

SY-BMS sem-IV [April 2023]

SYBMS/Semester IV

Subject: Production and Total Quality Management

- N.B.** 1. All the questions are compulsory
2. Figures to right indicate full marks

75 Marks

Q.1. A. Fill in the blanks (Any 8)

8 Marks

- 1) Market pull technology push and inter-functional view are strategies for
a) Product development b) process design c) Quality management 4) New-product introduction.
- 2) A mixed layout is a combination of _____ layout
a) Product and process Layout b) Product and line layout c) Process and functional layout
- 3) _____ means determining the shape standard and pattern of the product
a) Process design b) Product design c) Product development
- 4) ABC technique is popularly known as _____
a) Always Better Control b) Activity Based Costing c) Always Best Control
- 5) Total productivity is the ratio of total _____ and total input.
a. output b. value c. capital d. quality
- 6) Motorola companies engineers in 1980, decided to measure the defects per _____ opportunities.
a. 100 b. 1000 c. million d. billion
- 7) Plant layout is a systematic study of the allocation and arrangement of the plant space in order to ensure efficient operations of the _____. a. money b. men c. plant d. land
- 8) ISO 9000 is a _____ of standard for quality management systems. a. one b. reputation c. specification d. family
- 9) One of the function of inventory is; it helps to obtain a _____ utilization of man-power.
a. reasonable b. regular c. inefficient d. effective
- 10) 'Deming Prize' is given to _____ organizations. a. Japanese b. U.S c. World over d. Chinese

Q.1. B. State whether the following statements are True or False (Any 7)

7 Marks

- 1) Assured quality is necessary for building customer confidence.
- 2) JIT is about supplying customers with what they want when they want it.
- 3) "Quality is defined by the customer" is a user-based definition of quality
- 4) Deming's 4 step cycle for improvement is plan, do, check, act
- 5) In Six Sigma, a defect is defined as any process output that does not meet customer specifications
- 6) Kaizen is a daily process, the purpose of which goes beyond simple productivity improvement.
- 7) Based on his 14 Points, Deming is a strong proponent of training and knowledge
- 8) A fishbone diagram is also known as a cause-and-effect diagram

- 9) In FSN items classified "S" require greater attention
10) Personal values are the final frontiers in a purchase decision

Q.2. A. What are the objectives of production management 8 Marks

Q.2. B. What are the different types of plant layout 7 Marks

OR

Q.2. C. What are the different types of Intermittent production system 8 Marks

Q.2. D. What factors would you consider to determine factory location 7 Marks

Q.3. A. What are the objectives of materials management 8 Marks

Q.3. B. Explain the method of inventory classification 7 Marks

OR

Q.3. C. How are material handling system classified 8 Marks

Q.3. D. DEF Company purchases speaker parts @ Rs. 125 each. The annual consumption of speaker parts is 3500 units. If the procurement cost is ₹ 150 per order and carrying cost is 20% per annum, then calculate

1) EOQ 2) ordering cost 3) carrying costs and 4) total inventory managing costs 7 Marks

Q.4. A. Explain the factors affecting quality 8 Marks

Q.4. B. Explain SERVQUAL model with respect to service quality 7 Marks

OR

Q.4. C. What is the importance of quality management 8 Marks

Q.4. D. What are the objectives of quality circles 7 Marks

Q.5. A. Explain lean thinking 8 Marks

Q.5. B. Explain DMAIC model 7 Marks

OR

Q. 5. Short Notes (Any 3) 15 Marks

1) Fish bone diagram

2) ISO 9000

3) Kaizen methodology

4) Process production

5) EOQ

SYBMS/Paper/Subject Code:

Business Research Methods.

Q. P. Code:

75 Marks

- N.B.**
1. All the questions are compulsory
 2. Figures in right indicate full marks

Q.1. A. Fill in the blanks (Any 8)

8 Marks

- 1) _____ research involves interpreting past events to predict future ones. (Historical, Exploratory, Descriptive)
- 2) _____ involves assigning numerical values to various degrees of opinion, attitude, quality and other abstract things. (Research, Scaling, Sampling)
- 3) _____ is designed for publication in a professional journal. (Interim report, Summary report, Research article)
- 4) Footnotes are _____ numbers (superscripted, casual, random)
- 5) Type II Error is known as _____. (Beta, Alpha, Mistake)
- 6) _____ sampling method is used when the sample for the study is very rare. (Cluster, Quota, Snowball)
- 7) Semantic Differential scale is a _____ scale. (3 point, 5 point, 7 point)
- 8) _____ is designed for publication in a professional journal. (Interim report, Summary report, Research article)
- 9) _____ is the measure of aggregate discrepancies between actual and expected frequencies. (Chi-Square, ANOVA, T-Distribution)
- 10) _____ is a blueprint for Research. (Sample, Research Design, Hypothesis)

Q.1. B. State whether the following statements are True or False (Any 7)

7 Marks

- 1) Marketing research helps to develop good customer relationships.
- 2) Citing is one of the effective ways to avoid plagiarism.
- 3) T-test is used when the sample size is less than 30.
- 4) Sample is a part of universe.
- 5) Dichotomous questions are a part of close-ended questionnaire.
- 6) Height is an example of non-continuous variable.
- 7) Preliminary part is the last part in report writing.
- 8) The research report is required for approval from concerned authorities'.
- 9) A variable is an entity that takes on different values.
- 10) The last phase of the journey of research activity is writing of the report.

