Define Organisational Development. Explain why OD would be necessary even in a stable environment. Also, enumerate the various types of OD interventions that improve the functioning of the organisation.

7. Attempt five questions in all. Question No. 1 is compulsory. Repetition of questions is not allowed.

Time: Three Hours

Paper: MG-201

BEHAVIOUR

MANAGEMENT CONCEPTS AND ORGANISATIONAL

4060

MDE/M-16

Total Pages: 4
Explain the Theory of Motivation. Also discuss their practical implications and personal significance.

Write an explanatory note on two factors Theory and Herzberg's Theory of Motivation. Explain how these theories differ from each other.

Explain and compare the various concepts of motivation. Discuss their practical implications and personal significance.

Evaluate how different theories of motivation apply to the workplace. Discuss the strengths and weaknesses of each theory.

Describe the role of leadership in the context of motivation. How does effective leadership influence employee motivation?

Differentiate between scientific approach and behavioral approach to management. Which approach do you think is more effective in today's business environment?
Question 1: Corporate Governance

Business Ethics

Note: Answer all questions in all the sections. No. 1 is compulsory. Attempt five questions out of remaining seven questions.

Paper: MC-502

Time: Three Hours

Business Environment

Roll No.

Total Marks: 100

Max. Marks: 80

Page 1 of 3

7. What is Foreign Investment? Explain the various incentives given by Govt. of India to Non-Resident Indians for investment in India.

6. Write a detailed note on Foreign Exchange Management Act.

5. What is the impact of Regulatory framework on Industrial

4. Explain the concept of Environmental Scanning. Why is it necessary? What are the techniques of scanning the business environment?

3. Explain the difference between the Fiscal Policy and Monetary Policy.

2. What is Inflation matrix? Explain the various basis for it.

(x) (v) Industrial Policy

(ix) Industrial Legislation

(viii) Consumer Protection Act

(vii) Inflation in P.S.U.

(vi) Social Responsibility of Business
1. Compulsory Question (All attempts are)

Note: Question No. 1 is Compulsory. It consists of 10 (ten) short

[0] : Repeat: 100
[Maximum Marks] [Three Hours]

DEE: 80

Paper : MC-503
MANAGERIAL ECONOMICS

4062 4062

MDE/M-16

Total Pages : 3

Roll No. ................................
8. Explain the law of variable proportions. Explain various stages of this law with the help of a table and diagram.

7. What are the various methods to control inflation?

6. Discuss the technique of multiple product pricing. Illustrate.

5. Define price elasticity of demand. Why can't a single average price be fixed for all products?

4. In what type of market structure, production and price ends to be sticky under.
I. Compulsory Question (40 marks)

Which is Binomial test? What are its limitations?

Explain Wilcoxon's signed rank test procedure.

Discuss the uses of X²-test.

Discuss the applications of Large sample tests.

Differentiate between Sampling and Non-Sampling errors.

Explain the concept of Statistical decision theory.

Binomial distribution leads to Poisson distribution? Why?

What is Binomial distribution? Under what conditions

State and prove Addition theorem of Probability.

Differentiate between skewness and Kurtosis.

Write the merits and demerits of Median and Mode.

II. Question (40 marks)

Given \( V = 2, \chi^2 = 5.991 \)

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue</td>
<td>200</td>
</tr>
<tr>
<td>40</td>
<td></td>
</tr>
<tr>
<td>60</td>
<td></td>
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<tr>
<td>Total</td>
<td>660</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Females</th>
<th>Males</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yellow</td>
<td>15</td>
<td>25</td>
</tr>
<tr>
<td>White</td>
<td>35</td>
<td>40</td>
</tr>
</tbody>
</table>

From the following data, find out whether there is any

Relationship between sex and preference for colour:

Note: Allocate five questions in all. Question No. 1 is compulsory.
7. Explain the various methods of sampling. Also discuss their estimation.

6. Define Efficiency, Consistency and Unbiasedness of an estimator.

5. Explain two different criteria usually adopted for decision-making.

4. Explain various approaches to Probability.

3(5) Find the values of \( \beta_2 \), \( \beta_3 \), \( \beta_4 \).

3(1) Given that \( \beta_1 = 0.7 \), \( \beta_2 = 0.6 \), \( \beta_3 = 0.4 \). Distinguish between Partial correlation and Multiple correlation.

3(1)1) 463/3.500/KD/979

2(1) 463/3.500/KD/979

2(1) 10. Calculate the skewness of the distribution given below.

16 13 1 27 0 20 40 0.60 80 0.100

10. Calculate the mean and standard deviation of the daily expenditure of 100 families as given below.

16 13 0.20 40 0.60 80 0.100
3. Differentiate between Primary market and Secondary market.

(a) Average return, Historical return and Annualised return.
(b) Standard deviation as a risk measurement tool.

2. Explain and illustrate the following:

(a) Describe the objectives, process and limitations.

1. What do you understand by the term "Investment analysis?"

Note: Attempt any five questions. All questions carry equal marks.

Maximum Marks: 100

Time: Three hours
8. Write short notes on the following:

- Explain the need and methods of portfolio performance evaluation techniques. Give illustrations to explain.

7. Differentiate between the following:

- Markowitz and Sharpe model
- CAPM and APT

6. How will you calculate intrinsic value of equity capital? Show

5. Describe the role and functions of Depository.

4. (a) Prepare a sketch showing trading mechanism at NSE or
I. Write a 100-word essay on the following question:

Compulsory Question (10 marks)

Diagram 1-6

Note:
- Attempt the questions on the right page.
- Each question should be restricted to one page.
- Attempt any 40 questions of 10 marks each.
- The length of each question is compulsory.

Maximum Marks: 80
Paper: MC-603
Security Analysis and Portfolio Management
COMMERCE

4217

Total Pages: 7
3. Answer the following questions in short:

(a) What is a secondary market?
(b) How are stock exchange regulations?
(c) Explain different types of orders.
(d) What is day trading?
(e) Describe rolling settlement.

4. Measures of completeness of a company:

(i) Technical analysis.
(ii) Significance of head and shoulder patterns in the
(iii) Volume and breadth indicators of market.
(iv) Various performance indexes.
(v) Jensen's performance index.
(vi) Arbitrage Pricing Theory.
6. A person owns a Rs. 1000 face value bond with five years to maturity. The bond makes annual interest payments of Rs. 90. The bond is currently priced at Rs. 690. Given that the interest rate is 10%, should the investor hold on to the bond or sell it and invest the proceeds elsewhere?

Given below are the expected rates of returns and probabilities for three stocks for a period of two years.

