

Assistant's salary per month	Rs. 400
Workmen's salary (worker works for 16 days in a month)	Rs.25 per day
Variable cost per piping	
Taps	Rs.150
Pipes	Rs.100

The revenue earned by sales per unit is Rs.400

Q.2.b. Explain role of rural banking. **(07)**

OR

Q.2.a. Explain meaning and role of Microfinance institutions in rural development. **(08)**

Q.2.b. Explain significance of agricultural finance. **(07)**

Q.3.a. Explain meaning of MSME and how finance is provided to MSME. **(08)**

Q.3.b. Explain benefits of FinTech. **(07)**

OR

Q.3.c. From the following information prepare profit and loss A/c of Tiny Bank ltd for the year ended 31st March 2022. **(15)**

Interest on Loan	25,90,000
Bill Discount (Net)	14,60,000
Rebate on Bill Discount	4,90,000
Stationery and Printing	29,000
Postage and Telegram	14,000
Interest on Cash Credit	22,30,000
Interest on Overdraft	15,40,000
Commission	82,000
Interest on Fixed Deposit	27,50,000
Interest on Saving Bank Deposit	6,80,000
Interest on Current Account	4,20,000
Establishment Charges	5,40,000
Director's Fees and Allowance	30,000
Other Expenses	17,000

TIME: 2.5 Hours**MARKS: 75**

- Note:** 1. Q1 is compulsory.
 2. Q2 to Q5 is compulsory with internal choice.
 3. Figures to the right indicate marks.

Q1. (A) Multiple choice question (Any8)**(8)**

- 1) HRA was first developed by _____ in the year 1691.
 - a. Sir William Petty
 - b. Lee Brummet
 - c. Rensis Likert
 - d. Eric Flamholtz
- 2) Welfare cost is part of _____ cost.
 - a. Additional cost
 - b. Acquisition cost
 - c. Training cost
 - d. Development cost
- 3) _____ refers to the costs incurred in acquiring the right man for the right job at the right time and in right quantity.
 - a. Additional cost
 - b. Requisition
 - c. Acquisition cost
 - d. Training cost
- 4) The object of modern audit is to report on _____ position.
 - a. Market
 - b. Financial
 - c. Social
 - d. Present
- 5) _____ refers to the sacrifice that would have to be incurred to replace presently owned resources.
 - a. Replacement cost model
 - b. Opportunity cost model
 - c. Historical cost approach
 - d. Economic value model
- 6) which of the following is non monetary method of valuation of HR.
 - a. Historical cost method
 - b. Opportunity cost method
 - c. Replacement cost method
 - d. Expected realisable value method
- 7) _____ is compulsory contributory fund for the future of employees after their retirement or for their dependents in case of their early death.
 - a. PF
 - b. TDS
 - c. PT
 - d. Gratuity
- 8) HR valuation report helps the management to control all _____ related to HR department
 - a. income
 - b. profit
 - c. loss
 - d. cost
- 9) HRA is an _____ ideology
 - a. employer oriented
 - b. employer employee mutually benefiting
 - c. employee oriented
 - d. profit maximising
- 10) All actual cost incurred on recruitment, training, familiarisation are capitalised in _____ cost method.
 - a. Historical
 - b. Replacement
 - c. Economic
 - d. Opportunity

Q1. (B) State whether the given statement is true or false (Any 7) (7)

1. Historical cost accounting concept are unrealistic profit.
2. Human resource accounting is mandatory.
3. In HRA there are no measurement problem.
4. Workshop method of conducting HR audit is very rigid.
5. Dynamism of industries create problems of human capital measurement.
6. Professional tax or employment tax is an institute-based tax.
7. Replacement method is a monetary method of human valuation.
8. Out of many one role of auditor is to collect relevant fact.
9. Questionnaire method is highly unscientific.
10. Under statistical approach the result of one organization is compared with the industry standard.

Q2. A) Explain the component of Acquisition Cost (7)

B) What do you mean by HR Accounting? Explain its historical development. (8)

OR

Q2. P). Discuss the benefits and limitations of HR Accounting (15)

Q3. A) Explain the replacement cost model with its advantages & limitations (15)

OR

Q3. P). Explain Economic value added (EVA) model with its advantages (8)

Q). Define and explain the limitations of historical cost (7)

Q4. A) Explain the principles of effective HR auditing (8)

B) What is Human Resource audit? Explain its objectives (7)

OR

Q4 P) Explain the features & objective of HR Audit. (15)

Q5. A) What is human capital? List and explain the various issues in the measurement and reporting of human capital. (15)

OR

Q5. **Write short note on (any three) (15)**

- a) Pre-employment requirements
- b) Non-monetary method valuation of human resources
- c) Role of HR Auditor
- d) Disclosure at International level
- e) Capitalization of Salary

TIME: - 2 ½ hours

MARKS: - 75

**NOTE: -All Questions are compulsory.
Figures to the right indicate full marks.**

Q.1 (a) Fill in the Blanks: (Any Eight) (8)

1. _____ is also self-developed through formal written documents and communication. (Resource, Product, Service, Commodity)
2. _____ is an example of business-to-business service. (Ad agency, Amazon, Flipkart, Myntra)
3. Service organization is a voluntary _____ where members meet regularly to perform charitable works. (Commercial organization, non-profit organization, sick unit, profitable organization)
4. _____ system is designed and managed for the perfection in delivery of core services. (Manufacturing, Packaging, Delivery, Labelling)
5. _____ evaluation is the systematic process of determining the success of the HRP process. (HRIS, HR, HRP, HRM)
6. _____ has become a regular feature both in the public sector as well as in the private sector of organizations (Exporting, Importing, Franchising, Outsourcing)
7. One challenge that _____ HR professionals are currently facing revolves around the staffing of nurses and doctors. (Banking, Healthcare, Railways, Defense)
8. In service gap model gap 1 is _____. (Management perception, Customer expectation, Service quality specification, Service delivery)
9. Interactive marketing of service triangle means _____. (Delivering the promise, Enabling the promise, Setting the promise, Disable the promise)
10. Develop a _____ of the company such that employees have pride in working for the firm. (Public image, Role playing, Situational vignette, bad image)

Q1. (b) True or False: (Any seven) (7)

1. The structure and order of the organization does not limit innovation and growth
2. Employees and managers readily offer their assistance to each other to meet corporate objectives
3. In many service industries the search for productivity is a not important
4. Teachers' salaries are paid alongside other civil servants
5. Agents and brokers do not work on commission basis
6. Conflicts between customers are uncommon
7. Human resources professionals or consultants can train new workers:
8. Tangibility is the primary characteristic that distinguishes services from goods
9. The DINK culture is getting stronger and spreading wider day by day
10. Empathy is the key quality parameter in services

Q.2 Attempt any two from the following.

- (a) Explain the role of service employees? (8)
- (b) What are the reasons for growth and development in the service sector? (7)

OR

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- (c) Explain in detail the six-market model, with suitable examples. (8)
- (d) Explain the concept of employee empowerment, how does it help to provide better services to customers? (7)

Q.3 Attempt any two from the following.

- (a) What is the meaning of Globalization; how globalization will enhance the growth and development in the service industry? (8)
- (b) Reasons and strategies adopted to fill the gaps in the service gap model. Explain? (7)

OR

- (c) Discuss advantages and challenges of delivering services through agents and brokers? (8)
- (d) Explain in detail the process of HRP evaluation? (7)

Q.4 Attempt any two from the following.

- (a) Explain in detail the concept of moment of truth, with examples? (8)
- (b) As per your opinion what various quality issues are in services (7)

OR

- (c) Difference between cycle of failure, mediocrity, and success? (8)
- (d) Explain the concept of Service leadership, with examples? (7)

Q.5 Write Short Notes on: (Any three)

- (15)
1. Employee retention in service sector
 2. Servicescape
 3. Interviewing techniques
 4. Customer satisfaction drives customer loyalty
 5. Front line employees

Duration: 2.5 Hours

Marks: 75

- Note:
- 1) All questions are compulsory subject to internal choice.
 - 2) Figures to the right indicate full marks.
 - 3) Use of Simple Calculator is allowed.

Q.1. Attempt any two Questions:

- a) Explain the concept of International Finance along with its significance. (7.5)
- b) Discuss the features of Gold Standard. (7.5)
- c) The following quote is given
 USD 1 = AED 3.7555-25
 Identify the country in which the quote is direct.
 Find the mid rate, spread and spread percentage.
 Calculate the inverse quote. (7.5)

Q.2. Attempt any two Questions:

- a) The following data is available to decide on the best alternative for investing INR 20 Million for a temporary period of three months on a risk free basis. Exchange rates are against INR. (7.5)

	Currency	Spot Rate	3 months forward rate	Interest rate (% p.a.)
1.	USD	82.1565	83.1565	3.5
2.	GBP	100.5050	101.5050	4.5
3.	EUR	89.2575	89.3575	5.5

- b) Calculate one, two and three month forward USD/INR (7.5)
 Spot USD/INR 82.3575-82.3625
 1 month forward 275-375
 2 month forward 885-995
 3 month forward 1035-1135
- c) Discuss the features of Eurocurrency market. (7.5)

Q.3. Attempt any two Questions:

- a) Discuss the role and functions of FEDAI. (7.5)
- b) What are global money market instruments? (7.5)
- c) What Is Purchasing Power Parity (PPP), and How Is It Calculated? (7.5)

Q.4. Attempt any two Questions:

- a) Describe various types of risks associated with FOREX. (7.5)
- b) What are objectives of international taxation? (7.5)

- c) A company is planning to invest USD 1,00,000 in a project that is more viable . Following table shows the future cash flows of the two alternatives. (7.5)

Year	Alternative I (Investment in New Jersey)	Alternative II (Investment in Tokyo)	Discount Factor
1	75,000	50,000	0.9091
2	75,000	50,000	0.8264
3	50,000	75,000	0.7513
4	50,000	75,000	0.6830

Suggest that in which country, the investor shall invest based on NPV.

Q.5.

a) Case Study:

Rupee is one of the best-performing Asian currencies in the year 2023 so far. Year-to-date, the domestic currency is up about a per cent against the dollar thanks to India's healthy macroeconomic indicators, positive interest rate differentials, stable inflation, and foreign investment inflows.

Analysts believe that the domestic currency may remain resilient in the medium term because of the fall in crude oil prices, easing of the dollar index amid expectations of a pause in rate hikes, India's narrowing current account deficit (CAD) and foreign capital inflows.

