The remaining questions are of 10 marks each.

Maximum Marks: 80

Time: Three Hours

INTERNATIONAL MARKETING

MDGM-17

Rull No. ________________________________

M.I.T.-404
3. How does economic environment influence international marketing decisions?

4. Where should new product development activity be located? What are the advantages and disadvantages of localizing it?

5. What are the considerations that influence pricing decisions in international markets?

6. Outline some of the major problems confronted by the International Advertiser.

(i) What kind of risks is involved in international operations?

(ii) Which market entry strategy involves more control over marketing operations?

(iii) How political environment influence international marketing?

(iv) Are there any exceptions to use global advertising strategy for promotion?

(v) What are the growth opportunities that international marketing offers?

(vi) How international influences influence international marketing?