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Total Number of Pages : 02

MBA  
18MBA201

2<sup>nd</sup> Semester Regular / Back Examination: 2021-22

CORPORATE FINANCE

BRANCH(S): BA, FM, GM, HRM, IB, MBA, MM

Time : 3 Hour

Max Marks : 100

Q.Code : J624

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions :

(2 × 10)

- What will be the future value of a series of three annual receipts of Rs1500, Rs1000 and Rs2000 respectively at the end of third year at 7% rate of interest?
- A house is expected to fetch a net rental of Rs20,000 next year which is expected to increase by 7% every year. If the discount rate is 10%, find the present value of the rental stream.
- A company is expected to pay a dividend at the rate of 10%, 12% and 15% for the next three years on the face value of the share of Rs100. The required rate of return is 11%. Find the intrinsic value of the share, if a shareholder is to sell his share for Rs110 after 3 years.
- A project has an initial investment of Rs1,00,000. The risk free interest is 10%. The expected price of the product is Rs10 per unit and the expected total cost is Rs6 per unit. The expected output is 6000 units. Find the NPV of investing today.
- The market price of a company's equity share is RS220. The expected dividend per share is Rs20 which is expected to grow at a constant rate of 6% per annum. Find the cost of equity share capital.
- A firm disburses Rs20 lakhs every year. The conversion charge is Rs40 per conversion. The current risk-free interest rate is 10%. What shall be the optimal cash balance the company should maintain?
- If the usage rate of raw materials is 50 units per day, lead time is 5 days and the safety level of stock is equal to 5 days of sales, find the re-order point.
- What is optimal capital structure of a firm?
- What do you mean by stability of dividend payment?
- Between NPV and IRR methods of project appraisal, which one is more acceptable? Why?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 × 8)

- What do you mean by financial leverage? Mention the features of a sound capital structure.
- Between Wealth maximization and Profit maximization principles, which one is more relevant in the modern corporate finance? Justify.
- Do you agree that a project should be set up if it qualifies the test of payback only? Justify your answer.
- Explain the concepts and relevance of liquidity, profitability and risk in the context of working capital management.

e) The firm's Finance Manager has very compelling reasons for holding idle cash in the firm. Discuss the ground for such a decisions and consequences of this decision.

f) Who came up with the proposition that the shareholder's wealth remains the same whether dividend is paid or not. Explain how is it possible?

g) What considerations other than profitability are taken into account in taking managerial decisions in respect of investment proposals?

h) There are 3 firms as under with their sales and cost data:

| Particulars   | Firm A   | Firm B    | Firm C    |
|---------------|----------|-----------|-----------|
| Sales         | Rs10,000 | Rs 11,000 | Rs 19,500 |
| Fixed Cost    | 7,000    | 2,000     | 14,000    |
| Variable cost | 2,000    | 7,000     | 3,000     |

a. Find the percentage change in EBIT after 50% increase in sales in the following year.

b. Which firm would be more sensitive to the anticipated 50% increase in sales for the next year?

i) Rishi Ltd has sales of Rs25 lakhs. The fixed costs are Rs4 lakh and variable costs are Rs17 lakh. The company uses a debt of Rs10 lakhs @12% per annum. From these data calculate financial, operating and combine leverage.

j) Your company is in need for additional finance for its expansion programme. Which source will you choose? Give reasons.

k) Explain the relationship between capital structure and value of the firm.

l) Describe 5 important factors for quantifying working capital needs of a manufacturing firm.

### Part-III

#### Only Long Answer Type Questions (Answer Any Two out of Four)

**Q3** Two mutually exclusive projects have projected cash flows as follows: **(16)**

|           | End of year ( in thousand rupees) |      |      |      |      |
|-----------|-----------------------------------|------|------|------|------|
|           | 0                                 | 1    | 2    | 3    | 4    |
| Project A | -2000                             | 1000 | 1000 | 1000 | 1000 |
| Project B | -2000                             | 0    | 0    | 0    | 6000 |

a. Determine the IRR for each project.

b. Determine the NPV for each project at discount rate of 5%, 10% and 20%

c. Which project you would you select? Why?