Rupee fell to record low levels against the dollar in 2022 but the new year has seen the currency gaining strength. Data show that while the currency has gained about a per cent against the dollar, the Japanese yen and Chinese yuan have slipped further against the US currency. On the other hand, British Pound and the European currency euro are among the biggest gainers against the dollar this year so far.

Most analysts are positive about the medium-term prospects of the dollar. However, there may be some intermittent volatility in the US dollar and Indian rupee (USDINR) pair according to the economic indicators.

Answer the following questions:

- 1) Why is INR considered as the best performing Asian currency in the year 2023? (2.5)
- 2) Why do analysts believe that INR may remain resilient in the medium term? (2.5)
- 3) How are currencies other than INR like JPY, CNY, GBP, GBP and EUR standing against USD? (2.5)
- 4) In general, what factors can affect foreign exchange rates? (2.5)

b) Solve the following:

Spot Rate USD/CAD 1.3750
6 months Forward Rate 1.3850
Calculate AFM and interpret the results.

(5)

TIME: 2.5 Hours

MARKS: 75

Note: 1. All questions are compulsory subject to internal choice.

2. Figures to the right indicate full marks.

3. All working notes will be part of the answer.

Q.1 Answer any two from the following. (15 marks)

(A) Define financial services. Explain the reasons for the growth of innovation in financial services.

(B) Growth Factors advances Rs.14 lakhs to Janhit Ltd. against agreement for providing advance payment of 80% of trade receivables and for guaranteed payment after 3 months which is the average collection period. The rate of interest is 20% compounded quarterly and factoring commission is 1.5% of receivables, both collected upfront. Assume a year of 360 days.

- Compute the amount actually made available to Janhit Ltd.
- Compute the effective cost of funds made available to Janhit Ltd. on an annual basis.
- Assume that interest is collected in arrears and commission in advance, and calculate the effective cost of funds on annual basis.

(C) Explain bill discounting scheme 1970.

Q.2 Answer any two from the following. (15 marks)

(A) Describe the role of Underwriter to the issue and its code of conduct.

(B) Enumerate the features of financial futures and forward contracts.

(C) Explain the benefits of securitization to banks, originators, and investors.

Q.3 Answer any two from the following. (15 marks)

(A) Harry purchased an electronic gadget on hire purchase system. The total cash price of the gadget is Rs.200,000. Down payment of Rs.70,000 is payable. Three annual installments of Rs.53,000, Rs.49,000 and Rs.55,000 including interest is payable at the end of first, second and third years respectively. Interest is charged at 10% p.a. Rate of depreciation is 10% on straight line method. You are required to:

- Prepare a table showing the yearly interest pay-outs for all three years. Calculations are to be made to the nearest rupee.
- Journalise the above transactions in the books of the hire purchaser for the first year.

(B) Explain the role of NHB in housing sector in India.

(C) Describe the exit routes for venture capital finance investors.

Q.4 Answer any two from the following. (15 marks)

- (A) Define consumer finance and explain the drawbacks of consumer finance.
- (B) Explain the types and benefits of credit cards.
- (C) Explain the features of smart cards.

Q5. Case Study

Mr. Bijoy wants to diversify his investment portfolio. He wants to invest in corporate bonds. However he is not clear about credit rating and its implications. He is seeking your help to demystify the concept and significance of credit ratings. Answer the following questions to help Bijoy.

- a) What are the objectives of credit rating? (05marks)
- b) How does credit rating benefit investors? Is credit rating the only criterion for investing in bonds? (05 marks)
- c) What is the process of credit rating for the bond issuer? (05 marks)

TIME – 2.5 HRS

MARKS – 75

NOTE – a. ALL QUESTIONS ARE COMPULSORY

b. FIGURES TO THE RIGHT INDICATE FULL MARKS

1. A) Choose the correct alternatives (any 8)

8 marks

1.orientation refers to exporter viewing international marketing as secondary to domestic operations
 - a. Ethnocentric
 - b. Polycentric
 - c. Regiocentric
 - d. Geocentric
2.licensing is a type of international licensing
 - a. Strategic alliance
 - b. takeovers
 - c. cross
 - d. partnerships
3.is not a positive impact of trade barriers
 - a. Accelerates growth
 - b. additional revenue
 - c. protection to domestic industries
 - d. free movement of goods and services
4. is a sister institution of IMF
 - a. World bank
 - b. IFO
 - c. UNICEF
 - d. RBI
5. Custom regulations are _____ barriers of trade.
 - a. tariff
 - b. non tariff
 - c. political
 - d. social
6. Health and safety warnings are included in _____.
 - a. packaging
 - b. branding
 - c. labelling
 - d. pricing
7. International marketing is dominated by _____ countries.
 - a. poor
 - b. developing
 - c. developed
 - d. rich
8. Trading blocs give benefits to _____ countries.
 - a. member
 - b. non-member
 - c. rich
 - d. poor
9. Macro environment represents _____ environment.
 - a. external
 - b. internal
 - c. international
 - d. domestic
10. Break Even Pricing means _____
 - a. Only Profit
 - b. Marginal Profit
 - c. Only loss
 - d. No Profit no Loss

1. B) Match the following (any 7)

7

marks

1	Concentrated marketing	A	Free movement of labour and capital
2	Modern technique of control	B	Uniform fiscal and monetary policies
3	Distribution channel	C	Regional economic grouping
4	Low prices in introduction stage	D	Identifying potential market
5	International marketing research	E	Export consortia
6	Common market	F	Penetration pricing
7	Economic union	G	One single target market
8	Trading bloc	H	Management by objectives
9	Standardisation	I	Buyback
10	Counter trade	J	Uniformity in products offered

2. A) Differentiate between Domestic marketing and international marketing 8
B) Enumerate on different types of tariff barriers 7
OR
2. C) Explain briefly about SAARC and its objectives 8
D) As an international marketing student suggest any three international market entry methods. 7
3. A) Explain briefly the steps in international marketing research 8
B) Discuss Hofstede's six dimension of culture. 7
OR
3. C) What is international marketing environment? Explain economic environment. 8
D) Explain economic integration and its types 7
4. A) Discuss bases for market segmentation in international marketing 8
B) Mention different types of international distribution channels. 7
OR
4. C) Highlight various international pricing methods. 8
D) Explain various international promotional tools. 7
5. A) Mention the steps in selection of overseas market 8
B) Distinguish between Multi domestic strategy and global strategy 7
OR
5. Write short notes on – (any 3) 15
a. Transnational strategy
b. Service culture
c. Transfer pricing
d. Mass marketing strategy
e. World bank

Duration: 2.5 hours

Marks-75

- Note: 1) All questions are compulsory.
2) Working Notes should form part of your answer.
3) Figures to the right indicate full marks.

Q.1. (A) Select the most appropriate alternatives from those given below and rewrite the statements. (Any 8) (08)

1. The liability to pay tax on goods shall arise at the _____.
 - a) Dispatch of goods
 - b) Removal of goods
 - c) Time of supply
 - d) Delivery of goods
2. Input tax credit of _____ cannot be utilized for making payment of CGST.
 - a) CGST
 - b) SGST
 - c) IGST
 - d) Both A & B
3. Chairperson of the GST council is _____.
 - a) Union minister of state in charge of revenue
 - b) One elected person amongst the state finance minister
 - c) Union finance minister
 - d) Minister in charge of finance
4. _____ is levied on interstate supplies of goods or services or both.
 - a) CGST
 - b) SGST
 - c) IGST
 - d) Both A & B
5. Supplier means person supplying _____.
 - a) Goods
 - b) Services
 - c) facilities
 - d) Goods or services
6. The challan generated in form GST PMT 06 is valid for _____.
 - a) 3 days
 - b) 7 days
 - c) 10 days
 - d) 15 days
7. GSTIN is a _____ digit unique number.
 - a) 15
 - b) 14
 - c) 10
 - d) 27
8. E-way bill is to be generated for a value more than _____.
 - a) 10,000
 - b) 5,000
 - c) 50,000
 - d) 1,00,000
9. For banking and financial services, place of supply is _____.
 - a) Location of recipient in records of supplier
 - b) Location of supplier
 - c) Location of head office
 - d) Location of recipient in records of supplier and if Location of recipient is not available then Location of supplier
10. I stand for in IGST is _____.
 - a) International
 - b) Internal
 - c) Integrated
 - d) Intra

Q.1. (B) State whether the following statements are True or False. (Any 7) (07)

1. Indirect tax is a regressive tax
2. Person liable to pay consideration is recipient of supply.
3. Place of supply is the location of supplier when supply is made to a registered person.
4. Supplier does not include as agent.
5. Aggregate turnover includes all taxable and taxes thereon.
6. TDS certificate is to be furnished in form GSTR-7
7. E-Way bill once generated cannot be cancelled.
8. Exempt supply excludes non-taxable supply.
9. Value of supply is the amount upon which tax is levied and collected.
10. Import of goods or services is treated as inter-state supply

Q.2 A) From the following information for June 2021 supplied by Mr Kamal Hasan. Classify below item as taxable or non-taxable and calculate the value of taxable supply for the month of June 2021. (Ignore threshold limit and all amounts given are excluding GST) (08)

Sr. No.	Particular	Amount
1	Security charges received from candidate contesting for Lok Sabha election	50,000
2	Rent from lodge (declared tariff 800 per day per month)	60,000
3	Royalty from temporary transfer of trade marks	2,50,000
4	Sale of software	1,00,000
5	Consultancy given in relation to cultivation of mango	50,000
6	Consultancy given in relation to production of mango jam	1,10,000
7	Private tuition fees from school students	1,00,000
8	Health care services rendered	30,000

Q.2 (B) Vikas ltd is a manufacturing concern in Mumbai. In FY 2022-23 total value of supply including inward supplies taxed under reverse charge basis are Rs 1,55,00,000, as per the following. Explain whether Vikas ltd is eligible to opt for composition scheme. (07)

Particulars	Rs
Intra State Supplies	60,00,000
Intra state Supplies made which are subject to 0% CGST	60,00,000
Intra state Supplies which are wholly exempt	30,00,000
Value of inward supplies which is payable under RCM	5,00,000

OR

Q.2 C) From the following information given to you of Mr. Kamalakar, **compute the value of Taxable service and the Goods and Services Tax Payable for the month.** All amounts given are excluding Goods & Service Tax. GST rate for all the supplies may be assumed to be 18%. **(15)**

Particulars	Amount
1. Commission earned on toll receipts	96,000
2. Transportation charges on sugar	48,000
3. Service of transport of passengers by ropeway	1,32,000
4. Courier service	1,44,000
5. Transportation charges, freight collected per trip was Rs- 1,200/-	72,000
6. Coaching of MBA entrance exam	28,000
7. Commission from acting as commission agent of consumer goods	36,000
8. Royalty from permanent transfer of trademarks	24,000
9. Carried out certain process as job work which did not amount to manufacture	84,000
10. Commission from acting as clearing and forwarding agent	1,20,000
11. Commission for acting as commission agent of agriculture produce	1,08,000
12. Toll receipts from highway of Mumbai to Pune	60,000

Q.3 A) Determine the Place of Supply from the following Transactions and give explanation to the answer. **(08)**

- Vijay of Nagpur sell 30 TV set to Narayan of Bangalore for delivery at Mr. Narayan place of business at Bangalore.
- Sita refineries (Mumbai, Maharashtra) gives a contract to Don Ltd (Ranchi, Jharkhand) to assemble a power plant in its Kutch, Gujarat refinery.
- Mr Kishor of Delhi being an event organizer hosted an exhibition at Mumbai to exhibit the products of Chennai silks, Chennai, which is a registered person.
- Mr Raj of Chennai supplied goods to M/s spice jet airlines of Chennai flying between Delhi-Mumbai. The goods are loaded in the aircraft in Delhi.