- Q.2. A.** Explain the stages in Research Process **15 Marks**
OR
- Q.2. B.** Distinguish between:
Probability Method of Sampling and Non Probability Method of Sampling **8 Marks**
- Q.2. C.** State the objectives of Research **7 Marks**
- Q.3.A.** Distinguish between Primary Data and Secondary Data **8 Marks**
Q.3.B. State the essentials in designing a Good Questionnaire **7 Marks**
OR
- Q.3.C.** Discuss the limitations in collecting Secondary Data **8 Marks**
Q.3.D. Discuss the importance of Questionnaire **7 Marks**
- Q.4. A.** Explain and state the importance of Editing **8 Marks**
Q.4. B. Explain the types and importance of Coding **7 Marks**
OR
- Q.4. C.** Explain the concept of Tabulation and state its guidelines **8 Marks**
Q.4. D. State with diagrams, types of Graphical Representation **7 Marks**
- Q.5. A.** State the meaning and importance of Report Writing **8 Marks**
Q.5. B. Explain the essentials of a good report **7 Marks**
OR
- Q. 5. C. Short Notes (Any 3)** **15 Marks**
- 1) Applied Research
 - 2) Interview Method
 - 3) Plagiarism
 - 4) Hypothesis
 - 5) Footnotes and Bibliography

Q. 1. A. Fill in the blanks (Any 8)

8 Marks

1. In a circular flow economy, firm supply _____.
 - (a) Labour
 - (b) Goods and services
 - (c) Land

2. The four-sector circular flow economy does not include _____.
 - (a) World economy
 - (b) Crude oil reserve in oil wells
 - (c) Financial market

3. GNI in an open economy is equal to _____.
 - a) $GDP + (X-M)$
 - b) $GDP + (X-M) + R - P$
 - c) $GDP + (R-P)$

4. _____ Formula is used to calculate GGDP.
 - (a) $GDP - \text{Depreciation}$
 - (b) $GDP - \text{Net National Capital Consumption}$
 - (c) $GDP + C + I + G$

5. During recession _____.
 - (a) Growth rate is high
 - (b) Growth rate may remain above the steady growth
 - (c) Growth rate is below the steady growth

6. At peak _____.
 - (a) Prosperity begins
 - (b) Prosperity ends
 - (c) Depression ends

7. The point where the aggregate demand and the aggregate supply intersect is called _____.
 - (a) Total demand
 - (b) Effective demand
 - (c) Equilibrium demand

8. According to Keynes, interest is _____.
 - (a) Price paid for saving
 - (b) Price paid for parting with liquidity
 - (c) Price paid for investment

9. _____ first developed the Cambridge version of the quantity theory of money.
 - (a) Adam Smith
 - (b) Alfred Marshall
 - (c) David Richard

10. High powered money may include _____.
- Money with public and central bank
 - Currency with public, cash reserve of banks and others deposits with central bank
 - Deposit with commercial banks

Q.1.B. State whether the following statement are true or false: (Any 7)

7 Marks

- Income earned by foreign is included in GNI.
- Peak is beginning of prosperity period.
- In a trade cycle an economy enters into prosperity from depression.
- Keynesian economics deals with long term problem
- $MPC + MPS > 1$.
- Linear form of consumption can be expressed as $C = f(Y)$.
- As investment increase marginal efficiency of capital also increase.
- Investment according to Keynes is the money investment.
- Keynesian multiplier is a dynamic concept.
- If MPC is $4/5$, the multiplier is 4.

Q.2.A. What is a trade cycle? Discuss briefly various phases of a trade cycles.

8 Marks

Q.2.B. Explain the concept of circular flow of Income and Expenditure in a closed economy.

7 marks

OR

Q.2.C. What do you mean by consumption function? Explain the factors influencing consumption function with diagram.

15 Marks

Q.3.A. Discuss the different concepts of money supply and its determinants.

8 Marks

Q.3. B. Explain the demand for money and its main determinants.

7 Marks

OR

Q.3. C. Critically evaluate Fisher's equation of exchange.

8Marks

Q.3.D. What is Inflation? Explain its effects.

7 Marks

Q.4.A. Explain the Features of perfect competition.

8 Marks

Q.4.B. Explain the quantitative technique of credit control by RBI.

7 Marks

OR

Q.4.C. Explain the meaning and types of Fiscal policy.