**Q4** Discuss the financial decisions a corporate Manager takes in his normal course of business. **(16)**

**Q5** The capital structure of Shobha Ltd is as under: **(16)**

|   |             |
|---|-------------|
| a. 2000, 6% Rs100 Debentures (First Issue)      | Rs 2,00,000 |
| b. 1000, 7% Rs100 Debentures (Second Issue)     | Rs 1,00,000 |
| c. 2000, 8% Cum preference shares of Rs100 each | Rs 2,00,000 |
| d. 4000, Equity shares of Rs100 each            | Rs 4,00,000 |
| e. Retained earnings                            | Rs 1,00,000 |

The earnings per share of the company in past many years have been Rs15. The shares of the company are sold in the market at the book value. The company Tax rate is 50%. Find out the weighted average cost of capital

**Q6** What do you mean by receivables? What are the components of credit terms? Discuss the consequences of lengthening and shortening of credit period by the firm. **(16)**

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Total Number of Pages : 02

MBA  
18MBA202

**2<sup>nd</sup> Semester Regular / Back Examination: 2021-22**  
**INDIAN FINANCIAL SYSTEMS AND SERVICES**  
**BRANCH(S): BA, FM, GM, HRM, IB, MBA, MM**

**Time : 3 Hour**

**Max Marks : 100**

**Q.Code : J544**

**Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.**

**The figures in the right hand margin indicate marks.**

**Part-I**

**Q1 Answer the following questions : (2 × 10)**

- What is the fundamental role of a financial system?
- What are the basic differences between a money market and capital market?
- Explain cash credit
- What is a NPA? What is the RBI guideline?
- Explain Bancassurance.
- What is ULIP?
- Explain the concept of micro insurance.
- What are the different instruments traded in the secondary market?
- Explain the term insurance plan.
- What conditions should be fulfilled to be eligible for availing of venture capital.

**Part-II**

**Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 × 8)**

- Discuss the characteristics of a money market.
- What is dematerialization? Explain the benefits of Demat Account.
- What is IPO? Discuss the SEBI guidelines for IPO.
- Distinguish between the Endowment plan and Money back plan.
- Differentiate between the Financial lease and Operational Lease.
- Explain sale and lease back type of lease agreement.
- Discuss the two types of insurance.
- Narrate the trading mechanism in the secondary market.
- Does Indian Financial system require any reform? Justify your answer.
- Explain the book building process of price determination in IPO.
- What are the different types of brokers? Explain the process of their registration.
- Discuss the different fund based services rendered by banks.

**Part-III**

**Only Long Answer Type Questions (Answer Any Two out of Four)**

- Q3** Discuss the role, functions and powers of IRDA. **(16)**
- Q4** Discuss the governing principles of Insurance. **(16)**
- Q5** Discuss the different stages of venture capital financing. **(16)**
- Q6** What is mutual fund? Why are people willing to invest in mutual funds? Discuss the types of mutual funds. **(16)**

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MBA/MBAP  
18MBA203, 18PTMNG204

2<sup>nd</sup> Semester Regular / Back Examination: 2021-22  
Human Resources Management  
BRANCH(S): BA, FM, GM, HRM, IB, MBA, MM / MBA(PT)

Time : 3 Hour  
Max Marks :100  
Q.Code : J692

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions :

(2 × 10)

- Write a short note on living wage.
- Employee separation is a sensitive decision. Comment.
- What is the difference between job rotation and transfer?
- How rewarding executives is different from usual compensation management?
- Does training reflected in development?
- What do you mean by job assessment test?
- How minimum wage rate is determined in India?
- How simulation method of training works?
- What are key performance indicators?
- Write a short note on employee recognition.

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 × 8)

- Explain the significance of HRIS.
- How to curb the possible biases in performance appraisal?
- Discuss the importance of organization citizenship behaviour.
- How induction and socialization help both employees and organization?
- Discuss the process of human resource planning.
- How pay is determined in an organization?
- Wage differentials are practical and purposeful. Comment.
- Discuss the innovative methods of employee engagement.
- How job description is different from job specification?
- Why reward management is so challenging?
- Recruitment is a positive process while selection is negative. Comment.
- What are the key components of competency? Discuss the importance of competency mapping.