Q.3 B) From following independent transactions related to Continuous Supply of goods, find out the time of supply for each of the case. **(07)**

Sr. no	Date of Invoice	Date of Statement of Accounts	Date of receipt of payment
1	15-01-2022	12-01-2022	17-01-2022
2	15-10-2021	16-10-2021	14-10-2021
3	10-01-2022	09-01-2022	05-01-2022
4	20-11-2021	25-11-2021	01-12-2021
5	10-12-2021	09-12-2021	12-12-2021

OR

Q.3 C) Ms Surekha purchased a car worth Rs 5,00,000 plus GST at 5% from Mr Kiran. Mr Kiran also received Rs 40,000 towards car accessories which were not included in the price. A discount of Rs 15,000 was given by Mr Kiran to Ms Surekha at the time of sale of car. Mr Kiran hired Mr Raj for delivering the car to Ms Surekha. An amount of Rs 20,000 was paid by Ms Surekha to Mr Raj. Calculate the value of supply as per the provision of section 15 of CGST Act 2017.

(08)

Q.3.D) Determine Time of Supply Services in following independent Cases-

(07)

Sr. no.	Date of Provision of Service	Time of Invoice	Date of payment
1	16-09-2022	05-10-2022	06-10-2022
2	06-10-2022	05-11-2022	21-10-2022
3	23-10-2022	26-11-2022	30-11-2022
4	06-10-2022	16-10-2022	01-10-2022
5	08-10-2022	10-11-2022	16-11-2022
6	12-10-2022	10-11-2022	12-11-2022
7	15-10-2022	10-11-2022	19-01-2022

Q.4 A) Viraj Started Business (Goods) in the month of May 2023 in Uttarakhand, find out from which month he will be liable to register as per the provisions of GST Act.

(08)

Month	Taxable Purchases (Rs)	Tax Free Purchases (Rs)	Taxable Sales (Rs)	Tax Free Sales (Rs)
June	1,50,000	1,00,000	1,50,000	2,30,000
July	1,80,000	2,50,000	1,30,000	1,75,000
August	2,00,000	1,90,000	1,90,000	1,35,000
September	1,10,000	1,30,000	1,80,000	1,70,000
October	80,000	70,000	1,30,000	90,000
November	1,25,000	2,20,000	3,25,000	80,000
December	33,000	90,000	1,75,000	2,10,000
January	3,60,000	1,45,000	1,50,000	1,10,000
February	2,50,000	1,13,000	1,60,000	1,50,000
March	3,70,000	90,000	1,20,000	80,000

Q.4 B) India Travels a goods transportation company has provided information. regarding input tax credit related to GST on inward supplies for the month of July 2022. You are required to calculate ITC available for the month July 2022. **(07)**

Following input tax credits was available on various transactions.	Rs
1. Purchased of Trucks for transportation of goods	1,200,000
2. purchased of Gift articles for customers during silver jubilee function	65000
3. Goods lost due to natural calamity	80000
4. Truck purchased for imparting training for new drivers	625000
5. Repairs of truck from Shyam garage	25000
6. Health Insurance purchased for drivers (Mandatory as government issued a notification)	45000
7. Outdoor catering services from Delhi Chat	45000

OR

Q.4 C. Ms. Sonia registered in state of Uttar Pradesh provides following details for the month of October. **Calculate her net tax liability for the month of October.** **(15)**

Closing balance in electronic credit ledger as on 30th September is IGST Rs.2, 00,000, CGST Rs.90,000 and SGST Rs.50,000.

Sold goods @ 28% GST to Jagruti in Uttar Pradesh	10,00,000
Sold goods @ 18% GST to Rushikesh in Punjab	9,70,000
Provided Services @ 5% GST to Akshay in Karnataka	4,25,000
Provided Services @ 12% GST to Akash in west Bengal	8,75,000
Inward supplies @ 5% GST from Uttar Pradesh	7,80,000
Inward supplies @ 18% GST from Telangana	50,000
Inward supplies @ 12% GST from Karnataka	85,000
Inward supplies @ 28% GST from Uttar Pradesh	6,70,000

Q.5 A) Define Business, Consideration and E-Commerce operator as per GST act **(08)**

Q.5 B) Explain composite supply and Mixed supply with example. **(07)**

OR

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

1. Credit Note
2. Intra and Interstate supply
3. E-way Bill
4. Casual Taxable Person
5. Non-Monetary Consideration

Time: 2 Hrs and 30Minutes

Marks: 75

Q-1. A. Fill in the blanks choosing the correct alternatives. (Any 8) (8)

1. Non-profit organization are commonly known as _____. (Non Government Organisation, Non Corporation organization, Public organization, Government organization)
2. _____ is a systematic process of deciding key decision for an organization to thrive successfully in the future years. (HRM planning, Strategic planning, Organizing, Marketing)
3. Membership organization that form to advance a specific set of beliefs or to reach specific goals or objectives are called as _____. (Social Advocacy organization, Social change organization, Social firms, Foundations)
4. _____ organizations provide free and low-cost services, such as computer training for children's. They receive funding from the public. (Public Charities, Social Advocacy organization, Social firms, Foundations)
5. _____ is a process where future income and expenditure are decided in order to re-organize the expenditure process. (Positioning, Budgeting, Processing, Listing)
6. _____ involves different cost accounting methods that have the goal of improving business cost efficiency by reducing costs. (Positioning, Cost Management, Processing, Listing)
7. _____ is an important function of most nonprofit organizations. (Advocacy, Selling, Marketing, Production)
8. _____ is the first stage of fund raising cycle. (Cultivation, Marketing, Identification, Communication)
9. Projects are exhaustive both in terms of time and resources but do not add any value to the NGO are called as _____. (Live ducks, Closure, Star projects, Dead ducks)
10. Community based organizations are also known as _____. (Community organization, Grass-roots organization, Community root organization, Community grass-root organization)

Q.1. B. State whether the following statements are True or False:(Any7) (7)

1. Strategic planning does not involve senior team members and the board members of the organization.
2. Projects are exhaustive both in terms of time and resources but do not add any value to the NGO are called as Dead ducks.

3. Word of mouth does not help in promotion.
4. Every non-profit organization is part of a larger community, a citizen of society.
5. Budgeting is a process where future income and expenditure are decided in order to re-organize the expenditure process.
6. The bottom-up approach to budgeting does not adopts a more inclusive approach towards the budgeting process.
7. Well-designed promotion mix is crucial for brand building and positioning.
8. The sender or the Communicator is the person who initiates the conversation.
9. The core objective of any Non-profit organisation is social responsibility towards the planet.
10. CSR Strictly speaking does not imply charity, Sponsorship or Philanthropy.

Q.2.A Elaborate Marketing and communication for Fundraising (8)

Q.2.B. What is Non-Profit Organization? Explain its Features. (7)

OR

Q.2.C. Discuss the Various stakeholders in Non-Profit Organisation. (8)

Q.2.D. Explain Principles of Strategic planning of Non-Profit Organisation. (7)

Q.3.A. Explain in brief the Stages of Market Segmentation. (8)

Q.3.B. Describe the process of Budgeting. (7)

OR

Q.3.C. Explain in detail Marketing Mix of Non-Profit Organisation. (15)

Q.4.A. Explain the Various types of Promotion strategy in Non-Profit Organisation. (8)

Q.4.B. Discuss different steps in Communication process. (7)

OR

Q.4.C Discuss the various Elements of Integrated Marketing Communication. (8)

Q.4.D. Explain the Fundraising Cycle in detail. (7)

Q.5.A. What is CSR? Discuss the Evolution of CSR. (8)

Q.5.B. Identify different types of Non-Governmental Organization. (7)

OR

Q.5. Write a short note on:(Any Three) (15)

1. SWOT Analysis
2. Positioning
3. CSR
4. Advocacy
5. Vision

Duration: 2.5 Hrs.