<table>
<thead>
<tr>
<th>Stock</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Probability</th>
<th>Return</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>40</td>
<td>70</td>
<td>0.20</td>
<td>70</td>
</tr>
<tr>
<td>B</td>
<td>10</td>
<td>20</td>
<td>0.30</td>
<td>40</td>
</tr>
<tr>
<td>C</td>
<td>0</td>
<td>0</td>
<td>0.50</td>
<td>00</td>
</tr>
</tbody>
</table>

Which are the parties involved in the issue of shares in the stock market? What are the different functions of the lead manager, registrar, and underwriter? Why are the steps taken by SEBI to protect interest of investors?
If a portfolio is constructed with 15% of stock A, 25% of stock B, and 35% of stock C, what is the portfolio's standard deviation?

<table>
<thead>
<tr>
<th>Stocks</th>
<th>Correlation with stocks</th>
<th>Covariance</th>
<th>Standard Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>B</td>
<td>0.65</td>
<td>0.40</td>
</tr>
<tr>
<td>A</td>
<td>C</td>
<td>0.00</td>
<td>-0.80</td>
</tr>
<tr>
<td>B</td>
<td>C</td>
<td>0.65</td>
<td>-0.80</td>
</tr>
</tbody>
</table>

The estimates of the standard deviations and correlation coefficients for these stocks are given below:

In short, explain in very brief the basic principles of Dow Theory.

Describe the chart patterns that help to identify trend reversals.
1. Explain in short:

Compulsory Question (Answer All)

Questions from Q. No. 2 to 8

Note: Attempt all compulsory questions (answer any six questions) in all question No. 1 consisting of

Maximum Marks: 80

Time: Three Hours

Paper: MC-24

FINANCIAL MANAGEMENT AND POLICY

MDE/12-13/M-16

Total Pages: 4

ROLL NO. 4

4322/1.400/KD/1436/1436
<table>
<thead>
<tr>
<th>Cash Flow</th>
<th>Probability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project A</td>
<td>1: 0000</td>
</tr>
<tr>
<td></td>
<td>2: 4000</td>
</tr>
<tr>
<td></td>
<td>3: 0000</td>
</tr>
<tr>
<td></td>
<td>4: 0000</td>
</tr>
</tbody>
</table>

Project B

is more risky.

8. From the following information, ascertain which of the projects in capital budgeting process.

Define capital budgeting and explain various steps involved.

5. Critically explain Banarjee’s Model for Cash Management.

Define Working capital, and explain the important sources of

4. The company’s equity cost of capital, market expects a growth rate of 25% per year. Compute the

paid a dividend of Rs. 4 per share last year. The investor's

present value of shares of a company is Rs. 40. If this

What do you mean by time value of money? Explain the

Executive of a multinational firm.

Explain the role of finance
I. Answer all the following:

(a) Describe the components of time series, in brief.
(b) How are seasonal variations estimated? Explain.
(c) Explain the problems in conclusion of index numbers.
(d) Describe construction of consumer price index.
(e) State and describe standard errors of estimate.
(f) What is reliability of estimate? Explain.

Compulsory Question (All the marks)

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

Maximum Marks: 80

Time: Three Hours

Paper: MC-206

BUSINESS STATISTICS

4324

MDE/12-13/M-16

Total Pages: 7
For a Poisson distribution to the data.

Number of Days: 21 18 7 3 1
Number of Accidents: 0 1 2 3 4

A city period during which automobile accidents occurred in

The following table gives the number of days in 50-day

(10)

(10) Random

at least one of them solves a problem selected at
and can solve 70 per cent. What is the probability that

A can solve 90 percent of the problems given in a book

(10) Random will contain 33 Sundays?

(10) What is the probability that a leap year, selected at

(10) workers or more will come in contact of disease?

(10) The incidence of occupational disease in an industry is

Calculate correlation coefficient: \( r = 0.77 \)

\( r^2 = 0.59 \) and \( r^2 = 0.46 \), \( r^2 = 0.77 \).

The simple correlation coefficient between temperature

(10)
\( (q) \) Age of wife when husband's age is 35 years, \((5+5=10)\)

\( (q) \) Age of husband when wife's age is 16 years, and 22 years (respectively). Find with the help of regression equation the values. There standard deviations were 4 and 5 years of husbands' age was 25 years and for wives was 22 years. The correlation coefficient was found to be 0.8. The answer is this left over.

\( a \) Eliminate the redundant components of the time series and reduce the final values.

\( b \) Fit a straight line graph by the least squares method.

\begin{align*}
\text{Production} & : 77 \quad 88 \quad 94 \quad 85 \quad 96 \\
\text{Year} & : 2004 \quad 2005 \quad 2006 \quad 2007 \quad 2008 \quad 2009 \quad 2010
\end{align*}

**Comment:**

Below are given figures of production (in millions of tons) of m

\( \text{\ldots} \)

\( \text{\ldots} \)

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6. There are 5 numbers ranging from 1 to 100. If 4 numbers are selected at random, find the probability that:

(a) The product of the selected numbers is an even number.

(b) The sum of the selected numbers is an odd number.

7. Give the answers to the following:

(a) If \( \frac{2}{3}x = 10 \), then find \( x \).

(b) If \( 5 + 5 = 10 \), then find the value of the constant term in the equation.

8. Prize tickets are numbered from 1 to 100 and they are well shuffled. and a ticket is drawn at random. What is the probability that the drawn ticket has a number which is a square of a number which is a multiple of 5.

9. (a) What are the properties of normal distribution?

(b) Does the normal distribution have a skewness and kurtosis?
1. **Compulsory Question (40 marks)**

Remainder seven questions and four questions carrying fourteen marks each out of the total. Attempt any six short answer type question is compulsory. Attempt all the first question consisting 80 marks.

**Note:** Attempt five questions in all. The first question consisting 80 marks.

**Time:** Three Hours

PAPER-MC-201

MANAGEMENT

HUMAN RESOURCES

4357

**Total Pages:** 3
6. Explain the meaning and features of career. Also discuss changing career stages in career of a person.

Discuss whether promotion should be on merit or seniority basis.

5. Distinguish between Employee promotion and transfer.

4. Explain the meaning and types of selection devices. Also discuss the major mistakes and problems involved in using selection devices.


2. Explain the nature and functions of human resource.
1. Compulsory Question (المطلوبة فقط)

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

Time: Three Hours

Paper: MC-202

INTERNATIONAL BUSINESS ENVIRONMENT

4358

MDE/M-16

Roll No.

Total Pages: 3
8. Define Foreign Exchange Risk. What is its nature? How will you manage Foreign Exchange Risk? Explain it with the help of KFA (WTO) or similar.

7. NAFTA is the least successful Regional economic Cooperation. Why?

6. NAFTA is the largest trade bloc in the world. Comment.

5. What are International Commercial Agreements? Why are they needed?

4. Discuss in detail the operations, functions and principles of WTO.

3. What are the different types of foreign investment? Also explain the barriers in the way of foreign investment.

2. Political and legal environment is the key of framework.

1. Explain the need of such agreements. Explain it with the help of KFA (WTO) or similar.
PART-A (50 marks)

Write short notes on the following:

1. Write short notes on the following:

Comparatory Question (2 marks each)

PART-A (50 marks)

Note: Attempt five questions in all. Q. No. 1 in Part-A is compulsory which carries 10 marks. Attempt four more questions from Part-B carrying 10 marks each.