102 102 102 102 **Part-III** 102 102 102 102

**Only Long Answer Type Questions (Answer Any Two out of Four)**

- Q3** How compensation and rewards interlink with employee relations? What are the salient features of healthy industrial relations? **(16)**
- Q4** What is the significance of performance evaluation? Elucidate the methods of performance management? **(16)**
- Q5** What are the advantages of strategic HRM over conventional personnel management? How business strategy should be reflected in the HR policies? **(16)**
- Q6** Discuss the evolving need of training in the organization. What are the contemporary methods of training delivery? **(16)**

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Total Number of Pages : 03

MBA  
18MBA204

2<sup>nd</sup> Semester Regular/Back Examination: 2021-22

BUSINESS RESEARCH

BRANCH(S): MBA,BA,FM,GM,HRM,IB,MM

Time : 3 Hour

Max Marks : 100

Q.Code : J778

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions : (2 x 10)

- What is fundamental or basic research? Give example.
- Explain the various techniques of data collection.
- What are the sources of primary data?
- What is non-probability sampling technique?
- What is Type I Error and Type II Error?
- What are the four types of basic scales?
- Define the concept of research hypothesis.
- Explain steps in scientific research.
- What is Likert scale?
- What is stratified random sampling?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- Elaborate primary data and secondary data with examples.
- Explain probability sampling technique in detail.
- Differentiate questionnaire and schedule method of data collection.
- Explain the characteristics of a good research.
- Explain in detail about various scales.
- The manufacturer of a certain make of electric bulbs claims that his bulbs have a mean life of 25 months with a standard deviation of 5 months. A random sample of 6 such bulbs gave the following values.

Life of months: 24, 26, 30, 20, 20, 18

Can you regard the producer's claim to be valid at 1% level of significance?

(For  $v = 5$ ,  $t_{0.01} = 4.032$ )

- g) Two types of drugs were used on 5 and 7 patients for reducing their weight. Drug A was imported and drug B was indigenous. The decrease in the weight after using the drug for six months was as follows:

Drug A: 10 12 13 11 14

Drug B: 8 9 12 14 15 10 9

Is there any significant difference regarding the efficacy between two drugs?

Which drug to be purchased?

( For  $v = 10$ ,  $t_{0.05} = 2.228$ )

- h) Distinguish between oral research report and written research report.  
 i) Explain the various objectives of business research.  
 j) In a random sample of 1000 persons from Lucknow, 400 are found to be consumers of wheat. In a random sample of 800 from Prayagraj, 400 are found to be consumers wheat. Do these data reveal a significant difference between two districts, so far as the proportion of wheat consumers is concerned. ( $Z_{0.05} = 1.96$ )  
 k) What is the major difference between descriptive and exploratory research.  
 l) What are the principal components of factor analysis?

### Part-III

**Only Long Answer Type Questions (Answer Any Two out of Four)**

**Q3**

A tea company appoints four salesmen A, B, C and D and observes their sales in three seasons – summer, winter and monsoon. The figures (in lakhs) are given in the following table:

**(16)**

| Seasons           | Salesmen |    |    |    |                |
|-------------------|----------|----|----|----|----------------|
|                   | A        | B  | C  | D  | Season's Total |
| Summer            | 36       | 36 | 21 | 35 | 128            |
| Winter            | 28       | 29 | 31 | 32 | 120            |
| Monsoon           | 26       | 28 | 29 | 29 | 112            |
| Salesmen's Totals | 90       | 93 | 81 | 96 | 360            |

Prepare the ANOVA Table and answer the following questions

l) Do the salesmen significantly differ in performance?

Table value of F for  $v_1 = 3$  and  $v_2 = 6$  at 5% level of significance is 4.76



102 102 II)Is there any significant difference between the seasons? 102 102 102

Table value of F for  $v_1 = 2$  and  $v_2 = 6$  at 5% level of significance is 5.14

102 102 **Q4** Explain the various types of written report. Also explain various steps for preparation of research report. **(16)** 102 102 102 102 102 102

102 102 **Q5** The table given below shows the data during an epidemic of cholera. **(16)**

|                | Attacked | Not Attacked | Total |
|----------------|----------|--------------|-------|
| Inoculated     | 31       | 469          | 500   |
| Not Inoculated | 185      | 1315         | 1500  |
| Total          | 216      | 1784         | 2000  |

102 102 Use Chi square test to determine whether inoculation is effective in preventing the attack of cholera ( Given 5% value of chi square for 1 degree of freedom = 3.84) 102 102 102 102 102

102 102 **Q6** Explain the different types of probability sampling technique and non-probability sampling technique. **(16)** 102 102 102 102 102 102