8 Marks

Q.4.D. Explain role of government in providing public goods.

7 Marks

Q.5.A. Explain effective demand? Determination of effective demand.

8 Marks

Q.5.B. Explain the significance of Macroeconomics.

7 Marks

Q.5 C. Short Notes (Any 3)

1:5 Marks

- Consumption function
- Public goods
- Open market operations.
- Money supply
- CRR

SYBMS/Paper/Subject Code:

Subject: Foundation Course IV

Q. P. Code:

- N.B.** 1. All the questions are compulsory
2. Figures to right indicate full marks

75 Marks

Q.1. A. Choose the Correct /Alternative. (Any 8)

(8)

1. The word Ethics is derived from Greek word _____.
(Ethos, Ethology, Ecology)
2. _____ is an attempt by a corporate to disclose wrong doing in the organisation.
(Insider Trading, Whistle Blowing, Corporate Social Responsibility)
3. _____ issues are concerned with the performance of the management.
(Efficiency, Ethical, Accountability)
4. _____ means fair and fair view of business transactions.
(Accountability, Transparency, None of these)
5. _____ Ethics deals with personal values and moral qualities.
(Professional, Personal, Managerial)
6. Use of Children in the advertisement is _____ practice.
(unethical, Ethical, None of these)
7. _____ Committee suggested openness in corporate affairs and behaviour.
(Malhotra, Cadbury, Sachar)
8. The board meeting shall be least _____ times of the year.
(three, four, five)
9. A document prepared to guide organization members when encountering ethical dilemmas is _____.
(Encountering, Code of conduct, Both)
10. Workplace _____ is getting things done forcefully from employee.
(Discrimination, Harrassment, Dilemma)

Q.1. B. State whether the following statements are True or False (Any 7)

(7)

1. The word shareholder and stakeholder are synonyms.
2. The government has supervisory role in the field of business ethics.
3. Television advertisement of cigarettes and tobacco are allowed in India.
4. To protect client's privacy is a responsibility of finance manager.

5. There should be separate section on corporate governance in the annual report.
6. Kumar Mangalam Birla committee was appointed by London stock exchange.
7. Every business should strengthen its relationship with its stakeholders.
8. Companies should force the suppliers to provide unreasonable terms.
9. Ethics is not a normative science.
10. A company will be benefited more by treating its customers, fairly, truthfully and equitably.

Q.2 A. Define Business Ethics. Discuss its characteristics. (8)

Q.2. B. Discuss the Myths of Business Ethics. (7)

OR

Q.2. C. Describe the 3'C of Business Ethics (8)

Q.2. D. What is the Role of Government in ensuring Business ethics? (7)

Q.3. A. Describe the Unethical Marketing Practices in India. (8)

Q.3. B. Define Ethics in Advertising and types of Unethical Advertisement. (7)

OR

Q.3. C. List out any 4 Major Corporate scams in India. (8)

Q.3. D. Explain in details White color Crime and its types. (7)

Q.4. A. Define Corporate governance .Explain the need for Corporate governance. (8)

Q.4. B.What are the rights of investors and shareholders in Corporate Governance? (7)

OR

Q.4. C. Explain the features and significance of Stakeholder Theory (8)

Q.4. D.What are the Fundamental Principles of Corporate Governance? (7)

Q.5. A. State and explain the issue of CSR. (8)

Q.5. B. What is CSR? Explain in details Three CSR strategies. (7)

OR

Q. 5. C. Short Notes (Any 3) (15)

1.Types of Ethics.

2.Blancing Act and Wistleblower.

3.Agency Theory.

4.Sachar committee report on CSR.

5.Code of Conduct.

- N.B. 1. All the questions are compulsory
2. Figures to the right indicate full marks

Q. P. Code:
75 Marks

Q.1. A. Fill in the blanks (Any 8)

8 Marks

- 1) An information system that supports the planning and assessment needs of executive management is ___.
(i) TPS ii) DSS iii) ERP iv) None of the above
- 2) _____ is a permanent arrangement for provision of regular availability of relevant, reliable, adequate and timely information for making marketing decisions.
(i) Marketing information system ii) GDSS iii) DSS
- 3) OLAP stand for _____.
(i) Online Array Promotion ii) Online Analytical Processing
iii) On time local Analysts processing
- 4) ERP applications are most commonly deployed in a _____.
(i) Distributed environment ii) Private environment iii) Closed environment
- 5) CRM is stand for _____.
(i) Consumer Relationship Management ii) Customer Relationship Management iii) Company Relationship Management
- 6) ERP system is built on a _____ utilising a common computing platform.
(i) Centralised database ii) Individual database iii) Modular database
- 7) Data about data is called _____.
(i) Tuple ii) Field iii) Metadata
- 8) KDD stand for _____.
(i) Knowledge Discovery in Database ii) Knowledge Data Display
iii) Knowledge Data Design
- 9) In _____ type of BPO customer has to carry out significant part of process in house.
(i) Transactional BPO ii) Niche BPO iii) Comprehensive BPO
- 10) CIM is stand for _____.
(i) Computer inter Marketing ii) Computer integrated Manufacturing.
iii) Computer inter Manufacturing

