Question Paper Set of

T.Y.B.M.S. – Sem-VI

Regular Exam

University of Mumbai

April, 2018

[Time: $2\frac{1}{2}$ Hours]   [Marks:75]

Please check whether you have got the right question paper.

N.B: 1.   All questions are compulsory.
        2.   Figures to the right indicate full marks.
        3.   Use of non-programmable calculator is allowed.
        4.   Normal distribution table is printed on last page.
        5.   Support answers by diagrams where applicable.
        6.   Graph paper will be supplied on Request.

Q.1   Attempt **any two** questions :

a) Use Simplex method to solve the following Linear programming problem   7.5
    Maximize $Z = 3x_1 + 7x_2$
    Subject to the constraints,
    $$2x_1 + 5x_2 \leq 20$$
    $$x_1 + 2x_2 \leq 4$$
    $$x_1 \geq 0, x_2 \geq 0$$

b) Use Graphical method to solve the following Linear programming problem   7.5
    Maximize $Z = 8x_1 + 5x_2$
    Subject to the constraints,
    $$5x_1 + 3x_2 \geq 30$$
    $$2x_1 + 5x_2 \geq 20$$
    $$x_1 + x_2 \leq 8$$
    $$x_1 \geq 0, x_2 \geq 0$$

c) Answer each question in brief:
    i)   Discuss characteristics of Operations Research.   2.5
    ii)   Explain "Redundant Constraint" in Graphical Method of LPP.   2.5
    iii)   Write the Dual for the following Problem.   2.5
            Minimize $Z = 8x_1 + 2x_2 + 3x_3$
            Subject to the constraints,
            $$x_1 + 3x_2 + 5x_3 \geq 18$$
            $$4x_1 + 2x_2 + x_3 \geq 7$$
            $$x_1 \geq 0, x_2 \geq 0,, x_3 \geq 0$$

Q.2   Attempt any two questions:

a) Four jobs are to be assigned to four workers on one to one basis. Cost of each assignment is   7.5
    given in Rs. Thousands. Find optimal assignment of job and worker to minimize total cost.

Workers	Jobs			
	A	B	C	D
Sunil	4	6	4	2
Jainil	12	5	6	5
Anil	3	9	4	3
Swapnil	6	5	3	2

b) The quantity of different products (in units) produced by the workers per day are given in the following matrix along with the profit in Rs. Per unit. Formulate a Profit Matrix and find the optimal assignment of workers to product which will maximize the profit.   7.5

Workers	Quantity of Products in Units			
	Pencil	Rubber	Pen	Ink
Amit	30	40	100	50
Sumit	25	70	140	30
Vinit	40	90	130	60
Punit	35	45	120	40
Profit in Rs. Per Unit	4	2	1	3

c) There are 3 Factories A, B, C and three Markets X, Y and Z. Supply at the Factories is 60, 80 and 85 units. Demand at the market places is 75, 110 and 40 units. The supply and Demand of units with unit cost of Transportation (in Rs.) and the schedule followed from Factories to Markets are given below: (The numbers which are shown in circle indicates number of units transported from Factories to Markets.)

(Cost in Rs.)

Markets / Factories	X	Y	Z	Supply
A	6 ㉟	3 ㉕	5	60
B	5 ㊵	2	2 ㊵	80
C	12	7 �	8	85
Demand	75	110	40	225

i) Test the given solution for optimality and find optimal Transportation Solution.   03

ii) Find one more optimal alternate Transportation solution.   3.5

iii) Comment upon the managerial significance of alternate/ multiple optimal Transportation solution.   01

Q.3 Attempt any two questions:

a) A small project consists of following activities:

Activity	Preceding Activity	Time (days)
A	-	6
B	A	7
C	A	9
D	B	12
E	C	7
F	D,E	8

i) Construct the network diagram and find out critical path and project completion time. **2.5**

ii) Calculate Earliest Start Time, Earliest Finish Time, Latest start time and Latest Finish Time for each activity. **04**

iii) Calculate Tail Slack and Head Slack for non critical activities. **01**

b) The data for a PERT network is given in the following table. The project manager has made following calculations of Average Expected Times from Optimistic time, most likely time and pessimistic time for various activities of a project as well respected standard Deviation and the variance values.