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Total Number of Pages : 02

MBA  
18MBA205

**2<sup>nd</sup> Semester Regular / Back Examination: 2021-22**  
**OPERATIONS MANAGEMENT**

**BRANCH(S): BA, FM, GM, HRM, IB, MBA, MM**

**Time : 3 Hour**

**Max Marks : 100**

**Q.Code : J773**

**Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.**

**The figures in the right hand margin indicate marks.**

**Part-I**

**Q1 Answer the following questions : (2 × 10)**

- a) What are order winners' characteristics of an organization?
- b) Give two points on how operations in manufacturing and services differ.
- c) What is the concept of line balancing?
- d) Define the term job enlargement.
- e) What is Bullwhip effect?
- f) What is chase demand strategy?
- g) What is the crashing of activities in project management?
- h) What is safety stock?
- i) What is ISO 14000 series?
- j) What are the control charts you can draw to control process?

**Part-II**

**Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 × 8)**

- a) What are the distinctive competencies and how do they relate to strategy formulation?
- b) Discuss the benefits of work measurement.
- c) Describe the operations function and nature of the operations manager's job.
- d) Discuss the different factors that influence the facility location decision.
- e) Define the term "capacity". Discuss the factors affecting the determination of plant capacity.
- f) You are executing six jobs in two machines in sequential order. The time taken by each job in each machine in hours is given below. Find the optimal sequence in which the jobs can be executed using Johnson's algorithm. What will be the makespan?

| Job | M/C-1 | M/C-2 |
|-----|-------|-------|
| 1   | 5     | 4     |
| 2   | 2     | 3     |
| 3   | 13    | 14    |
| 4   | 10    | 1     |
| 5   | 8     | 9     |
| 6   | 12    | 11    |

- g) The activities, duration and direct activity costs are given below. The indirect cost is Rs.3000/- per week. Obtain the crash cost and duration of the project.

| Activity | Time in Weeks |       | Cost   |       |
|----------|---------------|-------|--------|-------|
|          | Normal        | Crash | Normal | Crash |
| 1 - 2    | 2             | 2     | 3000   | 3000  |
| 2 - 3    | 4             | 3     | 4000   | 5000  |
| 2 - 6    | 8             | 8     | 6000   | 6000  |
| 3 - 4    | 3             | 2     | 2000   | 3500  |
| 3 - 5    | 2             | 2     | 2000   | 2000  |
| 4 - 6    | 4             | 3     | 4000   | 5000  |
| 5 - 6    | 3             | 3     | 4000   | 4000  |
| 6 - 7    | 8             | 5     | 8000   | 12000 |

- h) Distinguish between P system and Q system in inventory management?  
 i) Discuss the principles of facility layout.  
 j) You are procuring spark plugs for your company from supplier X. You need 18000 plugs annually, the cost per unit of plug is Rs.25/- and the ordering cost per order is Rs.250/- along with the carrying cost of 25% per annum. Find the optimal ordering quantity. The supplier is offering you 10% discount on order of 2500 quantity, will you accept the offer.  
 k) Write a note on supply chain management.  
 l) Explain the concept of TQM and how it helps in managing quality in an organization.

### Part-III

#### Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3 Discuss in details the material requirements planning (MRP). (16)  
 Q4 What do you mean by aggregate planning. Discuss in details considering the relevant costs and strategies. (16)  
 Q5 What is the need and objectives of facility layout? Discuss in details the types of facility layout. (16)  
 Q6 Discuss the various statistical control charts you can draw to control process in an organization. Draw the X-bar chart and R chart for the following data obtained over five day period. The product is made on single machine by a single operator. The sample size is 5 and two samples are taken per day. What is your comment on the process based on the control chart. (*The factors of control chart for n=5 is, Mean factor (A) = 0.58, Upper range factor (B) = 2.11, Lower range factor (C) = 0.00*) (16)

| Sample Number | Observations |    |    |    |    |
|---------------|--------------|----|----|----|----|
|               | 1            | 2  | 3  | 4  | 5  |
| 1             | 10           | 12 | 13 | 8  | 9  |
| 2             | 7            | 10 | 8  | 11 | 9  |
| 3             | 11           | 12 | 9  | 12 | 10 |
| 4             | 10           | 9  | 8  | 13 | 11 |
| 5             | 8            | 11 | 11 | 7  | 7  |
| 6             | 11           | 8  | 8  | 11 | 10 |
| 7             | 10           | 12 | 13 | 13 | 9  |
| 8             | 10           | 12 | 12 | 10 | 12 |
| 9             | 12           | 13 | 11 | 12 | 10 |
| 10            | 10           | 13 | 7  | 9  | 12 |