Marks: 75

Q.1A) Select the correct option; (Any 8 out of 10)

08 marks

1. _____ is not a strength of magazines
 - a) shelf-life
 - b) inherent design flexibility
 - c) deadline flexibility
 - d) quality reproduction
2. Clutter is defined as _____
 - a) A faulty broadband connection
 - b) Coarse paper stock
 - c) An overabundance of messages
 - d) A promotional tool
3. Reach is defined as _____
 - a) Insufficient exposure to the target audience
 - b) The Number of times a reader is exposed to a message
 - c) The total number of duplicated exposures
 - d) The total number of unduplicated exposures
4. Which of the following is a key component of media planning that involves only with determining where and when to place advertisements?
 - a) Media Strategy
 - b) Media Mix
 - c) Media Scheduling
 - d) Media Buying
5. A media plan is typically developed based on:
 - a) Creative Execution
 - b) Brand Reputation
 - c) Marketing Objectives
 - d) Market Valuation
6. Media buying involves:
 - a) Negotiating prices with media vendors
 - b) Selecting the most suitable media channels
 - c) Developing creative advertisements
 - d) Evaluating campaign effectiveness

7. What term refers to the cost of reaching one thousand individuals with an advertising message?
 - a) Cost per Click
 - b) Cost per Exposure
 - c) Cost per Interaction
 - d) CPM
8. The process of analyzing the effectiveness of media campaigns and making adjustments for improvement is known as:
 - a) Media Assessment
 - b) Media Evaluation
 - c) Media Monitoring
 - d) Media Analysis
9. The total number of times an advertisement is seen by the target audience is measured by:
 - a) Advertising Impressions
 - b) Media Exposure
 - c) Advertising Frequency
 - d) Media Reach
10. Which term refers to the comprehensive strategy outlining where and when advertisements will be placed to achieve marketing objectives?
 - a) Advertising Blueprint
 - b) Media Strategy
 - c) Audience Targeting
 - d) Market Analysis

Q.1B) Match the column (any 7 out of 10)

07 marks

1	CPM	A	Measuring the effectiveness Method
2	Continuity	B	Emerging media option
3	IRS	C	Opportunity to see
4	Clutter in outdoor	D	Measuring brand and category index
5	frequency	E	Gross impression
6	GI	F	Number of times an ad is repeated in a given period of time
7	Diary method	G	When too many hoardings are placed next to each other

8	BDI and CDI	H	Cost per thousand
9	Mobile advertisement in India	I	Indian readership survey
10	OTS	J	When an ad runs in the media for a long time without any gap

Q.2a) Explain with examples the factors affecting media planning decisions. **08 marks**

Q.2b) Who is a media planner? What are the role and functions of a media planner? **07 marks**

OR

Q.2c) “Media planning is not free from challenges.” - Elaborate **08 marks**

Q.2d) What is media research? Explain any two sources of media research. **07 marks**

Q.3a) Explain the advantages and limitations of Newspapers as a media. **08 marks**

Q.3b) What is media strategy? Why is media strategy needed? **07 marks**

OR

Q.3c) Explain with example any two type of out of Home (OOH) media. **08 marks**

Q.3d) Explain any three New media of advertising with its merits and demerits. **07 marks**

Q.4a) What is media budget? What are the factors affecting the media budget? **08 marks**

Q.4b) What is media scheduling? Explain any three media scheduling strategy. **07 marks**

OR

Q.4c) What is media buying? What are the main objectives of media buying? **08 marks**

Q.4d) What are the factors affecting your media scheduling strategies. **07 marks**

Q.5a) Explain the importance of reach and frequency in the media measurement process. **08marks**

Q.5b) What are television metrics? How are they useful in evaluating the effectiveness of a TV ad? **07 marks**

OR

Q.5c) Write short notes on **any three** of the following: (5 marks each) **15 marks**

1. Radio as a Media
2. Features of Media
3. ABC (Audit Bureau of Circulation)
4. Transit Media
5. BDI and CDI

Duration : 2 ½ Hrs.

Total Marks : 75

Note : All Questions are compulsory subject to Internal choice
Each question carries equal marks.

Q1 A) Choose and Write correct answer from the options given below: (Any 8) (8)

1. OD interventions reduce unnecessary _____.
(Conflict/Competition /Work /Collaboration)
2. In expert power the power holder has _____.
(Expert Knowledge/Teams/Influence/Legal rights)
3. OD programs increase the _____ of employees.
(Motivation/Salaries /Tenure /Perks)
4. Process consultation is a _____ technique of OD intervention.
(Traditional/ Outdated/ Modern/Discontinued)
5. Sensitivity Training is also known as _____ training.
(Laboratory/On the Job /New /Theoretical)
6. In OD Good leadership results in more _____.
(Profits/turnover of employees/committed staff /payments from suppliers)
7. The process of power is connected with _____.
(Profit/Greed /Politics/Information)
8. _____ is the last phase in organizational diagnosis.
(Analysis/Feedback/Entry/Study Design)
9. _____ Strategy is also known as entrepreneur strategy.
(Reposition /Marketing/ Retrenchment/Replacement)
10. The process of OD is based on the action _____ model.
(Research/ Reaction/Analysis/Results)

Q1 B) State Whether following statement is true or false: (Any 7) (7)

1. Business Process Reengineering is not a subjective process.
2. Timing Tactics analyses both the decisions and the actions taken.
3. Organizational development is critical to product innovation.
4. Unobtrusive data are collected directly from respondents .
5. Deception is any form of unethical and will destroy trust.
6. Longitudinal evaluations in OD are often challenging to conduct.
7. The consultant acts as an advisor, who presents the suggestions and perspectives as a solution to the problem.
8. The Arbitrator is the most powerful type of intermediary.
9. The infant stage is the stage of decline.
10. The OD manager plans, develops, implements and administers HR programs for company employees.

Q2 A) Discuss the objectives of Organizational Development. (8)

B) Explain the Participation of top management in Organizational Development. (7)

OR

C) Explain the relevance of Organizational Development for managers. (8)

D) Discuss Organizational Development in Global Setting. (7)

Q3 A) What is Organizational diagnosis? Explain its need. (8)

B) Define Organizational renewal. What are the techniques of Organizational renewal? (7)

OR

C) What do you mean by Business Process Re-engineering? Explain its Features. (8)

D) Explain the role of change agents. (7)

Q4 A) Explain the different types of Organizational Development interventions. (8)

B) Briefly the traditional techniques of Organizational Development intervention. (7)

OR

C) Explain the features of organization development intervention. (8)

D). Explain the methods of Evaluation of Organizational Development Intervention. (7)

Q5 A) Elaborate on Value Conflict and Dilemma. (8)

B) What are the ways to enhance organizational effectiveness? (7)

OR

Q5 C] Write short notes on. (Any Three) (15)

1. Organizational life Cycle.
2. OD-HRD interface
3. Ethical guideline for OD Professionals.
4. Values in OD.
5. Transactional Analysis.

.....

Time: 2.30 Hrs

Marks: 75

(A) Multiple Choice Question: (Any 8)

(8)

1. _____ project are those set up within the national boundaries of a country.
(i) National (ii) International (iii) Normal (iv) Private
2. _____ is the long-term strategic decision which determines a company's capability to supply products or services.
(i) Project Management Maturity Model (PMMM) (ii) Continuous improvement
(iii) Capacity planning (iv) Procedural
3. _____ is the set of tasks grouped chronologically into processes and the set of people or resources needed for those tasks.
(i) Organisation (ii) Workflow (iii) Project (iv) Organisational structure
4. _____ analysis enables the government to take up new developments which will benefit everyone and not just a few.
(i) SWOT (ii) Environmental Impact Assessment (EIA)
(iii) Feasibility studies (iv) social cost benefit
5. _____ is the process of tracking, reviewing, and reporting the progress to meet the performance objectives defined in the project management plan.
(i) Project Management Maturity Model (PMMM) (ii) Monitor and Control Project Work
(iii) Project management information system (iv) Project auditing
6. _____ are instruments for raising debt capital.
 - a. Equity
 - b. Preference
 - c. Factoring
 - d. Debenture
7. _____ is the number of days a company takes in realizing its inventories in cash.
 - a. Cash Cycle
 - b. Operating cycle
 - c. Debtor cycle
 - d. Creditor cycle

8. If $PI < 1$ then reject the project.

- a) Accept
- b) Reject
- c) No effect
- d) Positive effect

9. _____ contains the recognition that process improvement is necessary to maintain a competitive advantage.

- a. Level 1- Common Language
- b. Level 2-Common Processes
- c. Level 3-Singular Methodology
- d. Level 4-Benchmarking
- e. Level 5- Continuous Improvement

10. The key to a successful project is in the _____.

- (i) Planning (ii) Organising (iii) Monitoring (iv) Implementation

(B) Match the following: (Any 7)

(7)

Group 'A'	Group 'B'
(a) Feasibility study	(i) <i>Internal and positive factors</i>
(b) Technical feasibility	(ii) A tool used to identify the environmental, social and economic impacts of a project prior to decision-making.
(c) Economic viability	(iii) Financial analysis
(d) Swot	(iv) External and positive factors
(e) Strengths	(v) Strategic planning tool
(f) Weaknesses	(vi) Technology
(g) Opportunities	(vii) External and negative factors
(h) Threats	(viii) Better use of available raw material
(i) Environmental impact assessment	(ix) Improve the standard of living in society
(j) Positive NPV	(x) Internal and negative factors
	(xi) Accept the proposal

Q2. A. Discuss Project Management Maturity Model.

(8)

Q2. B. How is project classified?

(7)

OR

(15)

Q2. A company can make either of two investments. Assume a required rate of return at 10%, determine for each project.

- (a) Net Present Value.
- (b) Profitability Index.

The cash inflows of the two projects are as follows:

Particular	A	B
Cost of Investment (Rs.)	10,00,000	12,00,000
Expected Life (No. Salvage)	5 Years	5 Years
Cash Inflow:		
Year 1	80,000	90,000
2	70,000	1,50,000
3	80,000	1,00,000
4	70,000	80,000
5	60,000	80,000

	Year 1	Year 2	Year 3	Year 4	Year 5
PV of Re. 1 @ 10% of:	0.909	0.826	0.751	0.683	0.621

- Q3. A. What is the importance of project planning? **(8)**
- Q3. B. Discuss government assistance toward project management for start-ups. **(7)**

OR

Q3. The data relating to two companies are as given below: **(15)**

Particular	Company A	Company B
Equity Capital @ Rs. 10/- each	Rs. 5,00,000	Rs. 3,00,000
10% Debenture	Rs. 4,00,000	Rs. 6,00,000
Output (unit) p. u.	20,000	30,000
Selling Price Per unit	Rs. 35	Rs. 30
Fixed Cost p. u.	Rs. 5,00,000	Rs. 1,00,000
Variable Cost p. u.	Rs. 20	Rs. 10

You are required to calculate the operating leverage (OL), financial leverage (FL) and combine leverage (CL) of two companies. Tax rate 30%. find out impact of leverages on Cost of Capital.

- Q4. A. What is Risk? State and explain various types of risk in project. **(8)**
- Q4. B. What are the reasons for project termination? **(7)**

OR

Q4. On 31st March, 2022 the balance sheet of Gomati Ltd. was as follows: **(15)**

Balance Sheet

Liabilities	Rs.	Assets	Rs.
Share capital:			
Authorized 20,000 equity shares of Rs. 100/- each	2,00,000	Land and buildings	3,00,000
Issued and paid up 15,000 equity share of Rs. 100/- each	15,00,000	Furniture	1,72,500
Less: Calls in arrears at Rs. 20/- each	14,98,000	Stock	4,50,000
Reserves A/c.	1,54,500	Sundry debtors	9,07,500
Bank Overdraft	32,000	Bills Receivable	20,000
Creditors	1,15,500	Bank	1,30,000
Bills Payable	67,500		
Outstanding Expenses	1,12,500		
	19,80,000		19,80,000

The net profits of the company after providing for tax were as follows:

Year Ended	Rs.
31 st March, 2022	1,82,500
31 st March, 2021	1,70,000
31 st March, 2020	1,97,000
31 st March, 2019	1,85,000
31 st March, 2018	1,45,000

On 31st March, 2022 Land building were values at Rs. 4,75,000 and Furniture were valued at Rs. 2,05,000. Normal rate of return can considered at 10%. Goodwill is to be valued at Rs. 77,800.