Events i-j	Expected Time (te) in weeks	Standard Deviation	Variance
1-2	5	1/3	1/9
1-3	6	1/3	1/9
2-3	4	1	1
2-4	6	4/3	16/9
3-5	3	4/3	16/9
4-6	2	1/3	1/9
5-6	4	1/3	1/9
6-7	2	1	1

i) Construct the network diagram of PERT network. **2.5**

ii) Identify Critical Path and find the expected completion time of the project. **01**

iii) Find project completion time for 95% confidence level. **02**

iv) If the fixed cost of the project is Rs.30, 00,000/- and the variable cost is Rs.20, 000/- per week. Find the amount the firm should bid under the policy of 95% confidence of completion of the project. (for the purpose of bidding, consider only cost that is break even situation – no loss and no profit) **02**

c) Answer each question in brief:

i) What are the objectives of project crashing? **2.5**

ii) Discuss the concept of Dummy Activity. **2.5**

iii) Discuss the difference between an Activity and an Event. **2.5**

Q.4 Attempt any two questions.

a) A department store with a bakery section is faced with the problem of how many cakes to buy order to meet the day's demand. The departmental store prefers not to sell day-old-cakes. Left over cakes are therefore, a complete loss. On the other hand, if a customer desires cake but all of them have been sold, he will buy elsewhere and the sales will be lost. The store has therefore, collected information on the past sales based on 100 day period as shown in the table below:

Sales (units)	25	26	27	28
Probability	0.2	0.4	0.3	0.1

i) Construct the conditional Pay-off (profit) table. **2.5**

ii) Calculate Expected Pay-off (profit) using EMV method and suggest best course of action. **03**

What is the optimal number of cakes that should be bought each day? A cake costs Rs.10/- and sells for Rs.15/-

iii) Calculate the Expected Value with Perfect Information. (EVPI) **02**

b) There are 7 different products in a machine shop. Their manufacturing time in Hrs on machines 1 and 2 are given below. Each of the products must go through two machines 1 and 2 in the order 1 -2

Products	Time in Hrs on Machine 1	Time in Hrs on Machine 2
A	25	15
B	40	25
C	15	45
D	20	30
E	75	35
F	100	40
G	60	45

i) Find the optimal sequence of products manufacturing that minimizes the total elapsed time. 02

ii) Find the total Elapsed time for the optimum sequence. 3.5

iii) Calculate the idle time for machine 1. 0

iv) Calculate the idle time for machine 2. 01

c) You are given the Pay-off (profit in Rs.) matrix in respect of a Two – Person Zero – Sum Game as follows:

		Player B			
		B1	B2	B3	B4
Player A	A1	13	14	-4	-12
	A2	8	9	0	5
	A3	7	-5	-2	-8
	A4	-9	-5	0	-2

i)   Find the Maximin strategy 2.5

ii)   Find the Minimax strategy 2.5

iii)   What is the Value of the game? 2.5

Q.5 There are 3 warehouses A,B, C and four market places P, Q, R, S Supply at the warehouses is 8,9 and 13 units. Demand at the market places is 8, 9, 6 and 7 units

The following table shows the unit cost data of transportation and a feasible solution to the problem

Markets / WH	P	Q	R	S	Supply
A	19	17 (8)	18	17	8
B	11	12	5 (6)	9 (3)	9
C	7 (8)	9 (1)	11	12 (4)	13
Demand	8	9	6	7	

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i) Test the given solution for optimality.
ii) If the given solution is not optimal, find optimal solution using MODI method and   03
calculate optimal cost of transportation.

03

From the obtained Optimal Table, answer the following Questions.

iii) If 3 units are transported from B to P, how will the cost be affected?   01
iv) If the transporter from A to R is prepared to reduce the cost by 20% even if one unit   02
transportation business is given to him. Should the offer be accepted?
v) If the management wants to embark on an advertisement campaign in one of the market   02
place, which one should be selected?
vi) If the transport cost from C to R decreases from Rs. 11 to Rs.4, what will happen to   02
transportations solution?
vii) What should be the decrease in the cost of cell A-R so that it can be used alternatively so   02
that multiple solutions are possible?