Q.1. B. State whether the following statements are True or False (any 7)

7 Marks

- 1) DSS is an information system application that assists decision making
- 2) CAD is stand for computer Aided Data.
- 3) GDSS is stand for Group Decision Support System
- 4) SAP is a product of Microsoft.
- 5) Internet Bots are example of workflow automation .
- 6) In 3 tier ERP architecture, the server handles both the application and database duties.
- 7) In Database column is known as Tuple.
- 8) Data warehouse and Data Mart is same thing.
- 9) Information is known as processed data.
- 10) Classification technique is used in data warehouse.

- Q.2. A.** Define MIS? Explain the objectives of MIS. **8 Marks**
- Q.2. B.** Define DSS and its classification. **7 Marks**
- OR**
- Q.2. C.** Explain MIS in HRIS (Human Resource Information System).. **8 Marks**
- Q.2. D.** Explain MIS and its different types..
- Q.3. A.** What is ERP? What modules are included in an ideal ERP system.. **8 Marks**
- Q.3. B.** How does workflow automation help CRM **7 Marks**
- OR**
- Q.3. C.** Explain in brief Life Cycle of ERP. **8 Marks**
- Q.3. D.** Explain in brief the different Components of E-SCM. **7 Marks**
- Q.4. A.** What are database keys? Explain types of keys in detail.. **8 Marks**
- Q.4. B.** What is data mining? Explain the techniques in Data Mining. **7 Marks**
- OR**
- Q.4. C.** Define DBMS and what is the need for DBMS. **8 Marks**
- Q.4. D.** What is data warehousing? Explain its advantages and disadvantages. **7 Marks**
- Q.5. A.** What are the benefits of Business Process Outsourcing. **8 Marks**
- Q.5. B.** What is the scope of outsourcing and latest trends. **7 Marks**
- OR**
- Q. 5. C. Short Notes (Any 3)** **15 Marks**
- 1) Reasons for failure of MIS
 - 2) MIS in Marketing and sales
 - 3) Application of DSS
 - 4) DBMS
 - 5) Outsourcing .

N.B. 1. All the questions are compulsory

Q. P. Code:

2. Figures to the right indicate full marks

75 Marks

Q.1. A. Fill in the blanks (Any 8)

8 Marks

1. Standard costing is a method of cost accounting that helps in comparing the actual costs with the _____ costs.
 - a. Standard cost
 - b. Fictional cost
 - c. Preliminary cost
 - d. Marginal cost
2. By comparing actual costs to predetermined costs, standard costing allows companies to identify _____ in production costs.
 - a. Variance
 - b. Actual
 - c. Standard
 - d. Indifference
3. The _____ method is used to compare actual costs with predetermined costs.
 - a. Standard costing
 - b. Marginal
 - c. Job costing
 - d. Process costing
4. The _____ cost is used to determine each unit contribution to the company & overall profitability.
 - a. Standard costing
 - b. Marginal
 - c. Job costing
 - d. Process costing
5. Marginal costing helps in determining the minimum _____ at which a product can be sold and still make a profit.
 - a. Cost
 - b. Price
 - c. Product
 - d. Sale
6. The markup is typically a percentage of the _____ cost.
 - a. Standard costing
 - b. Marginal
 - c. Job costing
 - d. Process costing
7. Direct cost incurred can be identified with _____.
 - a) each department.
 - b. each unit of output.
 - c. each month.
 - d. each executive.
8. Imputed cost is a _____.
 - a) notional cost.
 - b. real cost.
 - c. normal cost.
 - d. variable cost.
9. The aggregate of _____ costs is termed as overheads.
 - a) Direct
 - b. Indirect
 - c. Total
 - d. Cash
10. In the long run, all costs are _____.
 - a) Fixed
 - b. Variable
 - c. Semi-Variable
 - d. Non of the Above

Q.1. B. State whether the following statements are True or False (any 7)

7 Marks

1. The entrepreneur's opportunity cost is an implicit cost.
2. Economic cost is generally lower than accounting cost.
3. Accounting costs and explicit costs are the same.
4. Sunk costs are not relevant to managerial decisions.
5. The value of the inputs owned and used by a firm is an explicit cost.
6. Total variable cost is equal to short-run total cost minus total fixed cost.
7. The average fixed cost curve is U-shaped.
8. Fixed costs per unit remains constant.
9. At BEP loss is zero.
10. Profit is equal to contribution

Q.2 (A) From the following data for May 2012 of a company calculate:

(15 marks)

1. Material Cost Variance
2. Material Price Variance
3. Material Usage Variance
4. Material Mix Variance
5. Material Yield Variance

Material	Standard		Actual	
	Kgs.	Rate	Kgs.	Rate
A	8,100	1.05	7,800	1.20
B	3,000	2.15	3,300	2.30
C	2,000	3.30	2,400	3.50

OR

Q.2 (B) The following data pertains to Warwick Ltd.(15 marks)

Materials	Standard Quantity	Standard Rate	Actual Quantity	Actual Rate
P	40	50	50	45
Q	60	40	60	55

Calculate all Material Variances.