Paper: MC-203

Time: Three Hours

Maximum Marks: 80

ROLL NO. ...........................................

TOTAL PAGES: 3
2. What is resource allocation? Discuss the techniques of resource allocation in detail. The steps involved in the process of strategic allocation. What problems are associated with this allocation?

PART-B (mini-B)

1. Discuss the importance of market positioning. When it takes place? Explain various strategies in maintaining the brand in the market.

2. What are the reasons for the companies to enter in foreign markets? What market strategies company will adapt to enter foreign markets. When market strategies company will adapt to enter foreign markets? Explain the importance of market strategies company will adapt to enter foreign markets.

3. What is SWOT analysis? Discuss the applicability of portfolio analysis in business. What do you mean by portfolio analysis? Discuss the various sources for environmental scanning.

4. What is environmental scanning? Discuss the various sources.
PAPER: MC-204

FINANCIAL MGT. AND POLICY

4360

NOTE: Attempt any four questions in all Questions No. 1 consisting of 80 marks each is compulsory.

Six short answer questions of 4 marks each is compulsory.

Maximum Marks: 80

Time: Three Hours

ROLL NO. 4

ROLL NO. 4

The projected cash flows in terms of profits before depreciation

<table>
<thead>
<tr>
<th>Year</th>
<th>Project X (Rs)</th>
<th>2000</th>
<th>3000</th>
<th>5000</th>
<th>10,000</th>
<th>1,000,000</th>
<th>2000</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td></td>
<td>3000</td>
<td>5000</td>
<td>1,000,000</td>
<td>2000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>II</td>
<td></td>
<td>3000</td>
<td>1,000,000</td>
<td>2000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>III</td>
<td></td>
<td>1,000,000</td>
<td>2000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IV</td>
<td></td>
<td>2000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>V</td>
<td></td>
<td>3000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Year I Year II Year III Year IV Year V

And after taxes are as given below:

Project X (Rs).

3000 2000 3000 10,000 1,000,000 2000

4360/4.500/KCD/1433/15

4360/4.500/KCD/1433/15
2. Define Financial Management, and explain the scope of

3. Describe the various steps involved in the process of Fixed

4. Capital Requirement:

5. A company is considering an expenditure of Rs. 60 lakhs for an expansion of its operations. The following information is available:

6. Cost of capital

7. Describe different types of working capital and explain

8. Suggest which of the two projects should be accepted assuming discount rate of 10%.

Net earnings = Rs. 90 lakhs.

No of outstanding equity shares = 10 lakhs

Market value of outstanding shares = Rs. 60 lakhs

Computation of cost of existing equity share capital and new equity capital assuming that new shares will be issued at a price of Rs. 55 per share and costs of new issue will be Rs. 2

Initial investment = Rs. 30,000

Project X

Estimated life = 5 years

Rs. 1,000

Depreciation = Rs. 1,000

Rs. 2,000

Value per share

Rs. 2,000

Rs. 2,000

Rs. 30,000

Rs. 1,000

Rs. 2,000

Rs. 2,000

Rs. 30,000

Rs. 1,000

Rs. 2,000

Rs. 2,000

Rs. 30,000

Rs. 1,000

Rs. 2,000

Rs. 2,000

Rs. 30,000

Rs. 1,000

Rs. 2,000

Rs. 2,000

Rs. 30,000

Rs. 1,000

Rs. 2,000

Rs. 2,000

Rs. 30,000

Rs. 1,000
(1-4-1996 को) C लिमिटेड, D लिमिटेड को अवशोषित करने पर, निम्नलिखित शर्तों के साथ सहमत हो गया:

(i) C लिमिटेड नकदी के आतिरिक्त सभी वास्तविक आस्तियाँ का अधिग्रहण कर लेना।

(ii) यह अपने रु. 10 प्रत्येक का 6 प्रतिशत संचयी वैश्विन्दा शेयरों को जारी कर ऋणपत्र भारो 90 को 10 प्रतिशत प्रभाव प्राप्त करेगा।

(iii) यह रु. 10 प्रत्येक का एक इक्विटी शेयर जारी करेगा तथा द लिमिटेड दो इक्विटी शेयरों के विनिमय पर रु. 4 नकद का भुगतान करेगा।

(iv) विविध ऋणादाता, अपने बकाया का 90 प्रतिशत, उनके दायों के पूर्ण निपटन में C लिमिटेड के रु. 10 प्रति शेयर के पूर्ण भुगतान इक्विटी शेयर के रूप में प्राप्त करेगा।

(v) इक्विटी शेयरकार को 10,000 इक्विटी शेयर, रु. 10 प्रत्येक के C लिमिटेड में जारी किए जाएंगे।

उस अधिग्रहण को दर्ज करने के लिए C लिमिटेड के खाते में जर्नल प्रबंधित भाग कोडिफ़ लिए। साथ ही द लिमिटेड के खाते के बंद करने के लिए आवश्यक खाते को दस्तावेज़।

Compulsory Question (अनिवार्य प्रश्न)

1. Describe the following:
   (a) Factors influencing valuation of shares.
   (b) Lease Accounting.
   (c) Objectives of periodic reporting.
   (d) Advantages of social reporting.
   (e) True and fair disclosure in the accounts of a company.
   (f) Divisible profits.

2. Explain the need for segment reporting. What steps have been taken in developed countries in this report? (14)

अनुभागीय रिपोर्टिंग की आवश्यकता को समझाएं। विकसित देशों में इस संदर्भ में कदम उठाए गए हैं?
consulting the stock exchange, the following scheme of
total applications received were for 1,10,000 shares and after
an examination sum was done on a call to be made.
amount payable on allotment was fixed at Rs. 4 per share and
the amount of Rs. 2.50 per share payable on application. The

Amount issued 60,000 equity shares of Rs. 10 each at a

6. X Co. Limited issued 60,000 equity shares of Rs. 10 each at a


How will you deal with the following items in the

4. Discuss the different methods of human resource account-

3. State the need for harmonization of financial accounting and
of dividend on its profit and loss account
acquisition profit @ 5% and H Ltd. carried the receipt
(!) On 30-6-2000, S Ltd. declares dividend, out of pre-
these bonus shares.
No entry is made in the books of H Ltd. for the receipt of
hold, as bonus shares at a face value of Rs. 10 per share.
(!) On 1-1-2000, S Ltd issued 2 shares for every 5 shares
(b) Profit and Loss Account—Rs. 2,000
3. General Reserve—Rs. 5,000

The following further information is furnished :

<table>
<thead>
<tr>
<th>Date</th>
<th>Value</th>
<th>Value</th>
<th>H Ltd.</th>
<th>S Ltd.</th>
</tr>
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<tbody>
<tr>
<td>1-1-2000</td>
<td>2,00,000</td>
<td>2,00,000</td>
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<td>2,00,000</td>
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31st March, 2000 :
The following are the Balance Sheets of H Ltd. and S Ltd. as at

The following is the balance sheet of D Lid as on 31st March,

8.