NORMAL DISTRIBUTION TABLE

Area Under Standard Normal Distribution

x	0.00	0.01	0.02	0.03	0.04	0.05	0.06	0.07	0.08	0.09
0.0	0.0000	0.0040	0.0080	0.0120	0.0160	0.0199	0.0239	0.0279	0.0319	0.0359
0.1	0.0398	0.0438	0.0478	0.0517	0.0557	0.0596	0.0636	0.0675	0.0714	0.0753
0.2	0.0793	0.0832	0.0871	0.0910	0.0948	0.0987	0.1026	0.1064	0.1103	0.1141
0.3	0.1179	0.1217	0.1255	0.1293	0.1331	0.1368	0.1406	0.1443	0.1480	0.1517
0.4	0.1554	0.1591	0.1628	0.1664	0.1700	0.1736	0.1772	0.1808	0.1844	0.1879
0.5	0.1915	0.1950	0.1985	0.2019	0.2054	0.2088	0.2123	0.2157	0.2190	0.2224
0.6	0.2257	0.2291	0.2324	0.2357	0.2389	0.2422	0.2454	0.2486	0.2517	0.2549
0.7	0.2580	0.2611	0.2642	0.2673	0.2704	0.2734	0.2764	0.2794	0.2823	0.2852
0.8	0.2881	0.2910	0.2939	0.2967	0.2995	0.3023	0.3051	0.3078	0.3106	0.3133
0.9	0.3159	0.3186	0.3212	0.3238	0.3264	0.3289	0.3315	0.3340	0.3365	0.3389
1.0	0.3413	0.3438	0.3461	0.3485	0.3508	0.3531	0.3554	0.3577	0.3599	0.3621
1.1	0.3643	0.3665	0.3686	0.3708	0.3729	0.3749	0.3770	0.3790	0.3810	0.3830
1.2	0.3849	0.3869	0.3888	0.3907	0.3925	0.3944	0.3962	0.3980	0.3997	0.4015
1.3	0.4032	0.4049	0.4066	0.4082	0.4099	0.4115	0.4131	0.4147	0.4162	0.4177
1.4	0.4192	0.4207	0.4222	0.4236	0.4251	0.4265	0.4279	0.4292	0.4306	0.4319
1.5	0.4332	0.4345	0.4357	0.4370	0.4382	0.4394	0.4406	0.4418	0.4429	0.4441
1.6	0.4452	0.4463	0.4474	0.4484	0.4495	0.4505	0.4515	0.4525	0.4535	0.4545
1.7	0.4554	0.4564	0.4573	0.4582	0.4591	0.4599	0.4608	0.4616	0.4625	0.4633
1.8	0.4641	0.4649	0.4656	0.4664	0.4671	0.4678	0.4686	0.4693	0.4699	0.4706
1.9	0.4713	0.4719	0.4726	0.4732	0.4738	0.4744	0.4750	0.4756	0.4761	0.4767
2.0	0.4772	0.4778	0.4783	0.4788	0.4793	0.4798	0.4803	0.4808	0.4812	0.4817
2.1	0.4821	0.4826	0.4830	0.4834	0.4838	0.4842	0.4846	0.4850	0.4854	0.4857
2.2	0.4861	0.4864	0.4368	0.487	0.1875	0.4878	0.4881	0.4884	0.4887	0.4890
2.3	0.4893	0.4896	0.4898	0.4901	0.4904	0.4906	0.4909	0.4911	0.4913	0.4916
2.4	0.4918	0.4920	0.4922	0.4925	0.4927	0.4929	0.4931	0.4932	0.4934	0.4936
2.5	0.4938	0.4940	0.4941	0.4943	0.4945	0.4946	0.4948	0.4949	0.4951	0.4952
2.6	0.4953	0.4955	0.4956	0.4957	0.4959	0.4960	0.4961	0.4962	0.4963	0.4964
2.7	0.4965	0.4966	0.4967	0.4968	0.4969	0.4970	0.4971	0.4972	0.4973	0.4974
2.8	0.4974	0.4975	0.4976	0.4977	0.4977	0.4978	0.4979	0.4979	0.4980	0.4981
2.9	0.4981	0.4982	0.4982	0.4983	0.4984	0.4984	0.4985	0.4985	0.4986	0.4986
3.0	0.4987	0.4987	0.4987	0.4988	0.4988	0.4989	0.4189	0.4989	0.4990	0.4990

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B. M. S.