Q.3 (A) Company ABC Ltd. produces 10,000 units. The company's expenses to 1 unit of the product are listed below: (15 marks)

Direct material	Rs. 7
Direct Labour	Rs. 5
Other variable expenses	Rs. 4.5
Administrative overhead	Rs. 6 (40% Variable)
Selling overhead	Rs. 3 (75% Variable)
Production overhead	Rs. 4 (20% Variable)
Purchase of equipment	Rs. 30,000
Selling price	Rs. 120

Prepare budget for 70%, 80% and 100% utilization of the capacity, if the details listed above is for 90% utilization of installed capacity.

OR

Q.3 (B) The following information at 50% capacity is given. Prepare a flexible budget and forecast the profit or loss at 60%, 70% and 90% capacity. (15 marks)

Particulars	Expenses at 50% Capacity (Rs.)
Fixed expenses	
Salaries	50,000
Rents and taxes	40,000
Depreciation	50,000
Administration expenses	70,000
Variable expenses	
Materials	2,00,000
Labour	2,50,000
Others	40,000
Semi variable expenses	
Repair	1,00,000
Indirect Labour	1,50,000
Others	90,000

It is estimated that fixed expenses will remain constant at all capacities semi variable expenses will not change between 45 and 60% capacity, will rise but 10% between 60% and 75% capacity for the increase of 5% when the capacity crosses by 75%.

Estimated Sales:

Capacity	(Rs.)
60%	11,00,000
70%	13,00,000
90%	15,00,000

Q.4 (A) The Trading results of J & Co. for the first two quarters are: (15 marks)

The Quarter Ended	Sales Rs.	Profit Rs.
December	25,000	5,000
March	37,500	10,000

Calculate the following by assuming that fixed cost remains same in both the quarters.

1. Profit-Volume Ratio
2. Fixed Cost
3. Break-Even Sales Volume
4. Profit when Sales are Rs. 20,000
5. Sales to earn Profit of Rs. 7,500

OR

Q.4(B) The sales turnover and profit during two years were as follows: (15 marks)

Year	Sales (Rs.)	Profit (Rs.)
2016	3,00,000	40,000
2015	3,40,000	50,000

You are required to Calculate:

1. The p/v ratio
2. The Break-Even Point
3. The Sales required to earn a profit of Rs. 80,000
4. The Profits made when the Sales are Rs. 5,00,000
5. The Margin of Safety at point Rs. 1,00,000

Q.5 (A) Explain the advantages and disadvantages of marginal costing (08 marks)

Q.5(B) Explain the advantages and disadvantages of Standard costing (07 marks)

OR

Q. 5. C. Short Notes (out of 5 Any 3) (15 marks)

1. Favorable variance
2. Unfavorable variance
3. Break even point
4. Margin of safety
5. Labour variance

SYBMS/Paper/Subject Code:

Subject: FI&M

Q. P. Code:

- N.B.** 1. All the questions are compulsory
2. Figures to the right indicate full marks

75 Marks

Q.1. A. Fill in the blanks (Any 8)

8 Marks

1. _____ allocates savings efficiently in an economy to ultimate users either for investment in real assets or for consumption. (Money System / Barter System / Financial System)
2. The formal financial system comprises of _____ RBI, SEBI and other regulatory bodies. (Ministry of Finance / Department of Revenue / Department of Economic Affairs)
3. Financial or securities markets are the centers that provide facilities for _____ of financial assets. (Buying and Selling / Place / Supplying)
4. Foreign exchange market or Forex market facilitates the trading of _____ (Foreign Reserves / Foreign Holiday / Foreign Exchange)
5. _____ is the nodal agency to regulate the capital market and other related issues in India. (SEBI / MOF / RBI)
6. Who started the Pradhan Mantri Jan Dhan Yojana? (Department of Financial Services / Department of Revenue / Department of Economic Affairs)
7. _____ are also known as demand deposits. (Savings / Current Deposits / Fixed Deposits)
8. _____ are also known as time deposits. (Savings / Current Deposits / Fixed Deposits)
9. The company starting banking business in India has first to obtain license from a _____ (RBI / Department of Finance / Department of Revenue)
10. Banks are required to get their balance sheets and profits and loss accounts duly audited by the auditors approved by _____ (SEBI / PFRDA / RBI)

Q.1. B. State whether the following statements are True or False (Any 7)

7 Marks

1. Equity shares are money market instruments.
2. Mutual funds cover risks of financial losses.
3. A Self-Help group is a group of five to twenty persons formed to provide microfinance to needy persons.
4. One of the primary objectives of SEBI is investor protection.
5. SIDBI was established as a wholly owned subsidiary of IDBI in the year 1988.
6. Derivatives mean both Commodity and Financial Derivatives.
7. Money market is a market for short term instruments.
8. Reinsurance is an agreement between two insurance companies for sharing risks.
9. SIDBI stands for Small Scale Industries Development Bank of India.
10. IRDP stands for Integrated Rural Development Program.