The books of D Lid depict the necessary ledger accounts to close sizes of Rs. 10 each in C Lid.

The following is the balance sheet of D Lid as on 31st March.

8.

The following is the balance sheet of D Lid as on 31st March.

8.

The following is the balance sheet of D Lid as on 31st March.

8.

The following is the balance sheet of D Lid as on 31st March.

8.
8. Write notes on the following:

(a) Properties of normal distribution
(b) Problems in construction of index numbers
(c) Base shifting and shrinkage

1. Compound Question (Alternative): Composited

Note: Answer the questions in all, including Q. No. 1, which is composited.

Maximum Marks: 80

Time: Three Hours

Paper: MC-206

BUSINESS STATISTICS

ME/ME-16

ROLL NO. ...........................................

TOTAL PAGES: 4
Examine the following data and answer the questions.

Number of customers: 4 4 3 2 1 0

1. What are the numbers that meet the physical ideal index?

2. Obtain the partial regression coefficients of $x_1$ and $x_2$, and check if the following information is consistent with the data.

3. A random sample of 25 years of yield of a crop, when observed.

4. Distinguish between wind, seasonal variations, and cyclical variations.
Describe the role and functions of receivables.

Define Bills Receivables and explain the role of receivables involved in managing cash.

Describe the purpose of holding cash and explain the steps

Forecasting Working Capital requirements.

Define Working Capital and explain the methods of

Note: Attempt any five questions. All questions carry equal marks.

Maximum Marks: 80

Time: Three Hours

Paper: MC-407

FINANCIAL MANAGEMENT AND POLICY

MGGM-16

Total Pages: 2
8. Write short notes on the following:

(a) Define Sich Lims.

(b) Alignment of Interests.

(c) Capitahls in India.

Explain the process of obtaining finance from Venture.

6. Explain the factors to be considered for Lease Financing.

7. Explain the process of Corporate Restructuring.
Discuss advantages of cyber laws.

What do you mean by digital signature? Explain.

Differentiate between primary and secondary research.

E-Commerce

What are the advantages and disadvantages of online banking?

Explain various features of social networks.

Differentiate between CRM and ECRM.

Explain various types of online advertising.

What is the difference between an e-check and a paper check?

What is the concept of e-banking? What are its advantages?

Discuss the difference between e-commerce and e-business.

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

Maximum Marks: 50

Time: Three Hours

Paper: MC-401

IT AND E-COMMERCE

4598

Total Pages: 3

7. What is ERP? Discuss various features, components and uses of ERP.


5. Explain the concept of Social Media Marketing. Discuss the steps to use an E-Wallet.

4. What do you mean by E-Wallet? Discuss in detail the various scenarios of using E-Wallet.

3. Explain RICS. What are its advantages? Discuss various steps of RICS and its implementation.

2. Discuss various elements, features, benefits and limitations of E-Commerce.
(e) Discuss scope of assets used for scientific research.

4. (d) Write a note on Tax incentives to Amalgamated Company.

4. (c) What are the tax incentives for Amalgamation?

4. (b) Explain the Cold Chain facility.

4. (a) Offshore banking lines.

1. (a) Explain the deduction in respect of certain incomes of

Compulsory Question (Mandatory)

Note: Attempt five questions in all. The first question is

Maximum Marks: 80

Time: Three Hours

Group: I

Paper: MC-402

AND MANAGEMENT
CORPORATE TAX PLANNING

PAPER 4

MIDP/13-14/M-16

Total Pages: 6

Role No. ____________________________
10
in Special Economic Zone.
Rs. 9,20,000
Rs. 2,00,000
Rs. 4,00,000
(c) Estimated total income of the firm after deducting
RS. 2,00,000
Estimated book profit Rs. 1,15,12
(a) Estimated total income of the Company.
(b) Estimated total income of the Partnership or a Company:

4. A and B want to set up a business. They have two options for

3. Explain the tax planning provisions in respect of Hospital.

2. Tax Planning is a legal and moral way of Tax Saving.

1. Tax Planning is management of tax, not final solution of

4. Explain the application of Bombay Tax Scheme.

5. Explain the tax deduction under Section 33BA.


7. Replacement of an Asset.

8. Explain the tax planning in relation to repair and
8. What are the necessary adjustments to be made to Net Profit

(a) (b) (c) (d) (e) (f) (g) (h) (i) (j) (k) (l) (m) (n) (o) (p) (q) (r) (s) (t) (u) (v) (w) (x) (y) (z)

Mr. A wants to start a business. Keeping in view the following

7. Discuss the provisions of Income Tax Act relating to

amalgamation of companies.

6. Explain tax provisions in respect of Infrastructure

Development Enterprises.

5. Calculate the share of capital

He will get RS. 5,00,000 to his son B. as a gift to

(a) Capital of the business Rs. 10,00,000

Estimated Profit Rs. 12,00,000

(b) If he runs the business as a partnership firm:

Capital of the business Rs. 1,00,000

(c) If he runs the business as a sole proprietorship or a partnership firm:

(d) As a sole proprietorship concern or a partnership firm:

(b) Profit sharing ratio will be 3:2

(c) Salary to A Rs. 40,000 p.m. and to B. Nil as he

(d) The firm will pay interest @ 12% p.a. to the

(e) (f) (g) (h) (i) (j) (k) (l) (m) (n) (o) (p) (q) (r) (s) (t) (u) (v) (w) (x) (y) (z)
4LG+E

FE

3Lf

l. Answer the following in short:

(a) Define Arbitrage.

(b) What is an Efficient Frontier?

(c) What is an Efficient Portfolio?

(d) What is Portfolio Diversification?

(e) How does a portfolio's risk change?

(f) How expected return of a portfolio is calculated?

Compulsory Question

Explain various Portfolio Revision plans with illustration.

Note: Question No. 1 is Compulsory and it carries 10 parts of 10 marks each.

Maximum Marks: 80

Time: Three Hours

Paper: MC-403

P0000/2000/KD/515/15/3

Portfolio Management

MID/1(1)/14/M-16

Total Pages: 4

Roll No. 4
3. The Sensex is currently 28000 and the risk-free rate is 5%.

4. (a) Explain trading strategies for options.

5. Ram News has a portfolio of five stocks with the following expected market values and returns:

<table>
<thead>
<tr>
<th>Stock</th>
<th>Market Value</th>
<th>Return</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>1,00,000</td>
<td>12%</td>
</tr>
<tr>
<td>B</td>
<td>3,00,000</td>
<td>15%</td>
</tr>
<tr>
<td>C</td>
<td>2,50,000</td>
<td>18%</td>
</tr>
<tr>
<td>D</td>
<td>1,20,000</td>
<td>10%</td>
</tr>
<tr>
<td>E</td>
<td>1,70,000</td>
<td>8%</td>
</tr>
</tbody>
</table>

   Determine the portfolio return.