Find the intrinsic value of fully paid and partly paid equity shares. Consider closing employed as average capital employed.

Q5. Calculate the important ratios for granting term loans and give your recommendations from the following information: **(15)**

(Rs. in Lacs)

Year	I	II	III
Profit before Interest & Tax	60.00	80.00	100.00

Tax rate 40%

Loan is repayable in equal installments at the end of the each of the 3 years along with interest.

Loan amount: Rs. 420 lacs @ 12% p.a.

Capital investment in project: Rs. 600 lacs depreciable equally over 3 years

Q5. Write Short Notes on: Any 3

(15)

- a. Forms of organisation structure
- b. Production Planning and Control.
- c. Continues improvement.
- d. Significant of Demand Forecasting
- e. Conflict in Project Management.

Time: 2 ½ Hours

Max Marks: 75

Instructions: All questions are compulsory and carry 15 marks each.

Q1.A Choose the right answer (**Any eight**)

8

- 1 _____ means maintaining basic required stocks to fulfil consumer demands.
 - i. Inventory management.
 - ii. Store management
 - iii. Category management
 - iv. Retail management
- 2 Electronic retailing permits _____.
 - i. Touch and feel factor
 - ii. Reduction in set up cost
 - iii. Point of sale terminal.
 - iv. Visual merchandising
- 3 _____ is not a customer retention approach.
 - i. Frequent shopper programs
 - ii. Personalization
 - iii. Loyalty cards
 - iv. HRM
- 4 _____ has parallel vertical lines that can be read by scanners.
 - i. Electronic article surveillance
 - ii. Bar code
 - iii. RFD
 - iv. Stock keeping unit
- 5 _____ is a process to identify & determine in detail the particular job duties and requirements.
 - i. Interview
 - ii. job analysis
 - iii. Training
 - iv. Selection
- 6 A _____ store is located without any competitor store around it.
 - i. Part of a business district
 - ii. Freestanding
 - iii. Shopping centre
 - iv. Hypermarket
- 7 _____ is a blueprint that states the arrangement of a store.
 - i. Store lay out
 - ii. Planogram
 - iii. Space
 - iv. Store aisle
- 8 _____ products enjoy popularity and generate lot of sales in a short span of time.
 - i. Fad
 - ii. Seasonal
 - iii. Variety
 - iv. Assortment
- 9 In a retail store, _____ inform the customers about the products, offers and price.
 - i. Managers
 - ii. Fixtures
 - iii. Mannequins
 - iv. Signage
- 10 Mostly, it's the _____ of the store that draws the customer's attention to the store.
 - i. Layout
 - ii. Exterior
 - iii. Interior
 - iv. Display

Q1.B State whether the following statements are True or False (**Any Seven**)

7

- 1 Retailer is the last point in the distribution channel.
- 2 Multi-channel retailing is use of more than one channel to reach customers
- 3 A department store stocks a particular type of merchandise
- 4 Online fraud is a limitation of e-tailing.
- 5 Shopping mall is an example of Destination location
- 6 Loss Leaders are sold below the cost.
- 7 Generic brands target price sensitive segment by offering no frills product at a discounted price.
- 8 Visual Merchandising is also termed as Silent Salesmen.

- 9 Government of India has allowed FDI in retail sector
10 Customer Loyalty means that customers are committed to shopping at retailer's locations.

Q2

- a Explain the functions performed by retailers **8**
b What do you mean by electronic labels? Discuss the significance of the same **7**
(OR)
c Describe the different types of franchising **8**
d Explain the advantages of E-Tailing **7**

Q3

- a Explain the factors to be considered before finalizing the store location **8**
b Discuss Any four customer retention approaches **7**
(OR)
c Explain the objectives of CRM in retail **8**
d Explain market research as a tool for understanding retail shoppers **7**

Q4

- a Explain Buying Cycle in Retail, Lifestyle merchandising & Category Captain **8**
b Explain the principles of merchandising **7**
(OR)
c Explain the various pricing strategies that can be adopted by the retailer **8**
d Explain the need of private label brands in India **7**

- Q.5. a** Discuss the 5 S's of Retail Operations **8**
b Explain the Role of Store Manager in a Retail Store **7**
(OR)
c Short Notes (Any three) **15**
i Store Design
ii Airport Retailing
iii Store Atmospherics
iv Career options in retail
v Mall management

Duration: 2 ½ Hours

Marks: 75

Instructions:

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

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

1. In case of Loss Asset, provision for NPA should be made _____
 - a) 15%
 - b) 25%
 - c) 40%
 - d) 100%
2. Relationship between dividend per share and earning per share is _____
 - a) Price Earnings Ratio
 - b) Dividend yield ratio
 - c) Dividend payout ratio
 - d) intrinsic value per share
3. Net Profit for calculation of EVA is _____
 - a) NPAT
 - b) NPBT
 - c) NOP
 - d) NOPAT
4. If the firm has $K_e < r$, the Walter's Model suggests for _____
 - a) 0% Payout
 - b) 50% Payout
 - c) 25% Payout
 - d) 100% Payout
5. Merger between firms engaged in unrelated types of business activity is _____
 - a) Horizontal
 - b) Vertical
 - c) Conglomerate
 - d) Reserve
6. Capital Rationing helps in _____ shareholders wealth.
 - a) Maximizing
 - b) Minimizing
 - c) Stabilizing
 - d) Measuring

7. PI of a project is the ratio of present value of inflows to _____
 - a) Initial cost
 - b) PV of outflows
 - c) Total cash inflows
 - d) Total outflows
8. _____ represents those funds which are required to manage day-to-day business operations.
 - a) Long term capital
 - b) Short term capital
 - c) Working capital
 - d) None of above
9. Which among the following is short term sources of working capital financing?
 - a) Bill discounting
 - b) Letter of credit
 - c) Commercial paper
 - d) All of the above
10. _____ is a schematic representation of several decisions followed by different chances of the occurrence.
 - a) Sensitivity analysis
 - b) Probability techniques
 - c) Risk Adjusted Discounting Rate
 - d) Decision Tree

Q.1 (B) State whether given statements are True or False: (Any 7) (7)

1. Corporate governance essentially involves balancing of the interests of only shareholders.
2. Dividend policy is decided by the shareholders.
3. MM model deals with relevance of dividend decisions.
4. Preference dividend is deducted from NPAT for calculation of EPS.
5. Standard assets are those assets which do not have any risk.
6. Capital budgeting decisions involves huge investment outlay.
7. In order to protect the earnings available to shareholders, the swap ratio should be based on MPS.
8. MPBF refers to Maximum Permissible Bank Finance.
9. Discounting of bills is converting the bill into cash.
10. Dividend payout ratio refers to that portion of total earnings which is distributed among shareholders.

Q.2A. RT Ltd. has a capital of Rs. 10,00,000 in equity shares of Rs. 100 each. The shares are currently quoted at par. The company proposes to declare a dividend of Rs. 10 per share at the end of the current financial year. The capitalization rate for the risk class of which the company belongs is 12%. Compute market price of the share at the end of the year, if **(15)**

- i) dividend is not declared

ii) dividend is declared

Assuming that the company pays the dividend and has net profits of Rs. 5,00,000 and makes new investments of Rs. 10,00,000 during the period, calculate number of new shares to be issued? Use the MM model.

OR

Q.2B. With the help of following figures, calculate the market price of a share of company by using: (15)

- i) Walter's formula
- ii) Gordon's formula

Earnings per share (EPS)	Rs. 10
Dividend per Share (DPS)	Rs. 6
Cost of Capital (Ke)	20%
Internal rate of return on investment	25%
Retention Ratio	40%

Q.3A PVR Ltd. is considering a project with the following Cash flows: (15)

Year	Cost of Plant (Rs.)	Running Cost (Rs.)	Savings (Rs.)
0	12,00,000	-	-
1	-	4,00,000	12,00,000
2	-	5,00,000	14,00,000
3	-	6,00,000	11,00,000

The cost of capital is 12%. Measure the sensitivity of the project to changes in the levels of plant cost, running cost and savings (considering each factor at a time) such that the NPV becomes zero. The P.V. factors at 12% are as under:

Year	0	1	2	3
PV factor @ 12%	1	0.892	0.797	0.711

Determine the factor which is most sensitive to affect the acceptability of the project?

OR

Q.3B. Mohan Ltd has Rs. 35,00,000 allocated for capital budgeting purposes. The proposals and associated profitability indexes have been determined. (15)

Projects	Initial Investment (Rs.)	Profitability Index
P	10,50,000	1.22
Q	5,25,000	0.95
R	12,25,000	1.20
S	15,75,000	1.18
T	7,00,000	1.20
U	14,00,000	1.05

- i) Calculate the Net Present Value for each of the projects
- ii) Which of the above investments should be undertaken? Assume that projects are indivisible and there is no alternative use of the money allocated for capital budgeting.

Q.4.A Calculate Variance and Standard deviation of the Project A and Project B on the basis of the following information: (15)

Possible Event	Project A		Project B	
	Cash flow (Rs)	Probability	Cash flow (Rs)	Probability
A	8,000	0.10	24,000	0.10
B	10,000	0.20	20,000	0.15
C	12,000	0.40	16,000	0.50
D	14,000	0.20	12,000	0.15
E	16,000	0.10	8,000	0.10

OR

Q.4 Siddhesh Ltd. furnishes the following information for the year: (15)

Cost sheet	% of selling price
Raw material	40%
Wages	30%
Overheads	20%
Total Cost	90%
Profit	10%
Selling price	100%

Additional Information:

- i) Output and sales for the year is 1,20,000 units.
- ii) Raw materials remain in stock for one month's consumption
- iii) Process period is one month.
- iv) Finished goods remain in stock for two months.
- v) Credit period allowed by the suppliers of raw material is one month.
- vi) Credit period allowed to debtors is two months.
- vii) 20% of purchasing will be for cash.
- viii) Time lag in payment of wages and Overheads is one month.
- ix) Cash and bank balance is to be maintained at Rs. 50,000
- x) Selling price is Rs. 15 per unit

You are required to find out:

- a) Working Capital Requirement of Siddhesh Ltd.
- b) Maximum Permissible Bank Finance as per Tandon committee assuming the value of core current assets Rs. 2,50,000.