Q.2. A. Discuss the role and functions of SEBI in India. **8 Marks**
Q.2. B. Discuss the various components of Money Market. **7 Marks**

OR

Q.2. C. What is mean by the concept of Finance? Discuss the features of it. **8 Marks**
Q.2. D. Briefly explain the functions of Financial System. **7 Marks**

Q.3. A. Write a note of Industrial Credit and Investment Corporation of India Ltd. (ICICI) **8 Marks**

Q.3. B. Write a note on Industrial Development Bank of India (IDBI). **7 Marks**

OR

Q.3. C. Write a note on National Bank for Agriculture and Rural development (NABARD). **8 Marks**

Q.3. D. Write a note on Industrial Finance Corporation of India Ltd. (IFCI) **7 Marks**

Q.4. A What is Capital Market? Explain its significances. **8 Marks**

Q.4. B. Discuss the Instruments of Capital Market. **7 Marks**

OR

Q.4. C. Discuss the features of Secondary Market. **8 Marks**

Q.4. D. Which are the Financial Market Intermediaries? Explain. **7 Marks**

Q.5. A. Write a note on Stakeholder Management. **8 Marks**

Q.5. B. Write a note on Stakeholder Conflict. **7 Marks**

OR

Q. 5. C. Short Notes (Any 3) **15 Marks**

1. Certificate of Deposit
2. Commercial Paper
3. Self Help Groups
4. Chit Fund
5. National Stock Exchange

SYBMS/ Paper /Subject Code:

Subject: Training and Development

- N.B. 1. All the questions are compulsory
2. Figures to right indicate full marks

Q. P. Code:
75 Marks

Q.1. A. Match the Column (Any 8)

8 Marks

Column A	Column B
1. Mentoring	a. 3 rd Stage in career planning
2. E-Learning	b. 1 st Stage in career planning
3. Establishment Stage	c. Sensitivity Training
4. Exploratory Stage	d. 360 Degree Appraisal
5. Succession Planning	e. Work well with others
6. Peer Assessment	f. Role analysis
7. Full Circle Appraisal	g. Peter Drucker
8. T-Group Training	h. Senior Manager
9. Maintenance Stage	i. Off the job training
10. MBO	j. 2 nd stage in Career planning

Q.1. B. State whether the following statements are True or False

7 Marks

(Any 7)

1. Training methods are desired means of attaining training needs.
2. Training should have relevant content to attend the goals
3. Stars are workaholic
4. OD is not required in an organization.
5. The self development plan is also called the personal development plan
6. Strategy is a plan of action
7. Exploratory stage is the second stage of career development
8. Coaching is off the job method of training
9. Succession planning is done at every level
10. Central tendency is forming a mental picture of a person on basis of caste or religion

Q.2. A. Enumerate in detail the of the job method off training.

8 Marks

Q.2. B. Explain in detail the features of training.

7 Marks

OR

Q.2.C. What do you mean by training? Explain in detail the steps involved in designing a training program. What are the criteria required while designing an effective training program. **15 Marks**

Q.3.A. With the help of a diagram explain the stages of Career Planning. **8 Marks**

Q.3.B. What are the characteristics of OD **7 Marks**

OR

Q.3.C. Explain succession planning. What are the steps involved in succession planning? Enumerate the challenges faced in succession planning. **15 Marks**

Q.4.A. What are the objectives of Management development program. **8 Marks**

Q.4. B. Explain the four categories of employees and talent management **7 Marks**

OR

Q.4. C. Define MBO and explain its process. **8 Marks**

Q.4. D. Explain the Limitations of performance appraisal **7 Marks**

Q.5. A. Explain the following methods of MDP **8 Marks**

- | | |
|-------------------------|--------------------|
| 1. Sensitivity Training | 3. Incident Method |
| 2. Multiple Management | 4. Business Games |

Q.5.B. Elucidate the importance of Talent Management. Explain global talent management **7 Marks**

OR

Q. 5. C. Short Notes (Any 3) **15 Marks**

1. Assessment centers
2. Knowledge management
3. Performance Management
4. MDP
5. Goals of OD

SYBMS/ Paper/ Subject Code: Human Resource Planning and Information System

- N.B.** 1. All the questions are compulsory
2. Figures to right indicate full marks