Q.P. Code :31251

[Time:2.30]

[marks. 75]

Please check whether you have got the right question paper.

N.B: i)   All questions are compulsory
      ii) Figures to the right indicate full marks
      iii) Support your answer with suitable examples

Q.1 Answer **any 2** questions from the following   15
   a. Explain the need of India Ethos
   b. Differentiate between Indian management and western management
   c. What are the management lessons learnt from the Vedas?

Q.2 Answer **any 2** questions from the following   15
   a. What is the work ethos? Explain the levels of work ethos.
   b. Discuss the values for Indian manger.
   c. Explain the impact of values on employees, customers and government.

Q.3 Answer **any 2** questions the following   15
   a. Explain the stress management techniques
   b. Differentiate between transactional and transformational leadership
   c. Explain the Saam, Daam, Dand and Bhed theory of motivation

Q.4 Answer **any 2** questions from the following   15
   a. Explain Gurukul system of learning and give its features
   b. Explain the laws of karma
   c. Discuss how Indian ethos helps in personality development

Q.5 Read the given case study and answer the questions given below   15
   Sunil Power Tools is an industrial establishment based in Belapur. It is owned by Mr.
   Sunil Mishra, who is the managing director of the company. The company is reputed for
   it quality products. Mr. Ramakant is a union leader of the company and also works on
   machine operator, in the production department. This department is looked after by Mr.
   Soni, an engineer specialized in metallurgy. Since Mr. Ramakant is a union leader, he
   could not give adequate attention to his job. He is egoistic and arrogant individual. Mr.
   Soni is well natured individual with professional acumen. Due to Ramakant's negligent
   attitude towards work a consignment of 50 twist drills made ready for dispatch were
   delayed with major discrepancies in the item. During inspection in the item, by the
   quality control inspector, it was found that 8 twist drills were defective, when questioned
   by Mr. Soni, Ramakant was very rude and arrogant Mr. Soni made a detailed report and
   submitted to the MD, the MD issued the charge sheet to Ramakant. Ramakant
   approached the MD with an apology and requested his case to be considered
   sympathetically

   Questions
   1. Do you think, Ramakant's behavior will adversely affect organizational culture?
   2. Suppose you were the MD who has an understanding of Indian Ethos, what action would
      you have taken on the apology of Mr. Ramakant?

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B. M. S.

Q. P. Code: 31728

Time: 2:30 Hours

Marks: 75

Q1) Answer **any two** of the following: 15 marks

A) In an image conscious corporate market, what elements do you think will affect corporate image?

B) Discuss on the scope and need of corporate communication.

C) Explain in brief about digital piracy & invasion of privacy

Q2) Answer **any two** of the following: 15 marks

A) Explain the meaning of PR and its functions.

B) How do various business environments influence business of a company?

C) Explain any two theories used in PR in brief.

Q3) Answer **any two** of the following: 15 marks

A) Describe principles of a good media relation.

B) What is employee communication? Mention its sources.

C) What is a press release? What are its characteristics?

Q4) Answer **any two** of the following: 15 marks

A) What do you mean by corporate blog? Mention its role in PR.

B) Write a short note on: E-media relation & E-internal communication.

C) What is the impact of technology on corporate communication?

Q5) Solve the following case and answer the questions given below: 15 marks

XYZ Bank has been in the banking business for last 50 years. They are well-known for good customer service and ethical employee culture. Recently, the bank came into spotlight for the fraudulent acts committed by some employees. This has adversely impacted customer faith with respect to employees.

Questions:

1. Discuss the role of management in employee communication.

2. If you were the manager of this bank, how would you handle this crisis?

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B. M. S.

Q.P. Code: 31603

Time 2.5 hours   **Marks: 75**

Note Below:

1) All Questions are compulsory
2) Figures to the right indicate full marks
3) Give suitable examples wherever necessary

Q1) Attempt **any two** of the following   **15**

a) What is media planning? Explain the different elements of media planning.

b) Explain the role and importance of media in consumer buying decision.

c) Explain the following terms:

   (i) Audit Bureau of Circulation

   (ii) National Readership Survey

   (iii) National Television Study

Q2) Attempt **any two** of the following   **15**

a) Explain the need for media mix.

b) Explain the different types of print media.

c) Explain the different components of media strategy

Q3) Attempt **any two** of the following   **15**

a) What do you mean by Media Budget? Explain the factors to be considered while framing a budget.

b) Explain the elements of buying brief.

c) What is media scheduling? Explain the importance of media scheduling.