Q.5 (A) Explain the advantages and disadvantages of XBRL (7)

(B) What are the short-term sources of working capital finance? (8)

OR

Q.5 Write Short Notes on: (Any three) (15)

- a. Market Value Added
- b. NPA and their Provisioning
- c. Types of Mergers
- d. Commercial Paper
- e. Factors determining working capital requirements

TIME:2 ½ Hrs

MARKS:75

Note: i) All questions are compulsory
ii) Figures to the right indicate full marks

Q.1A Fill in the blanks with the correct options from the bracket: (Any Eight) (8)

1. What is the primary goal of sports marketing?
 - a. To promote healthy living
 - b. To increase revenue for sports organizations
 - c. To encourage fair play in sports
 - d. To minimize competition among athletes

2. Equipment & apparels become the _____ product as no game can be played without it.
 - a. Extension
 - b. Awareness
 - c. Core
 - d. Essential

3. Which of the following is an example of a sponsorship in sports marketing?
 - a. A company advertising its products during a sports event
 - b. A company providing equipment to athletes for free
 - c. A company offering discounts to sports fans
 - d. A company organizing a sports tournament

4. What is the term used to describe the strategy of creating a unique and desirable image for a sports product in the minds of consumers?
 - a. Brand positioning
 - b. Market segmentation
 - c. Product differentiation
 - d. Sponsorship activation

5. _____ involves unconventional, innovative and usually low – cost marketing tactics to engage consumers.
 - a. Direct Marketing
 - b. Campaign Marketing
 - c. Guerrilla Marketing
 - d. Digital Marketing

6. Which of the following is a characteristic of an effective sport/event logo?
 - a. Remote
 - b. Timeless
 - c. Practical
 - d. Ambiguous

7. What is the term used to describe the unique image and personality of a sports product or organization in the minds of consumers?
 - a. Brand
 - b. Logo
 - c. Slogan
 - d. Mascot

8. Sports event have _____ consumption since they are produced and consumed at the same time.
 - a. Simultaneous
 - b. Uniform
 - c. Delayed
 - d. Certainty

9. Host city is the place where the _____.
 - a. Player hails from
 - b. Event is held
 - c. Sports originates
 - d. Topography

10. What is the term used to describe the process of building and maintaining relationships with customers in sports marketing?
 - a. Promotion
 - b. Publicity
 - c. Advertising
 - d. Relationship marketing

Q.1B State whether the following statements are true or false (Any Seven)

(7)

1. Sports marketing strategies remain consistent across different regions and cultures.
2. Sports marketing primarily focuses on promoting individual athletes rather than sports organizations.
3. Sponsorships are supposed to benefit both parties.
4. In sports marketing, sponsorship involves only financial support and does not include providing products or services.
5. The term “soft goods”, refer to items that are literally soft, such as clothing, and linens.
6. Pricing strategies vary throughout the stages of the product life cycle.
7. Events like Olympics have selective appeal.
8. Market segmentation is not necessary in sports marketing since all sports fans have similar preferences.
9. The players are the core products in sports since they are the producers and the stars of the event.
10. Building strong relationships with fans is crucial for long-term success in sports marketing.

Q.2 Attempt the following.

- a. Discuss the characteristics of Sports Marketing. **8**
b. Explain the concept of 'Attendance Frequency Escalator'. **7**

OR

- c. Discuss the advantages & limitations of Internet media in sports. **8**
d. Discuss the 7Ps of Marketing Mix of IPL. **7**

Q.3 Attempt the following.

- a. Discuss the components of promotion mix for Sports Marketing. **8**
b. Discuss the hierarchy of effects model with reference to Sports Marketing. **7**

OR

- c. What are the common problem encountered during Sports Marketing Research. **8**
d. What are the key issues in Sports Products Strategy. **7**

Q.4 Attempt the following.

- a. Explain the 2 Sector Model of Sports Industry. **8**
b. Discuss the ethical issues in Sports Marketing. **7**

OR

- c. Discuss the 'Core & Extension' products in Sports Marketing. **8**
d. Discuss the various sales approaches used in sports selling. **7**

Q.5 Write short notes on: (Any three)

- a. 5Ps of Selling Sponsorship in Sports. **15**
b. Benefits of High Brand Equity in Sports.
c. Features of the Sport E-Business.
d. Features of the Sports Store-Brick and Mortar.
e. Meek's Model of Sports Industry.

Time: 2.30 Hrs

Marks: 75

Q.1. A) State whether the following is True or False (Any 8)

(8 Marks)

1. Companies with excellent workforce diversity management build goodwill in the society.
2. Workforce diversity helps to acquire and retain new talent. .
3. True diversity means embracing people of different ethnicities, races, genders, religions, and cultures.
4. Recruiter need not be the change agent.
5. Diversity and inclusion initiatives are only relevant in large corporations, not in small businesses.
6. Strategic plan is a key factor for diversity and inclusive leadership.
7. Diversity and inclusion leadership is challenged to support the workforce externally.
8. Multi-Culturalism leads to inclusiveness.
9. Employee diversity helps to capture new clients and tap global opportunities.
10. Business Diversity can be seen through market segmentation.

Q.1. B) Choose the correct alternative (Any 7)

(7 marks)

1. Organization must develop _____ training programmes creating conditions for development of a common organizational culture and climate.
a. Cross-Cultural b. Cultural Sensitivity c. Global Competency d. Capacity building
2. _____ workforce is rather an opportunity to ensure achievement of the predetermined goals of the organizations.
a. Homogeneous b. Heterogeneous c. Closed d. Contingent
3. _____ in the workplace is important for encouraging worker from all backgrounds
a. Disequilibrium b. Equality c. Insensitivity d. Imbalance
4. _____ stimulates innovation and productivity.
a. Diversity b. Homogeneity c. Conformity d. Uniformity
5. _____ is the root cause of job dissatisfaction. Unit 2
a. Pay Inequality b. Salary Parity c. Wage Equality d. Pay equivalence
6. _____ is a term that is similar to diversity.
a. Multiculturalism b. Monoculturalism c. Cultural homogeneity d. Cultural Heterogeneity
7. Diversity is viewed a _____ among people.
a. Similarity b. Differences c. Resemblance d. Parallelism
8. The primary goal of _____ approach is to make company viewed as benchmark.
a. Brand Image b. Affirmative Action
c. Culture of Acceptance d. Maximization of employee Performance
9. _____ culture is based on shared identities and common bond among those with diverse backgrounds.
a. Integration b. Unitary c. Differentiation d. Market

10. _____ diversity can be seen through interactions through hierarchical levels, divisions, and function.

- a. Behaviour b. Structural c. Business d. Workforce

Q.2 A) State the limitations of having a diverse workforce (8 marks)

Q.2 B) Explain the significance of Workforce Diversity (7 Marks)

OR

Q.2 C) Explain the effects of workforce diversity in workplace (8 Marks)

Q.2 D) Explain the dimension of workforce diversity (7 Marks)

Q.3 A) Explain the role of HRM functions in managing diversified workforce. (8 marks)

Q.3 B) Explain how does Workforce Diversity act as a determinant of sustainable competitive advantage. (7 marks)

OR

Q.3 C) Explain how does workforce diversity impact organizational performance. (8 Marks)

Q.3 D) Describe how recruiters contribute to fostering a diverse workforce. (7 Marks)

Q.4 A) Elaborate various strategies for managing the diversity at workplace effectively. (8 Marks)

Q.4 B) Explain the important tips for designing training and mentoring programme. (7 Marks)

OR

Q.4 C) Workplace inclusion strategies through corporate leadership (8 Marks)

Q.4 D) Explain the concept of diversity management programmes and state its steps. (7 Marks)

Q.5 A) Bring out some Best Practices in Achieving Workforce Diversity (8 marks)

Q.5 B) Explain the Role of Technology in Handling Workforce Diversity (7 Marks)

OR

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

1. Global workforce diversity management.
2. Advantages of having a diverse workforce.
3. Essentials of recruiting diverse workforce.
4. Approaches to Diversity Management System
5. Diversity and Multi-culturalism

Duration: 2.5 Hours

Marks: 75

Note:

- 1) All questions are compulsory subject to internal choice.
- 2) Figures to the right indicate full marks.
- 3) Use of simple calculator is allowed

Q.1.

(a) Multiple Choice Questions (any 8):

(08)

(1) _____ is the branch of economics that studies the dynamics of exchange rates, foreign investments, and how these affect international trade.

- (a) International Finance
- (b) International Marketing
- (c) International Economics
- (d) International Monetary System

(2) The asset price at which the investor can exercise an option is called _____ price.

- (a) Strike
- (b) Spot
- (c) Future
- (d) Forward

(3) Currency that is used as a unit of account, medium of exchange and store of value not only for transactions within the country, but also for international public and private transactions, is called as _____ currency.

- (a) Vehicular
- (b) Home
- (c) Variable
- (d) Foreign

(4) BBC Global 30, S&P Global 100, S&P Global 1200 are examples of _____

- (a) International Equity Benchmarks
- (b) Yankee Stock Offering
- (c) Cross Listing of Shares
- (d) ADRs

(5) _____ is the risk of exchange rate that creates an impact on the market value of a company.