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Total Number of Pages: 02

B.Tech  
18MBA206

2<sup>nd</sup> Semester Regular / Back Examination: 2021- 22

INTERNATIONAL BUSINESS

Branch(s) : BA, FM, GM, HRM, IB, MBA, MM

Time: 3 Hours

Max Marks: 100

Q Code : J740

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part- I

Q1 Short Answer Type Questions (Answer All-10) (02×10)

- a) Give the meaning of international franchising.
- b) State any two features of globalization.
- c) What is meant by turnkey projects?
- d) Give any two reasons for companies becoming multinational.
- e) Outline the tariff barriers in international trade.
- f) Define balance of payment.
- g) Why is global competitiveness needed?
- h) State the prime difference between domestic and international business.
- i) What do you mean by GSP?
- j) What do you mean by make or buy decision?

Part- II

Q2 Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (08×06)

- a) Discuss briefly various modes of entry into international market.
- b) Elucidate the components of comprehensive international supply chain management.
- c) Enumerate the nature and characteristics of international business.
- d) Outline the roles of MNCs in the development of international business.
- e) Discuss the major problems of International business.
- f) Briefly explain the features of globalization.
- g) What are the approaches and stages of International business.
- h) Explain the different types of regional trade blocs.
- i) Discuss the impact of WTO in Indian socio-economic development.
- j) Write the impact of FDI on domestic business in India.
- k) Do you believe that political stability leads to international business development ? Substantiate
- l) Differentiate between FDI and FII with suitable examples.

102 102 102 102 **Part-III** 102 102 102 102

**Long Answer Type Questions (Answer Any Two out of Four)**

- Q3** Explain the Ricardian Theory of Comparative advantage and contemplate shortly on their relevance in modern day trade **(16)**
- Q4** Is India competitive enough to attract FDI ? Give your opinion on India's strength and your suggestions on areas of improvement. **(16)**
- Q5** Describe the different types of tariff and non-tariff barriers in international business. **(16)**
- Q6** Why environmental scanning is required prior to formulating international business strategy? What are the international environmental factors needed to be studied? **(16)**

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Total Number of Pages:

MBA  
18MBA207

2<sup>nd</sup> Semester Regular / Back Examination: 2021-22

FUNDAMENTALS OF ERP

BRANCH(S): BA, FM, GM, HRM, IB, MBA, MM

Max Marks: 100

Time: 3 Hours

Q Code: J400

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

**Part- I**

**Q1 Only Short Answer Type Questions (Answer All-10) (02×10)**

- a) Write down the basic difference between LAN and WAN in computer networks?
- b) Write down the differences between public and private information system?
- c) Explain data mining using example.
- d) What are the main pillars of e-governance?
- e) What are the customer expectations from ERP packages?
- f) State the main characteristics of a database
- g) What are the steps involved in the decision making process.
- h) Explain the need for Management Information System
- i) What are the objectives of ERP?
- j) What is Online Banking?

**Part- II**

**Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (06×08)**

- a) Explain the role of IT in modern Business?
- b) Explain the need for human resource information system (HRIS)?
- c) Discuss the Basic Concepts of Management Information System?
- d) What are the aspects of decision making under different scenarios? Give two examples of B2C E-Commerce application.
- e)
- f) What is e-governance explain the emerging trends in computing?
- g) Write down the in role of internet security and how it is maintain?
- h) Explain data warehousing and data mining in detail.
- i) What is meant by Home Banking?
- j) Describe Intellectual Property Rights application in online business?
- k) What is Digital Signature? Explain it's working principles?
- l) Differentiate between the working procedure of Credit card and Debit Card.