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15

Q4) Attempt **any two** of the following

a) Explain the following terms with reference to media measurement:

(i) Reach   (ii) Peoplemeter   (iii) TRP

b) Write a brief note on benchmarking metrics

c) Explain the following:

(i) Evaluating Radio Media Buying

(ii) Evaluating Cinema Media Buying

Q5) Read the following case study & answer the questions below

15

Media planning is the process of deriving the best strategy to reach the largest audience through an effective use of the marketing mix, using appropriate channels. Media planning starts with an analysis of the consumer behavior patterns of a customer's target audience. This could be TV, radio, print, or online. The next step is to devise a relevant advertising strategy across those channels. The selection of media for advertising can sometimes prove tricky for small firms with limited budgets and know-how. Advertisements through national level television and newspapers, are often too expensive for a company that services only a small target market. The important challenge is to translate marketing requirements in to attainable media objectives and then to execute and monitor the strategy to achieve the desired goal. The end-to-end process of media planning and execution involves collaboration between various stake holders. This includes advertising, planning, agencies, creative agencies, broadcaster's ad monitoring agencies, all of whom are involved during different stages of the process.

Questions:

a) Explain the role of media planner.

b) Explain the challenges of Media Planning.

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Sem: VI
Regular Exam: April
Retail Mngt. 2018

extra 25/04/18
B. M. S
TYBMS
Q.P. CODE: 35128

[Time: 2.30 Hours]

[Marks:75]

Please check whether you have got the right question paper.

N.B:
1. All questions are compulsory.
2. Answer to sub-questions must be written together.

Q.1.   Answer the following: (Any two)   **(15 Marks)**

a.   Explain the functions performed by a retailer   (7.5)

b.   Discuss the factors responsible for the growth of organized retail in India (7.5)

c.   What is Airport Retailing? Explain its features   (7.5)

Q.2.   Answer the following: (Any two)   **(15 Marks)**

a.   Explain the factors influencing retail shoppers   (7.5)

b.   Write the steps in developing retail strategy.   (7.5)

c.   Elaborate the objectives of CRM in retail.   (7.5)

Q.3.   Answer the following: (Any two)   **(15 Marks)**

a.   Discuss the need and importance of private label brands.   (7.5)

b.   What is variable pricing? Discuss its types.   (7.5)

c.   What do you mean by merchandising? Explain the principles of merchandising (7.5)

Q.4.   Answer the following: (Any two)   **(15 Marks)**

a.   State the responsibilities of the store manager.   (7.5)

b.   Discuss the 5 S's of Retail Operations.   (7.5)

c.   Explain the tools used for visual merchandising.   (7.5)

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(15 Marks)

Q.5. Solve the case study:

Organized retailing in India is poised for exponential growth. It is expected to experience new paradigms due to the changing dynamics in areas such as demand, supply, technology, supply chain management, government policy.

It is said that as consumerism is rapidly growing, rural consumers will be the biggest beneficiaries. At the same time, the retailer is expected to provide value to the customers, associates, employees and consumers. It may be noted that it is difficult to sustain retail business with such dynamics and changes taking place in the market. The need of hour is flexibility in business so that it can change according to the needs of the market.

With fast changes in rural market, some large companies are ready to enter the organized retail business in small cities and towns. The question is how far they would succeed. If they enter this field, they have to decide that weather they should focus on value retailing or lifestyle retailing.

Retail cannot develop by setting up only malls. In order to promote retail, we also have to promote India as a shopping destination. For this, it is necessary to give Indian retail an Indian face. While we bring in foreign formats to grow, It is very important that India develops her own format rather than just to imitate foreign malls.

Questions

1. How is organized retailing cab be promoted in Rural India?

2. Taking example of an organized retailer in India, explain how have they been successful in giving an Indian face to retail?