**Q. P. Code:
75 Marks**

Q-1 A. Fill in the blanks (any 8) 8 Marks

1. Human Resource Planning is also known as _____
(Manpower Planning, Job Role Planning, Recruitment)
2. _____ is the process of searching for prospective employees and stimulating and encouraging them to apply for jobs in an organization (Recruitment, Interview, Job Analysis)
3. Human Resource _____ provides guidelines with which an organization needs to work.
(statement, policy, rule)
4. _____ an approach to revisiting and restructuring jobs to meet the specific needs of a particular segment of the workforce (Job Redesign, Job Analysis, Job Content)
5. Human resource planning process helps in the _____ of human resources
(full utilization, partly utilization, nominal utilization)
6. _____ aims at hiring the personnel according to the requirements of the job (Human Resource Planning, Human Resource Policy, Human Resource Program)
7. Downsizing is the process of terminating multiple employees at the same time
(Downsizing, Recruitment, Interview)
8. Human Resource Planning analyses the present manpower capacity and forecast the _____ requirement and then aims at meeting the gap between the two.
(present, future, past)
9. _____ is followed by Rec
10. Human Resource Planning improves the efficiency and profitability of a business by efficiently utilizing all _____ resources. (human, technical, financial)

Q-1 B. State whether the following statements are True or False. 7 Marks

1. Human Resource Planning is a onetime process.
2. Selection is followed by Recruitment.
3. Human Resource Departments deals with employees from one department only
4. Job Analysis helps in designing Job Description and Job Specification
5. Reward Power is having the capacity to offer rewards or benefits in exchange for carrying out a task or achieving a result
6. Based on the result of Performance Analysis an employee is either retain or terminated
7. Long Term Human Resource Planning refers to planning from future perspective
8. The term 'multi-skills' is often used to talk about the ability to do more than one activity at the same time
9. HCROI stands for Human Capital Return On Investment

HR - P.I.S.

10. HRIS is a system that is used to collect and store data on an organization's employees

- Q 2. A. State the features of Human Resource Planning **8 Marks**
Q 2. B. Explain the Process of Human Resource Planning **7 Marks**
OR
Q 2. C. State the barriers of Human Resource Planning **8 Marks**
Q 2. D. Discuss the guidelines of effective Human Resource Planning **7 Marks**
- Q 3. A. Explain the features of Job Analysis **8 Marks**
Q 3. B. State the benefits of Job Redesign **7 Marks**
OR
Q 3. C. Explain the concept of Layoff and state its Reasons **8 Marks**
Q 3. D. Explain the features of Recruitment **7 Marks**
- Q 4. A. Discuss the role of HR Practitioner **8 Marks**
Q 4. B. Explain the qualities of HR Practitioner **7 Marks**
OR
Q 4. C. Explain the following concepts: **8 Marks**
(i) Resolving Conflicts (ii) Communicating
Q 4. D. Explain Career Management and its Process **7 Marks**
- Q 5. A. Explain Data Information needs for HR Manager **8 Marks**
Q 5. B. Explain the benefits of Human Resource Information System **7 Marks**
OR
Q 5. C. Short Note (Any 3 out of 5) **15 Marks**
1. Human Resource Policy
2. Human Resource Audit
3. Return on Investment in HRP
4. Staffing the HRP Department
5. Outsourcing and its impact on HRP

SYBMS/Paper/Subject Code:

Subject: Rural Marketing

Q. P. Code:

- N.B.** 1. All the questions are compulsory
2. Figures to right indicate full marks

75 Marks

Q.1. A. Choose the correct alternative: (Any 8)

8 Marks

1. The rural Markets are witnessing a lot of curiosity from the _____ and manufacturing markets.
(FMCG, KPMG, Services Market)
2. Urban markets are _____.
(Diverse, Concentrated, spread)
3. _____ is a unit of rural society.
(Town, Village, Province)
4. _____ is an example of Opinion Leader.
(Sarpanch, School, Newspaper)
5. Segments are formed with the help of certain _____.
(Divisions, Variables, Categories)
6. _____ is a form of Unconventional Media.
(Radio, Puppetry, Print)
7. Predominant occupation in Rural areas is _____.
(agricultural, haat, e-chaupal)
8. _____ is a personal pattern of living.
(Lifestyle, status, Role)
9. _____ selling policies may ensure one-time sales in rural area.
(rural market, urban market, semi urban market)
10. _____ is a new Medium to rural market and response is uncertain.
(Communication, Management, Taxation)

Q.1. B. State whether the following statements are True or False (Any 7)

(7)

1. Rural Development in India is the most important factors for the growth of India.
2. The vision of Dr. M.S. Swaminathan gave a major impetus to food grains production.
3. Low per capita income has made the rural markets price sensitive.
4. Joint family consume a lot of rural areas.
5. The product that are to be sold at rural markets should be highly priced.
6. Duplicates are not replicas of original brand.