2. (a) Write a note on the Black-Scholes option pricing model.

(b) Determine the option value.

(c) How does the Black-Scholes option pricing model help in distinguishing between put and call options with examples.

3. What factors affect the call premium?

4. How are the margins charged in Futures trading?

5. What is the objective of CAPM?
P.T.O.

4602/200/K/516/TNS:

1. Compulsory Question (Apply only 1)

(1) (a) Investment appraisal
(b) Time and Cost overrun
(c) Project mix
(d) Cash flow statement
(e) Capital structure
(f) Primary data
(g) Feasibility study:

Define the following terms:

1. Compulsory Question (Apply only 1)

Question carries (10) marks.

Note: Question No 1 is compulsory and consists of ten (10) marks.

Maximum Marks: 80

Time: Three Hours

Paper: MC-405

Project Planning and Control

4602

MID/3/14-M.A.16

Roll No. 

Total Pages: 3

..........................
1. Write down the managerial investment opportunities in the project planning.
2. Discuss performance analysis of a project.
3. Explain financial analysis of a project.
4. Imprint the process.
5. Explain the appraisal criteria and process of financial institutions.
6. What do you mean by social cost benefit analysis?
7. Differentiate between project review and project control.
8. What is the mean by project planning?
1. Write the answers to the following questions:

**Computation Question (2 marks each)**

1. 5 - 6 =
2. 7 - 8 =
3. 9 - 10 =
4. 11 - 12 =
5. 13 - 14 =
6. 15 - 16 =

Each question carries 2 marks each in up to 5-6 pages

Note: The first question consists of 10 parts of 4 marks each is 80 marks

Time: Three Hours

**Group-I**

Paper: MC-407

STOCK MARKET OPERATIONS

**4604 MD/13-14/W-16**

ROLL No.

Total Pages: 4
3. Explain in brief the following:

(a) Market order
(b) Limit order
(c) Market order at present market
(d) Limit order at present market

4. Explain the procedure of matching orders in an auction market.

2. Describe the methods of floating a new issue. How does book building differ from private placement?

3. Explain various types of orders at secondary market and settlement of shares:

(a) Market orders
(b) Limit orders
(c) Stop orders

4. How are the accounting records maintained for buying and selling of shares?

(a) ADRS and GDRs
(b) NSDL
(c) Furnishing the shares purchased

5. Explain the determinants of option premium.
Consumer Behaviour

1. Discuss the role of consumer leaders in shaping the thoughts of consumers. How can marketers use them to their advantage?

2. Why should marketers like them of various stages of consumer decision-making process? Discuss marketing implications of each stage.

3. Discuss market and implications of the concepts of the

4. Discuss how marketers can change negative attitude of

5. Discuss how marketers use them to their advantage.

6. Explain the prominent characteristics of Indian Culture in

7. What barriers hamper Diffusion of innovation? How can

8. Suitable examples.

9. What barriers are connected by marketers. Discuss other

10. Concept of Subliminal perception and its marketing


12. Apperception.

13. Real Subculture and its impact on consumer behaviour.


15. VAST framework.


17. Write notes on the following:

18. Evaluate the following:

19. Discuss market implication of concepts of the

20. Identify situations in this regard.

21. Consumer towards the products/services. Give at least three

22. Among the questions in all question No. 1 (40 marks) is

23. Maximum Marks: 80

24. Note: Attempt the questions from the following:

25. Group I: Paper: NC-408

26. Group II: Total Marks: 2

27. Total Pages: 2

Performance:

Discuss the importance of evaluating Sales Force.

Discuss the need for motivating the Sales Force.

1. Compulsory Question (Answer any 7 questions)

Each question carries 4 marks. Answer short answer type questions in Compulsory. Attempt any four questions out of the remaining seven questions. The time allowed is two hours. Maximum Marks: 80

Questions:

(a) What is recognition?
(b) What is sales training?
(c) What is sales strategy?
(d) What is missionary selling?
(e) What is sales forecasting?
(f) What is sales forecasting between personal selling and advertising?
(g) What is sales?
5. Critically examine various types of field sales organization management.

6. Explain the benefits of setting up a sales territory. Also explain the process of selecting a sales territory.

7. What are the benefits of training sales force? Also explain various methods that can be used for training experienced sales persons.

8. Critically examine the various ethical issues involved in sales management.

4. What is personal selling? Discuss the process of personal selling.

3. Explain the meaning, objectives and functions of sales non-quantitative methods of sales forecasting.
What is Service Marketing Triangle?

Give meaning and types of service sessions.

Explain the two methods of measuring Service Quality.

What do you mean by Service Blueprint?

What are the steps involved in designing a Service Blueprint?

What do you mean by Service Blueprint?

What is Service Encounters Trend?

Name any three basic growing services in India.

Describe Service Marketing.

Answer the following questions in not more than half page.

1. Comparative Question (40 marks)

Questions:

Any four (4) questions out of the remaining seven (7) questions of Group-I (20 marks each) is compulsory. Attempt any four (4) questions of Group-II (20 marks each) from the remaining four (4) questions of Group-II. Short answer type.

Note: Question No. 1 consisting of four (4) short answer type.

Maximum Marks: 80

Time: Three Hours

(GroupName-I)

Paper: MC-410

SERVICES MARKETING

4607 MDG/13-14/16-16

TOTAL PAGES: 3

ROLL NO.
4. Discuss in detail the Service Quality GAP Model

3. Throw some light on Consumer Behaviour. What are the factors determining Consumer Behaviour? Explain the 7 Ps of Service Marketing mix.

2. Explain the role of Technology in marketing of service. Give guidelines for providing excellent customer services.

1. Discuss various strategies that can be adopted for excellent service delivery through intermediaries.

8. Discuss the role of Technology in marketing of services. Give guidelines for providing excellent customer services.

6. Do you think that Employee Empowerment is the key to the success of service employees? Explain by giving the pros and cons of Employee Empowerment.

5. Critically evaluate different pricing strategies based on consumer perception of value with suitable examples.
6. When all else is done to set the executive compensation

Examples

If independence is a matter, it is necessary for the调节

4. Boards require information for all decision-making and

How can you suggest some processes and procedures to overcome

3. Conflicts of interest are very difficult to remove altogether

2. Apparently every companyatalogues conformance then

1. Clearly examine this in the context of the case.
1. (a) Explain the Corporation of Agriculture.
(b) What are the fundamental values on which Corporate Governance is built?
(c) Is Corporate Governance in financial institutions different from non-financial institutions? Explain your answer in brief.
(d) What are the components issues in banking industry in corporate governance?
(e) What are general criticisms on the current best practices position?
(f) Why are auditors required? Explain the role of auditors.

Amount All Parts: 10 x 4 = 40

1. COMPULSORY QUESTION (25 marks)

Mark 10 for each question.
the remaining seven questions. Each question carries 2 marks.