3. Before setting up an organized retail store what restrictions you will try to avoid?

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Sem: VI
Regular Exam: April
Brand Mngt.   2018   TYBms   Extra

Brand mngt
24/04/18

B.M.S.

Q. P. Code: 31769

2 ½ Hours   75 Marks

Note: 1. All questions are compulsory
      2. Figures to the right indicate marks.

Q1. Answer the following (Any Two)   (15)

   a. 'Brands are very important to consumers.' Justify this statement with reasons.
   b. Explain the various steps in the strategic brand management process.
   c. Define positioning. Explain the importance of positioning for a brand.

Q2. Answer the following (Any Two)   (15)

   a. Explain the various types of brand elements. Which brand element is the most important according to you?
   b. What is experiential marketing? Explain (with examples) how it can be effectively applied in today's times?
   c. What is co-branding? Explain the advantages and disadvantages.

Q3. Answer the following (Any Two)   (15)

   a. Discuss the brand value chain in detail.
   b. Explain the qualitative research techniques in detail.
   c. Discuss Young & Rubicam's model.

Q4. Answer the following (Any Two)   (15)

   a. Write a note on Brand Hierarchy.
   b. Define cause-related marketing. Do u think cause-related marketing is the need of the hour?
   c. Explain brand revitalisation and brand reinforcement.

Q5. Case Study   (15)

A great example of brand positioning is Disney. With movies, T.V. shows, theme parks, coloring books, and baby clothing (to name only five of its many products).

One successful brand extension is the Disney English-language training center. Though less ingrained in popular culture than other Disney products, this particular extension has been incredibly successful in China. It is especially important to highlight because as an international brand, it faced even more obstacles than other extensions by navigating a vastly different culture and an audience with an entirely different set of values.

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After identifying an international opportunity, Disney leveraged its unique strengths, like its unparalleled customer experience and focus on entertaining children, to break into an incredibly lucrative niche in China. Disney English, centers for teaching young children the English language, opened in Shanghai in 2008, according to McKinsey & Company, simultaneous with the development of the city's Disneyland park. Disney English is now in more than nine cities in China, with more than 30 locations. Further, the extension is helping the main Disney brand to flourish in a country that is not as familiar with its trademark "magic." As McKinsey & Company's article notes, "In a country where Disney's films and merchandising have yet to establish a broad market presence, using language learning to attract small children and their families looks like a great entry point to the world's biggest market and a sound investment in nurturing a future consumer base for Disney products." In this way, the extension capitalizes on both leverage and logic, bringing value to both consumers and the main brand in a number of ways.

Questions:

a. Define brand extension. Explain the advantages that Disney will get from Brand extensions.

b. 'Brand extensions have increased brand equity for Disney' Explain sources of brand equity in context of the given case.

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T.Y.B.M.S. : Sem: VI
Regular Exam: April 2018
Int. Marketing,

B.M.S.

[Time: 2½ Hours]

[Marks: 75]

Please check whether you have got the right question paper.

N.B: 1. All questions are compulsory subject to internal choice
        2. Figures to the right indicate full marks.

1. Attempt **any two** questions   15
   a) Define international marketing. Discuss its features.
   b) Define trade blocks. Explain the degree of integration chosen by countries.
   c) "International marketing is not as easy as domestic marketing" throw light on the statement with respect to the challenges faced in International Marketing.

2. Attempt **any two** questions   15
   a) Explain the components of International Marketing Environment.
   b) Write a note on
      (i)   World bank
      (ii) IMF
      (iii) IFC
   c) Explain the process of International Marketing Research.

3. Attempt **any two** questions   15
   a) Propose an argument on Product Standardisation and Product Adaptation with suitable example
   b) As a company intending to enter the international markets, identify the various channels of distribution that you would consider for entry in the market.
   c) What are the different methods of pricing in international market?

4. Attempt **any two** questions   15
   a) What are the drivers for global service marketing?
   b) What is meant by international organisational design? Explain the types of organisational structure in International business.
   c) How should an export firm proceed to devise international marketing plan.

5. **Case Study**   15
   You are an FMCG company planning to launch a herbal soap in International market.

   1. Design a suitable marketing mix plan for the company.   7.5
   2. What will be the mode of entry that you will adopt for product distribution.   7.5

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