**Part-III**

**Only Long Answer Type Questions (Answer Any Two out of Four)**

**Q3** What are the components of the Supply Chain Management (SCM)? What has been the impact of E-Commerce on the SCM components in switching over from traditional SCM to Internet based SCM? **(16)**

**Q4** Evaluate how one can gain business intelligence through the implementation of a Human Capital Management and Inventory Management system. **(16)**

**Q5** What role does information technology play in the business? How is it helping in Hospitals to refine its business strategies? **(16)**

**Q6** What are issues and benefits of implementation of ERP? Explain ERP applications in functional areas. **(16)**

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Total Number of Pages: 02

MBA  
18MBA208

2<sup>nd</sup> Semester Regular / Back Examination 2021-22  
CORPORATE STRATEGY

Branch(s): BA, FM, GM, HRM, IB, MBA, MM

Time: 3 Hours

Max Marks: 100

Q Code: J759

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part- I

- Q1 Short Answer Type Questions (Answer All-10) (02×10)**
- a) What is strategic intent?
  - b) Outline the characteristics of a Cash cow category SBU.
  - c) Why strategic alliances are formed?
  - d) What are the circumstances under which turnaround strategy is adopted?
  - e) Differentiate between vision and mission.
  - f) State the hierarchical levels of strategic management.
  - g) What is Conglomerate diversification?
  - h) Define SBU.
  - i) What is de-merger?
  - j) What is understood by core competence?

Part- II

- Q2 Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (08×06)**
- a) With a schematic diagram explain the components of value chain.
  - b) Enumerate the reasons for integration? Discuss in detail the vertical integration process
  - c) What is the rationale behind business portfolio management?
  - d) Enumerate the types of mergers and acquisitions.
  - e) Differentiate between operational control and strategic control.
  - f) Discuss the importance of strategic management in business management.
  - g) What do you mean by strategic decision? Discuss the various modes of strategic decision making.
  - h) Discuss Porter's competitive forces model.
  - i) Why diversification strategy is considered to be a good option for growth?
  - j) Why does strategic management fail?
  - k) What is cost leadership? How cost leadership can be attained?
  - l) Explain the ways to gain competitive advantage?



**Part-III**

**Long Answer Type Questions (Answer Any Two out of Four)**

- Q3** Why SAP and ETOP analysis is done? Discuss the environmental scanning process, taking into account both external and internal environment. **(16)**
- Q4** Explain BCG matrix, highlighting its importance as well as its limitations if any. **(16)**
- Q5** Explain the barriers to strategic evaluation process. How can that are overcome? Discuss a few controlling techniques frequently used in the sphere of strategic management. **(16)**
- Q6** Discuss the rationale behind Mergers and Acquisitions. Outline the various issues related to merger and acquisition with suitable examples. **(16)**

Registration No:

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Total Number of Pages : 02

MBA  
18MBA209

2<sup>nd</sup> Semester Regular / Back Examination: 2021-22

ENTREPRENEURSHIP DEVELOPMENT

BRANCH(S): BA, FM, GM, HRM, IB, MBA, MM

Time : 3 Hours

Max Marks : 100

Q. Code : J470

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions :

(2 × 10)

- What is the full form of FICCI?
- Who is a pure entrepreneur?
- What is Udyog Aadhaar?
- What are zero defects and zero effect?
- What is a subsidy?
- What is the cash conversion cycle?
- What is entrepreneurial motivation?
- What do you mean by bridge finance?
- What is a secured loan?
- What is working capital?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 × 8)

- Why does a business plan fail?
- Suggest a few techniques to generate creative ideas.
- Explain the objectives of entrepreneurship development programmes?
- Mention six differences between an entrepreneur and Intrapreneur.
- Mention five schemes of Govt. of India available for girl children.
- Why feasibility study is important before starting a new venture?
- Mention the various disadvantages of entrepreneurship as a career.
- What are the various legal requirements for starting a business in India?
- What do you mean by bootstrapping? Explain the various phases.
- What are the various sources of finance for a start-up business?
- What are the reasons for the slow growth of women entrepreneurs in India?
- What do you mean by 'incentives' and 'subsidies'? Explain the ten subsidies provided by the government to promote MSMEs.

**Part-III**

**Only Long Answer Type Questions (Answer Any Two out of Four)**

- Q3** What do you understand by Entrepreneurial Marketing? What are the 10 biggest problems faced by entrepreneurs in India while starting a startup? **(16)**
- Q4** What do you mean by Entrepreneurial Environment? Explain the common factors of the environment affecting entrepreneurship. **(16)**
- Q5** What do you mean by industrial sickness? What are the various causes of industrial sickness? Explain each point in detail. **(16)**
- Q6** What are the acquisition, retention, and development of Human Resources in an entrepreneurial firm? Explain the various causes of high employee turnover in an organization. **(16)**