- (a) Economic Risk
- (b) Transaction Risk
- (c) Translation Risk
- (d) Liquidity Risk

(6) FOREX market facilitate the conversion of one currency into another i.e. payment between exporters & importers. This function of FOREX Market can be referred as _____

- (a) Transfer of Purchasing Power
- (b) Credit Function
- (c) Hedging Function
- (d) Risk Management Function

- (7) _____ is the process of assessing, in a structured way, the case for proceeding with a project or proposal, or the project's viability.
- (a) Project Appraisal
 - (b) Project Management
 - (c) Risk Mitigation
 - (d) Risk Management
- (8) _____ offers foreign individuals and businesses little or no tax liability in a politically and economically static environment.
- (a) Tax Haven
 - (b) Offshore Banking Unit
 - (c) FOREX Market
 - (d) Tax Neutrals
- (9) _____ involves the simultaneous buying and selling of an asset in order to profit from small differences in price.
- (a) Hedging
 - (b) Speculation
 - (c) Arbitrage
 - (d) Investing
- (10) _____ Exchange Rate is a system where the currency price is set by the forces of forex market i.e. demand and supply of currencies.
- (a) Flexible
 - (b) Fixed
 - (c) Managed Float
 - (d) Gold

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

(07)

- 1) Unilateral Transfers are recorded under Capital Account of BOP.
- 2) FEMA was replaced by FERA.
- 3) NPV is a non-discounted technique of Capital Budgeting.
- 4) If the Quote is given as USD-INR 83.1550-75; This quote is called as "Direct Quote" in New York.
- 5) India is a Tax Haven nation.
- 6) There is easy entry and exit in FPI.
- 7) To be cross-listed, a company must comply with the requirements of all the stock exchanges in which it is listed.
- 8) Changes in market inflation cause changes in currency exchange rates.
- 9) Call option gives the right to buy an asset at a fixed date and price.
- 10) Under Bretton Woods system, countries could use USD as a medium of exchange for international settlements.

- Q.2.(A)** Discuss the significance of International Finance in today's context. **(08)**
 (B) What is Balance of Payments? How is it different from BOT? What is meant by Autonomous and Accommodating Transactions? **(07)**

OR

- (P) The following quote is given in Canada: 1SGD = CAD 1.0110-85 **(08)**
 1) In which country, the quote is "Direct"?
 2) In which country, the quote is "Indirect"?
 3) What is the Mid Rate?
 4) What is Spread?
 5) What is % Spread?
 6) Calculate the inverse quote.

- (Q) The following quotations are available in USA **(07)**
 1 USD = GBP 0.8350-0.8425
 1 USD = CAD 1.1125-1.1175
 And the quotation available in Canada is: 1 GBP = CAD 1.5550-1.5650
 • From the quotes given in USA, derive the quotation for 1 GBP in terms of CAD
 Compare the derived quotation with quotation available in Canada and identify if any arbitrage opportunity exists. (Assume Capital GBP 2 Million)

- Q.3.(A)** What are Eurobonds? Explain different types of Eurobonds. **(08)**
 (B) What are Currency futures? How are they different from Currency forwards? **(07)**

OR

- (P) Consider the following information: **(08)**

Spot CAD/SEK	7.8650	-	7.8700
1 Month Forward	50	-	70
2 Month Forward	290	-	340
3 Month Forward	920	-	1020
6 Month Forward	1500	-	1600

 Calculate 1 Month Forward, 2 Month Forward, 3 Month Forward and 6 Month Forward CAD/SEK Rates.

- (Q) Spot USD/INR 83.1525 **(07)**
 3 Month Forward USD/INR 83.2525
 Calculate 3 Months AFM and interpret the results.

- Q.4.(A)** What is FDI? What is FPI? How are they different from each other? **(08)**
 (B) Discuss global money market instruments. **(07)**

OR

- (P) Given: **(07)**
 Spot AUD/JPY 99.1575
 AUD Interest Rate = 0.75% p.a.
 JPY Interest Rate = 1.50% p.a.
 Calculate three month forward AUD/JPY rate

- (Q) From the following data, find the best alternative for investing INR 5 Million for a temporary period of 3 Months. Exchange rates are against INR. **(08)**

	Currency	Spot Rate	3 months forward rate	Interest rate
1.	USD	83.5650	83.5950	5 % p.a.
2.	EUR	90.1225	90.0550	3 % p.a.
3.	GBP	102.5650	102.5750	4 % p.a.

Q.5.(A) What are the Benefits towards Parties doing Business Internationally? **(08)**

(B) Ms. Gurneer is planning to buy a machine which would generate cash flow after taxes as follows: **(07)**

Year	0	1	2	3	4
CFAT in USD	(1,00,000)	24,000	32,000	60,000	32,000

If discounting rate is 10%, is it worth to invest in machines.

Year	1	2	3	4
Discount Factor	0.909	0.826	0.751	0.683

OR

Q.5. Write Short Notes on (any three) (15)

- (P)**
- 1) Fixed Vs. Flexible Exchange Rate System
 - 2) ADRs Vs. GDRs.
 - 3) Foreign Exchange Dealers' Association of India
 - 4) PPP Theory
 - 5) Eurocredit

(2½ Hours)

Total Marks - 75

N.B.: (1) All questions are compulsory subject to internal choice.

(2) Figures to the right indicate full marks.

Q1. Fill in the blanks (any 8)

1. _____ is concerned with identifying and understanding how the MNC's manage their geographically dispersed worked force
 - a. International HRM
 - b. Staffing
 - c. Development
 - d. Cross Culture Training
2. Why should a company have an expatriation training program?
 - a. To teach them how to implement the home countries ways of doing business in other cultures
 - b. To familiarize employees with the history, culture and customs of the country they are being assigned
 - c. To teach the employees to fluently speak foreign languages
 - d. To communicate the company's mission statement and purpose for existence
3. In case of _____ a company shifts the location of a service or production of a part to a location abroad
 - a. outsources
 - b. offshoring
 - c. onshoring
 - d. relocation
4. The _____ is a method of international recruitment where the MNC's hire the most suitable person for the job irrespective of their Nationality.
 - a. Regio Centric
 - b. Geocentric
 - c. Ethnocentric
 - d. Polycentric
5. Implement a Buddy system, Offer Group Volunteer Projects, Providing Comprehensive cross culture training are ways of dealing with
 - a. Dealing with culture shock
 - b. Motivating employees
 - c. Improving Productivity
 - d. Managing under performers
6. A salient issue in international HRM is understanding and maintaining cultural _____
 - a. balance
 - b. diversity
 - c. suitability
 - d. adaptability
7. Personal & emotional problems results in _____
 - a. expatriate
 - b. failure repatriation
 - c. stress
 - d. success
8. Culture _____ is being aware that both cultural differences as well as cultural similarities exist between people and affect attitudes
 - a. sensitivity
 - b. suitability
 - c. adaptability
 - d. awareness
9. Unions that include workers who have a common skill are
 - a. trades unions
 - b. industry unions
 - c. craft guilds
 - d. craft unions
10. Ethnocentric organizations are best characterized by:
 - a. Key personnel positions are held by headquarter personnel.
 - b. Subsidiaries are managed by local nationals (HCN)
 - c. A worldwide integrated business which nationality is ignored in favor of ability
 - d. Staff may move outside their countries but only within a particular geographic region

Q2. State whether True or False (any 7)

1. Parent country is where the firm's subsidiary is located
2. Cross-cultural adaptability has an impact on the success or failure of an international assignment
3. Domestic HRM emphasizes on HR issues related to employees belonging to multiple nationalities
4. MNCs employ expatriates to encourage diversity
5. PCN are employees whose nationalities are different from headquarters or the subsidiary office
6. Head Hunting is a source of international staffing
7. Expatriate is an employee working and living in a country of which he is a non citizen
8. Adoption of culture is relatively feasible in International HRM
9. Social institutions of different countries do not affect global cultural values
10. Networking Skills is a quality required by global managers today

2 a. Elaborate on the Polycentric Approach of staffing stating its advantages and disadvantages? (7)
b. What are the challenges faced by HR managers of Global firms? (8)

OR

- a. What is the difference between Domestic and International HRM (7)
- b. Write a short note on Cross Culture Management? (8)

Q3. a. What are the sources of recruitment in IHRM (7)
b. What are the Approaches to international compensation. (8)

OR

Q3. A. What are the factors affecting International Performance of Expatriates
B. Explain Cross Culture Training
Q4. A. What is Expatriate Failure (7)
B. Elaborate on Process of Repatriation and challenges faced in repatriation. (8)

OR

Q4. C. What are the challenges faced by Women in international assignments? (7)
D. What can HR mangers do to prepare an employee for an international assignment (8)

Q5. a. Elaborate on the emerging trends in IHRM (7)
b. Citing examples explain Virtual Organisations. What are its Advantages (8)

OR

Q5. Write Short notes: (Any 3)

1. Off Shoring
2. Role of family in expatriate assignment
3. Issues in International HRM
4. Culture Shock
5. Ways of Managing Diverse Teams

[Time: 2½ hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. Figures to the right indicate full marks.
 2. Draw suitable diagrams wherever necessary
 3. Illustrate your answers with examples
 4. Rewrite the questions for **Q1.a and b.**

Q1. a. Multiple Choice Questions (**ANY EIGHT**)

(08)

1. _____ is not a scope of branding.(Physical goods, Services, Retail, Savvy customers)
2. The tagline of Bournvita is _____.(The Taste of India, Taan ki shakti Man ki shakti, Kuch meeta ho jaye, Daag Acche Hain)
3. _____ is quantitative research technique. (Completion, Comparison, The Big Five, Brand Response)
4. _____ is discount pricing policy. (Value pricing, Cost-based pricing, Everyday-low pricing , Introductory pricing)
5. Brand Asset Valuator (BAV) model was given by _____ Global Advertising Agency. (Omnicom Group, WPP PLC, Young and Rubicam, Ogilvy, and Mather)
6. Under _____ value stage, does marketing activities like product research, design and development take place. (Program Quality Multiplier, Marketing Programme Investment, Customer Mindset, Investor Sentiment Multiplier)
7. Product mix is also known as _____. (Product assortment, Product line, Product catalogue, Product classification)
8. A _____ brand is defined as a brand that is used in more than one product category but is not necessarily the name of the company or corporation. (Range/Family, Corporate, Modifier, Individual)
9. _____ individual brand is presented to consumer as a parent company. (LUX- Unilever, Swiggy, Zomato, IKEA)
10. Managing brands for the long run involves _____. (reinforcing, rejection, accepting, enacting)

b. State whether the following statement is TRUE or FALSE (**ANY SEVEN**)

(07)

1. Branding is a strategic point of view, not a select set of activities.
2. Brand awareness consists of brand recognition and brand recall performance.
3. Relationship marketing attempts to provide a more holistic, personalized brand experience to create stronger consumer ties.
4. Channel strategy includes the design and management of intermediaries such as wholesalers, distributors, brokers, and retailers.
5. Licensing creates contractual arrangements whereby firms can use the name, logos, characters, and so forth of other brands to market their own brands for some fixed fee.
6. Brand Personality can be defined as a set of human characteristics associated with a brand.
7. Aided recall could be gauged by asking the respondent to mention the brands in a particular product category.
8. Brand strength measures the ability of the brand to secure the delivery of expected future earnings.
9. The breath of a branding strategy describes the number and nature of different products linked to the brands sold by the firm.
10. Green marketing is the marketing of products that are presumed to be environmentally safe.