Note: No. 2 No. 1 is compulsory. Attempt any four questions out of six questions.

Maximum Marks: 80

Time: Three Hours

PAPER: MCQ 4.1
CORPORATE GOVERNANCE
MDG/11/14/M-16

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

4. What is the role of good corporate governance in depositary system?

7. What are the major steps to be taken towards effective corporate governance in depositary system?
When all needs to be done to set the executive compensation

5.

expenditure.

as independent directors, explain giving rationale with

to insist on having a separate category of directors known

If independence is a mindset, it is necessary for the regulator,

that they get the right information at the right point in time?

Boards require information for all decision-making and

Can you suggest some processes and procedures to overcome

3.

Conflicts of interests are very difficult to remove altogether.

2. Apparently every company raises correspondence they

Corporate Governance

How can the organisation improve the efficiency of
What do you understand by Consultancy-Client relationship in Organization development? 

1. Compulsory Question (20 marks)

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

Maximum Marks: 80

Time: Three Hours

GROUP-M

Paper: MCG-416

STRATEGIES

ORGANIZATIONAL CHANGE AND INTERVENTION

4613

MD/01-14/M-16

Role No. ..............................................
What is team-building? Discuss integration team-building

10

Which is team-building, discuss integration team-building

10

in modern organizations, how are they similar and
dissimiliar?

10

Organizational transformation. How are they similar and
dissimilar?

10

Compare and contract between Organizational development and
change business environment model of planned change. Discuss its relevance in rapidly
changing business environment.

2

When do you mean by planned change? Explain Lewin's

5

Explain meaning, assumptions, values and beliefs underlying

4

Competitive business environment, to implement strategic based changes in modern

10

Discuss the meaning and significance of strategic learnings
Mention the need for strategic evaluation.

(c) What is strategy implementation?

(b) What is a Cash Cow in BCG model?

(a) Mention the concepts of diversification.

(i) What is a strategic alliance?

(ii) What is EIFE?

(iii) What is environmental scanning?

(iv) Difference between goals and objectives.

(v) What is vision?

(vi) What is a functional strategy?

Answer to following question should not exceed half page:

1. Complementary Question (allotted 10 marks)

10 marks each.

Note: Attempt five questions in all. First question of ten short answers type questions is compulsory. Answer any four.

Maximum Marks: 80

Time: Three Hours
2. What is Strategic Management? Explain the steps involved in the Strategic Management process.

3. Explain the importance of Internal Analysis of Organization.

4. Explain the meaning and reasons of Stability Strategy. Why do companies follow the Stability Strategy?

5. Write a note on the merits and demerits of Vertical Integration.

6. What is Strategic Choice? Discuss the factors influencing Strategic Choice.

7. Discuss the meaning and causes of Organizational change.

8. What is the relevance of Strategic Evaluation and Control?

9. What does Strategic Evaluation and Control involve?

10. Overcome resistance to change. Also discuss the barriers to change. Suggest measures to overcome resistance to change.

10. Does a Strategic Plan always work? Outline the steps involved in planning and strategy formulation.
1. I.T. and E-commerce

(a) Compare I.T. with Traditional Commerce.
(b) What do you mean by information technology?
(c) How online transactions take place using IT?
(d) What are the various types of online advertisements?
(e) What are the various privacy issues in e-commerce?
(f) What is E-commerce?

Note: Answer these questions in all Questions No. 1 is compulsory.

Maximum Marks: 80

Paper: MC-401

IT AND E-COMMERCE

4652

Total Pages: 3

ROLL No. ............................................................
What is cloud computing? How cloud computing can be useful for business? Explain.

Describe various legal issues related to e-commerce.

Describe the advantages and limitations of E-commerce.

Write short note on ERP.

Discuss the concept of E-banking. Why is this not been used by everyone in India till date? Give reasons and suggest appropriate solutions.

What are the advantages and limitations of E-trading?

Describe the role of data mining in e-commerce.

What do you mean by E-shops? Discuss various

Give reasons in support and comment on this statement: Give reasons in support and comment on this statement: Give reasons in support and comment on this statement.
3. What do you mean by Demand Forecasting? Discuss the various methods of determining forecast of demand. (2)

4. What are the types of Working capital? Explain the reasons for obtaining it. (2)

5. What do you mean by Long-term requirements of finance? Explain briefly the main means of finance to meet them. (2)

6. What is the importance of break-even analysis in profitability analysis? Explain the techniques used in this analysis. (2)

7. Discuss the UNIDO approach to Social Cost-Benefit analysis. (2)

8. Explain Time-cost trade-off.
1. Compulsory Question (5 Marks)

(a) What is Social Cost-Benefit Analysis?

(b) Explain Risk Adjusted Discounting Rate Method of Calculation.

(c) Discuss Cash Credibility

(d) Explain Fixed Working Capital

(e) Describe the process of Market Survey

(f) What is Feasibility Report?

Time: Three Hours

Maximum Marks: 80

Roll No. 4654/1400/KD/1453

PAPER: MC-403

PROJECT PLANNING AND CONTROL

MDGM-16

Total Pages: 3
6. What is the importance of break-even analysis in profitability?

7. Discuss the UNIDO approach to social cost-benefit analysis.

8. (a) Explain Time-cost trade-off:

(b) Project implementation practices in India.

3. What do you mean by Demand Forecasting? Discuss the various methods of determining requirements of working capital.

4. What are the types of Working Capital? Explain the factors determining requirements of working capital.

5. What do you mean by Long-term requirements of finance?

Explain briefly the main means of finance to meet them.

2. What do you mean by Profitability analysis? Explain the various concerns of this analysis.

1. What do you mean by Project feasibility analysis? Explain the techniques used in this analysis.
1. Comparative Question (Multiple Choice)

(a) New Financial Institutions
(b) Stock-based Trading
(c) Role of BSE
(d) Derivative Trading
(e) GDR
(f) Secondary Market

Describe the following:

(a) Comparative
(b) Note: Attempt five questions in all. Question No. 1 is
(f) Time: Three Hours

Paper: MC-407

STOCK MARKET OPERATIONS

465A
6. "Share the reasons of Openness concept and explain the reasons for the lack of genuine contributions to the foundation of the institution of the capital market.

Examine the statement: The introduction of the Depository System would take away the need for the demonstration (NSF) and explain the mechanism of the NSF.

4. Discuss the handling and settlement mechanism of the NSF.

8. Discuss the various services rendered by National Securities depositaries (India) Ltd.

Describe the nature of services rendered by National Securities depositaries (India) Ltd.

In what ways, if any, do the services rendered by National Securities depositaries (India) Ltd. assist in the functioning of the capital market?
1. Define the following terms:

- Tertiary and quaternary units
- Sales meetings
- Sales budget
- Sales forecast
- Sales management

14 marks.

Note: There will be eight questions in all. First question consists of six short questions having 4 marks each, and remaining seven questions. Each question carries 150 words. The candidate can attempt any four questions.