R. M.

7. Television has a reach of 70% of rural India.

8. Distribution is the Backbone of market oriented business practices.

9. Caste influence form a basis for life and law.

10. Rural consumers do not prefer to buy demonstrative products.

Q.2. A. Define rural Marketing. Explain . Explain the scope of rural marketing in India. (8)

Q.2. B. Explain Rural development as a core area. (7)

OR

Q.2. C. Rural market exhibit vast opportunities. Yet, there are number of problems in rural market Explain any five of the same in context of the same (8)

Q.2. D. Explain in detail the constraints in developing rural markets. (7)

Q.3. A. Explain the characteristics of rural consumers in details. (8)

Q.3. B. What are the mode on income generation for rural consumers? (7)

OR

Q.3. C. Define Consumer Behaviour. What are the factors that affect rural consumer behavior? (8)

Q.3. D. Distinguish between rural consumers and urban consumers. (7)

Q.4. A. Briefly explain the importance of packaging and labelling in rural markets (8)

Q.4. B. Describe the relevance of marketing mix in rural markets with examples. (7)

OR

Q.4. C. What are Fake Brands? Explain the problems related to fake brands in rural markets. (8)

Q.4. D. What are pricing objectives ? Explain in details. (7)

Q.5. A. Discuss the advantages and disadvantages of conventional media in rural markets. (8)

Q.5. B. Briefly explain the need and importance of channels of distribution in rural markets.

OR

Q. 5. C. Short Notes (Any 3) (15)

1. Rural Branding.

2. Small unit packs

3. Rural pricing strategies

4. Market Segmentation

5. PDS

SYBMS/Paper/Subject Code: Subject: Integrated Marketing Communication

Q. P. Code:

- N.B.** 1. All the questions are compulsory
2. Figures to right indicate full marks

75 Marks

Q.1. A. Fill in the blanks (Any 8)

8 Marks

1. _____ is defined as customer centric data driven method of communicating with the customers. (IMC/Personal Selling/Public Relations)
2. Decoding is the process which involves _____. (sender/receiver/outsider)
3. In AIDA Model, A-attention, I-Interest, D-Desire, and A- _____. (awareness/action/activity)
4. _____ strategy is called pressure strategy. (push/pull/promotion)
5. Firm uses the _____ strategy when they target final consumer with promotion. (pull/push/advertising)
6. Direct marketing is in itself a form of _____. (advertising/sales promotion/publicity)
7. _____ are advertisements in the form of news and reviews or articles. (emails/magazines/newsletters)
8. _____ includes item information such as a news release, company background and key spokesperson biographies and other supporting materials. (press kits/books/copy)
9. _____ research examines ads that have been launched. (tracking/marketing/advertising)
10. Companies can e-advertise on _____. (search engines/portals/blogs)

Q.1. B. State whether the following statements are True or False (Any 7)

7 Marks

1. IMC is the application of consistent brand messaging across both the traditional and non-traditional marketing channels and using different promotional brands.
2. Facebook is one of the most used social media platform in the world.
3. IMC refers to disintegrating all the methods of brand promotion.
4. Bill-boards are long banners tied to a low flying plane.
5. Radio is a vehicle through which advertiser can reach children easily.
6. Public Relations is only applicable to Public Sector Institutions.
7. When Institutional Advertising is presented in an aggressive manner it is also known as Advocacy Advertising.
8. Morals are beliefs or principles that individuals hold concerning right and wrong.
9. Advertisers must be sensitive to the portrayal of specific type of people in their ads, for both ethical and commercial reasons.
10. Ethical Marketing is less of a marketing strategy and more of a philosophy that informs all of the marketing efforts.

Q.2. A. Explain Integrated Marketing Communication. Write its features

8 Marks

Q.2. B. Explain Marketing Strategy and Analysis under IMC.

7 Marks

OR

Q.2. C. Explain Communication Objectives. State its Problems.

8 Marks

Q.2. D. Discuss the reasons for the growth of IMC.

7 Marks

Q.3. A. What is the role of Advertising in the Modern Business World? **8 Marks**
Q.3. B. Discuss Support media in detail. **7 Marks**

OR

Q.3. C. State the reasons for the growth of sales promotion. **8 Marks**
Q.3. D. Write a detailed note on Promotion Strategy. **7 Marks**

Q.4. A. Explain the tools of Direct Marketing in IMC. **8 Marks**
Q.4. B. Discuss the importance and types of Publicity. **7 Marks**

OR

Q.4. C. Write a detailed note on Sponsorship. **8 Marks**
Q.4. D. Explain Personal Selling. State its importance in IMC. **7 Marks**

Q.5. A. Explain the different techniques for Message Evaluation. **8 Marks**
Q.5. B. Explain in detail about the unethical practices in marketing communication. **7 Marks**

OR

Q.5 C. Short Notes (Any 3) **15 Marks**

- a) DAG.MAR Model
- b) Magazine advertising
- c) Cinema Advertising
- d) Social Media Marketing
- e) Future Trends in Marketing