Maximum Marks: 80

Time: Three Hours

Paper: MC-408

SALES MANAGEMENT

MID/M-16

4659

TOTAL PAGES: 3

ROLL NO.
2. Explain the concept and classifications of sales jobs.

3. Elaborate various theories of selling.

4. What are the purposes, principles and process of setting up a sales organization? Explain.

5. Write down the need and procedure for determining the sales

6. Discuss the recruitment and selection process of sales force.

7. Describe the process of evaluation of sales-force performance.

8. Note down the ethical issues in sales management.

9. Inventories and quota for sales personnel.

10. Inventories and salesperson's performance.
1. Explain the following:

Comprehensive Question (अनुशीलनात्मक प्रश्न)

Note: Question No. 1 is compulsory and is of 24 marks. From Question No. 2 to 8, each question is of 14 marks. Maximum Marks: 80

Time: Three Hours

Group-II
Paper: MC-409
SERVICES MARKETING

4660

ROLL NO. .................

Total Pages: 3
1. Discuss the need for effective service delivery.

2. Write a detailed note on the nature and scope of service sector in Indian economy.

3. Discuss in detail any one model of service quality with example. How this model can be made effective?

4. STP (Segmentation, Targeting, Positioning) is very difficult. Explain.

5. Evaluate the role of physical environment for service marketing.

6. What are the best approaches for pricing of services? Also explain.

7. Evaluate the importance and role of service personnel in present context.

8. Write short notes on any two of following:

(a) Role of customer feedback
(b) Customer protection
(c) Enhancing customer participation

9. (a) Present
(b) Not present
(c) Present but not sufficient
(d) Present and sufficient
When are different components and application of ERP cost

(b) Write a brief note on various categories of transportation quality.

(c) Explain in brief the different dimensions of product.

Short Answer Type Questions:

1. Compulsory Question (4 marks each)

Note: There are eight questions in all. The first question is compulsory and consists of six (6) short answer type questions. Each question should not exceed 150 words. The candidate is required to answer any four questions out of remaining seven (7) questions and each question carries four (4) marks each. Answer to these questions having fewer than four (4) marks each are to be given credit. Time: Three Hours

Maximum Marks: 80

(Commerce)

Paper: MC 4810

SUPPLY CHAIN MANAGEMENT

4661

MDG/M-16

Total Pages: 3

Roll No.
1. Explain the factors to be considered in designing an integrated supply chain management system for SCM.

2. Explain the process of balancing the supply chain.

3. Discuss the challenges related to low cost sourcing.

4. What is the role of marketing channels?

5. What are the different service benefits a warehouse can provide?
I. Explain the following:

[Some text here in the image is not legible, but it appears to be a question or statement that needs to be explained.]
6. How do you see the importance of research for tapping Indian rural markets?

5. How distribution and logistic facilities can uplift the face of Indian agriculture?

in India despite being the huge producer of many crops.

4. Explain the problems with respect to agricultural marketing.

3. How do you assess the potential of rural market in India?

2. Design the promotional mix for big farmers for rural markets.

1. What are the basic components of marketing mix for rural areas?
I. Write short notes on the following:

- (a) Economic Policies and Individual Resistance
- (b) Change Agent
- (c) Survey Feedback

II. Attempt any seven questions out of remaining questions.

Note: Question 1 is compulsory and carries 24 marks.

Maximum Marks: 80

Paper: MC-417
INTERNATIONAL STRATEGY
ORGANISATIONAL CHANGE AND

4668 MIDM-16

Total Pages: 3

Roll No. .........................
6. Discuss the nature of OD. What are the assumptions of various phases?

5. What is the role of OD in technique of OD? Describe its research action.

4. Difference between the external forces and internal forces that induce change in the organization.

3. What is action research? What are the steps involved in it?
Discuss in detail issues in strategy implementation.

(a) What role of BCC matrix?
(b) Why company prefers for merger?
(c) Discuss in detail strategic vision.
(d) Why are the benefits of strategic management?
(e) What do you mean by strategy?

1. Compulsory Question (Mark 20)

From remaining seven questions and each question carries
10 marks. Attempt any four questions and answer questions of 10 marks. Attempt any four questions
Question number 1 is compulsory and consists of six short
Note: The question paper consists of eight questions in all.

Maximum Marks: 80

Roll No. 

Total Pages: 3
8. Discuss the applications and limitations of genetic strategies.

7. In what ways can a corporation's structure and culture be enhanced in terms of opportunities and risks?

6. Explain the relationship between corporate governance and social responsibility.

5. Are the company's prices and costs competitive with those of its key rivals and does it have an appealing customer value proposition?

4. Define organizational. What has been the international experience of the company?

3. Distinguish between mission, vision, and objectives. Explain the importance of these components in any organization.

2. When do you mean by strategy? Describe the relationship of the strategy with the environment.
Discuss the nature of foreign exchange markets.

What are the principles of ASEAN?

What is Special Drawing Rights (SDRs)?

Why was GATT replaced by WTO?

What is international type of trade or transfer?

What is the influence of sub-culture?

What is the importance to study geographic environment?

What is International Business?

Answer the following in brief:

1. Comparative Question (Short)
1. Why is there a need of Foreign Investment? What steps are being taken by Govt. of India to attract Foreign Investment?

2. "There is huge scope in International Business. Explain".

3. "It is difficult to enter in Foreign market without understanding.

4. Why is OPEC the most successful International commodity agreement? Why?

5. Discuss in detail the impact of WTO on Indian economy.

6. EL is the most successful Regional economic cooperation. Discuss also discuss different institutions which made EL a success.

7. What is International Commodity Agreement? Why?

8. What is Exchange Rate? How are exchange rates arranged in India?
1. Complementary Questions (MCQ) 16

(4) Measure and Scaling Techniques

(4) Point and Interval Estimation

(4) What is Research Design? Report within work

5. Describe the considerations and steps involved in planning

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Test the hypotheses at α = 0.01 that the two samples have come from a homogeneous population.

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An insurance company has introduced a new scheme for employees. Independent random samples of 100 males and 120 females were examined to know their views about the new scheme. Yielded the following results:

- males: 35 agree, 55 disagree
- females: 40 agree, 30 disagree

Thus, highlight the advantages and limitations of Non-parametric tests. 10

**Distinguish between Parametric and Non-parametric tests.**

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4. Can the following two samples be regarded as coming from the same normal population:

- Sample 1: 12, 10, 12
- Sample 2: 10, 12, 12

5. Explain the meaning of Research Report

6. Define Data. When are the different types of data? Explain

7. How is an arbitrary scale constructed? 10

8. What are the factors to be considered while selecting a research problem?

9. 10x4=40

10. (a) Explain the meaning of Research Report

11. What are the uses of Non-parametric tests?

12. Point out the limitations of sign test

13. Let the conditions of Chi-square test

14. What are Non-parametric tests?

15. When do we use t-test?
1. Discuss the various tools of Online Promotion.
   How Internet influences the Marketing Planning?
   What do you mean by Business Model?
   What is E-Marketing?
   How governs and email helps in promoting a Marketing?
   Difference between Online Marketing and Direct Marketing.
   What are the bases of Segmentation in Online Marketing?
   What are the main decision areas in E-Advertising?
   What is B2C Marketing?
   What is the role of Online Marketing in increasing the Sales?

Question

Seven questions (each of 10 marks) and answer should
be submitted. The candidate will be required to answer any four questions (each of 4 marks) and their answer should
match the question asked.

Note: The first question is compulsory and consists of 10 short
marks.

Maximum Marks: 80

Time: Three Hours

Paper: MT-204

ONLINE MARKETING

MDEAN-16

10702

Roll No. 2

1. Discuss the various tools of Online Promotion.
2. Discuss the key point to be kept in mind while selecting media.
3. Defining of Marketing Control.
4. Define Positioning. Discuss the positioning strategies.
5. What are the objectives and process of pricing in online Marketing?
7. Why Marketing Control is required? Explain various evaluation.
8. Discuss the role of Online Marketing.
1. Compulsory Question (Answer ALL)

(a) Discuss the following:
(b) Discuss the problems in adopting E-commerce.
(c) Discuss disaster recovery.
(d) Discuss corporate purchasing.
(e) Discuss customer-to-customer model.
(f) Discuss customer-to-customer model.
(g) Discuss customer-to-customer model.

1. E-commerce and Web Designing

Time: Three Hours
Maximum Marks: 80

Paper: MCT-205

10703

Total Pages: 3
Write notes on the following:

2. Explain the advantages of E-commerce over traditional commerce.

(a) Future of E-commerce.

(b) Classification of E-commerce.

4. Discuss Value-chain integration and Supply-chain management.

5. Explain security issues in Online payments.


7. Explain Management issues related to services.

1. Compulsory Question (Answer We)

Answer the following in brief:

I. Business Ethics and Social Responsibility

Maximum Marks: 80

Time: Three Hours

Paper: MCA1-401

Business Ethics and Social Responsibility

10704

Total Pages: 3

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

Note: Answer five questions in all Question No. 1 is compulsory.
10. Why do you mean by sustainable development? Why is it important?

6. Discuss in detail the social responsibility of business towards:

5. What is Global Ethics? Define.

4. In today's business scenario, business ethics are getting

3. What is Ethical dilemma? Also discuss the causes and

2. Define Ethics. When are the ethics of moral and ethical

1. What is CSR? Explain the concept of CSR (Corporate Social Responsibility) in a

8. Nowadays CSR has become buzzword and is being

7. Like any other thing CSR is both pros and cons for

6. Discuss in detail the social responsibility of business towards:

5. What do you mean by sustainable development? Why is it important?

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3. What is Ethical dilemma? Also discuss the causes and

2. Define Ethics. When are the ethics of moral and ethical

1. What is CSR? Explain the concept of CSR (Corporate Social Responsibility) in a

8. Nowadays CSR has become buzzword and is being
(a) Explain Capital Structure.
(b) Describe Product Mix.
(c) Explain Delphi Technique.
(d) State Secondary Sources of information.
(e) What is Project Planning?

Discuss the sources to identify investment opportunities.

Answer all the following parts in brief:

1. Comprehensive Question (4 marks)

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

Time: Three Hours

PAPER: MCIT-402

PROJECT PLANNING AND CONTROL

10705

MCQM-16

ROLL No. ........................................

TOTAL PAGES: 3
4. Discuss the significance of carrying out financial analysis.

3. Are worth considering in market planning?

2. What is market planning? Share its significance. Which factors are important in market planning?

1. What is project analysis? How are project analyses carried out? Why are they important?

6. Explain the various methods used to account for risks and variability in investment decisions.

7. How are projects evaluated in India? Discuss the project appraisal process adopted by banks and other financial institutions in India.

8. Describe in detail the project appraisal process adopted by the banks.

Financial institutions in India adopt the project appraisal process to assess the viability of projects. This process involves evaluating various factors such as market demand, technological advancements, and economic conditions. The objective is to ensure that the investments made are profitable and contribute to the country's economic growth.

Projects are evaluated based on their potential to generate revenue and create employment opportunities. The appraisal process involves the following steps:

1. **Project Identification:** Identifying potential projects that align with the country's development goals.
2. **Feasibility Study:** Conducting a detailed study of the project's feasibility, including market analysis, financial projections, and technological requirements.
3. **Financial Analysis:** Evaluating the project's financial viability, including cost estimation, revenue projections, and cash flow analysis.
4. **Risk Assessment:** Identifying and evaluating potential risks associated with the project, including market risks, operational risks, and financial risks.
5. **Approval:** Based on the evaluation, the project is approved or rejected.

The project appraisal process is crucial in ensuring that resources are allocated efficiently and that projects contribute positively to the national economy.
1. Compulsory Question (10 marks each)

Provide a detailed account of personal selling. What are the benefits of personal selling? Define the method of sales forecasting. When is sales forecasting performed? When are the challenges in evaluating sales force? What is B2B? What is OTF? What is a Sales Territory? What is the role of circumstantial theory of selling? Define inside order taking.

Distinguish between Marketing and Selling.

Answer to the following should not exceed half page.

2. Paper : WCM-403

SALES MANAGEMENT

10706

Midw-16

Roll No.

Total Pages : 3
9. Closely examine the various ethical issues involved in sales management. Also suggest measures to deal with these issues.

8. Closely examine various methods of training sales force.

7. What is Sales Quota? Closely examine various types of Sales Quotas.


5. What is Sales Observations? Explain the various forms of Sales Observations.

4. Explain the meaning and process of Sales Planning.

3. Explain personal selling process.

2. What is Sales Management? Explain its objectives and functions.

1. What are the different types of Sales Personnel? Provide at least five different types of Sales Personnel.
What are the benefits of using a local advertising program? (6)

What is the market potential? (8)

What is product adaptation? (e)

How does geography influence international marketing? (d)

What are the challenges involved in international marketing? (c)

What is repositioning? (q)

What is Benetton? (n)

I. (a)

QUESTION:

Try to answer all the questions. The remaining questions are not marked. The remaining questions are only for the first 100 marks. The answer to each question should be given in the space provided. The maximum marks for each question are given below.

Note: Attempt all questions in all the first compulsory question.

Time: Three Hours

Paper: MCT-404

INTERNATIONAL MARKETING

10707

MDO/M.16

Total Marks: 80

Roll No.: 4
1. What are the different steps of international marketing?

2. What are the major factors to consider while developing a new product for the global market?

3. Discuss the process of new product development in international marketing.

4. What are the kinds of country strikes available to an international marketer?

5. What factors contribute to the increased complexity and cost of global logistics compared to domestic logistics?

6. What factors contribute to the increased complexity and cost of international operations compared to domestic operations?