Q2. **Answer the following**

- a. Point out the difference between Brand versus Product. (08)
b. Infer the term Integrated Marketing Communication (IMC). Bring out the various tools of IMC used by a brand manager. (07)

OR

- c. Construct the Brand Value Chain model in detail with example. (08)
d. Illustrate the Brand Product Matrix with examples. (07)

Q3. **Answer the following**

- a. State the various criteria for choosing the brand elements, if you are appointed as a brand manager for a new product. (08)
b. Summarize the Brand Asset Valuator (BAV) model in brief. (07)

OR

- c. Discuss the term cause marketing . Highlight its advantages for the companies. (08)
d. Describe the term Brand positioning. State its importance. (07)

Q4. **Answer the following**

- a. Infer the term brand personality. State the big five model of brand personality. (08)
b. What are brand extensions? Explain its advantages and disadvantages. (07)

OR

- c. Discuss the Customer Based Brand Equity (CBBE) model with example. (08)
d. Explain perceived quality and relationship marketing in product strategy. (07)

Q5. a. Write Short Notes on (**ANY THREE**) (15)

1. Importance of brand to customers.
2. Brand leveraging.
3. Brand awareness pyramid.
4. Brand hierarchy.
5. Revitalizing brand.

OR

b. **Case Study**

The Body Shop is a British skincare, perfume, and cosmetics company and has a range of 1000 products and sells over 3000 plus franchised and owned stores. The brand believes in cruelty-free products where no animals are harmed while making the products. It uses fresh and sustainable ingredients and has found alternative technologies for testing on animals. Today consumers are looking forward to maintaining a healthy lifestyle and use organic products on their skin. The Body Shop has been positioned strategically to meet these requirements. They meet the customer's need for a healthy lifestyle by using all natural and organic ingredients like seaweed, sugarcane, aloe vera, honey, tea tree, etc. The brand puts forward the environmental concern and campaigns against animal testing of the products. It is one of the very few cosmetic companies that promote health more than glamour and does not use conventional advertising to promote the brand.

Questions

- a. What is the basis of brand positioning? Which positioning has body shop used to create a global brand image? Give reason. (08)
b. As a part of the brand management team, suggest **any four** Integrated Marketing Communication (IMC) tools for Body Shop. (07)

TIME:2½ Hours

Total Marks :75

- Note: 1. All questions are compulsory. (Subject to internal Choice)
 2. Figures to the right indicate full marks.
 3. Use non--programmable calculator is allowed
 4. Normal distribution table is printed on the last page for reference.
 5. Support your answers with diagrams / illustrations, wherever necessary.
 6. Graph papers will be supplied on request.

Q.1 (A) Fill in the blanks with the correct option. (Attempt any 8) (8)

- 1) Which of the following considers difference between two least costs for each row and column while finding initial basic feasible solution in transportation?
 a) North West corner rule b) Least cost method
 c) Vogel's Approximation method d) Row minima method
- 2) The constraint represents maximum capacity of a resource.
 a) equal to or greater than b) greater than
 c) less than or equal to d) equal to
- 3) Simplex method is used when the number of decision variables is
 a) not defined b) Less than two c) negative d) more than two
- 4) If in a transportation problems $M + N - 1 =$ Number of allocations, then it means _____
 (Where 'M' is number of rows and 'N' is number of columns)
 a) There is no degeneracy, b) Problem is unbalanced
 c) Problem is degenerate d) Solution is optimal
- 5) Floats for critical activities will be always _____
 a) Lowest b) Zero c) Highest d) Same as duration of the activity
- 6) If any activity goes back to some previous activity again, then it is known as ____
 a) Looping b) Dangling c) Dummy d) Redundancy
- 7) Critical Path method considers the _____ time estimates.
 a) one b) two c) Three d) Four
- 8) The time during which a machine is not used while processing all the jobs is called ____ time.
 a) ideal b) idle c) total d) working
- 9) The participants in a game are called _____
 a) competitors b) gamers c)players d) clients
- 10) _____ point is called as a saddle point.
 a) Equilibrium b) unstable equilibrium c) Growth d) stagnant

Q.1 (B) State whether following statements True or False: (Attempt any 7) (7)

- 1) The \leq constraint represents the minimum requirement of a resource.
- 2) MODI method is used to test the optimality of a given feasible solution.
- 3) Dummy activities consumes times and resources.
- 4) Vogel's approximation method is used to find Initial feasible solution of a transportation problem.
- 5) Cost slope is defined as ratio of difference of cost to difference of time.
- 6) In solving a job sequencing problems, it is assumed that all jobs require the same time of operations.
- 7) The courses of action available to a player in a game are called strategies.
- 8) The dominance principle can be used when all elements of a row are \leq the corresponding elements of other row.
- 9) If saddle point is available in a game, it is called as mixed strategy game.
- 10) Operation research uses techniques from mathematics and economics.

Q.2 (A) A sales manager has to assign salesman to four territories. He has four candidates of varying experience and capabilities. The manager assesses the possible profit for each salesman in each territory as given below: (8)

Territory \ Salesman	T1	T2	T3	T4
S1	35	27	28	37
S2	28	34	29	40
S3	35	24	32	33
S4	24	32	25	28

Find the assignment of salesman to the territories so that total profit is maximum.

Q.2 (B) Following payoff matrix refers to a two player game, player A and player B. Each player has four strategic options

		Pay-off in Rs.			
		Player B			
Player A	I	II	III	IV	
	I	II	III	IV	
	II	III	IV	I	
	III	IV	I	II	

- a) Find the Maximin Strategy. (3)
- b) Find the Minimax Strategy. (3)
- c) What is the value of the Game? (1)

OR

Q.2 (C) M/s Krishna have taken up a special project consisting of 8 activities whose three point estimates are listed in the table below. Activities are marked with their node numbers.

Activity Numbers	Optimistic time (Weeks)	Most likely time (Weeks)	Pessimistic time (Weeks)
1-2	1	3	5
1-3	2	4	6
2-5	3	5	7
2-4	5	6	7
5-6	5	7	9
4-6	6	8	10
3-6	7	9	11
6-7	2	3	4

- i) Draw the PERT network for the project and identify the critical path. (3)
- ii) Prepare a table showing estimated time for each activity and standard deviation and variance for critical activities from time estimates as given above. (2)
- iii) If 21 weeks deadline is imposed, what is the probability of the project will be finished within that time? (2)

Q.2 (D) Solve by using graphical method (8)

$$\text{Maximize } Z = 40 x_1 + 80 x_2$$

Subject to constraints:

$$2 x_1 + 3 x_2 \leq 48$$

$$x_1 \leq 15$$

$$x_2 \leq 10$$

$$x_1 \geq 0; x_2 \geq 0$$

Q.3 (A) Five jobs I, II, III, IV and V are to be processed on two machine A and B in order AB.

Job	Processing Time (Min)	
	Machine (A)	Machine (B)
I	90	70
II	40	80
III	40	50
IV	30	10
V	25	35

- a) Find optimal sequence of jobs. (1)
- b) Calculate the total minimum elapsed time (5)
- c) Find Idle time for each Machine (2)

Q.3 (B) For the following projects:

Activity	Time (days)
1-2	3
1-3	1
2-3	0
2-4	2
2-5	5
3-5	7
4-6	4
5-6	3

- Draw network diagram. (2)
- Find critical path and project completion time. (3)
- Identify critical and non critical activities. (2)

OR

Q.3 (C) A small project consists of 9 activities

Activity	Time (days)		Crash Cost (Rs. / day)
	Normal	Crash	
1 – 2 (A)	5	2	30
2 – 3 (B)	3	2	20
2 – 5 (C)	4	2	40
3 – 6 (D)	2	2	Nil
5 – 7 (E)	3	2	35
6 – 8 (F)	2	1	20
7 – 8 (G)	3	2	45
2 – 4 (H)	2	1	30
4 – 8 (I)	3	2	10

Normal project cost is Rs. 1,000.

- Draw the network diagram and find normal completion time and normal cost of the project. (3)
- The company wants to complete the project in 10 days. Is it possible, what will be the additional cost of activities for completing the project in 10 days? (4)
- Which will be critical activities after 10 days. (1)

Q.3 (D) The following information is available regarding four different jobs to be performed and about the clerks capable of performing the jobs. Cost of each assignment is given in the table below:

Clerks	Jobs (Cost in hundred rupees)			
	A	B	C	D
I	4	7	5	6
II	-	8	7	6
III	3	-	5	3
IV	8	6	4	2

Clerk II cannot be assigned to Job A, and Clerk III cannot be assigned to job B. You are required to find out the optimal assignment schedule and the total minimum cost of performing the jobs by using Hungarian method. (7)

Q.4 (A) A company is transporting its units from three factories F_1, F_2, F_3 to four warehouses W_1, W_2, W_3 and W_4 . The supply and demand of units with transportation cost per unit (in Rs.) are given below:

Plants	warehouses				Supply (in Units)
	W_1	W_2	W_3	W_4	
F_1	7	8	5	2	14
F_2	5	10	4	9	20
F_3	2	7	6	9	16
Demand (in Units)	15	10	12	13	50

- Find Initial Feasible Solution (IFS) using Vogel's Approximation Method. (7)
- Test IFS for Optimality using MODI method and find optimal solutions? (7)
- Is the solution unique? Comment. (1)

OR

Q.4 (B) Use Simplex method to solve the following Linear programming problem. (8)

$$\text{Maximize } Z = 13x_1 + 9x_2$$

Subject to constraints:

$$x_1 + 2x_2 \leq 8$$

$$x_1 + x_2 \leq 4$$

$$x_1 \geq 0; x_2 \geq 0$$

Q.4 (C) Five jobs I, II, III, IV, V and VI are to be processed on three machine A, B and C in order ABC.

Job s	Processing Time (Min.)		
	Machine (A)	Machine (B)	Machine (B)
I	22	21	23
II	25	22	24
III	23	19	22
IV	22	20	25
V	24	19	20

- Find the sequence that minimizes the total elapsed time required to complete the jobs. (1)
- Calculate the total elapsed time (Minimum) (3)
- Idle time on for each Machine A, B and C (3)

Q.5 (A) What is float? What are different types of floats? (8)

Q.5(B) What are the various methods to finding an Initial feasible solution to a transportation problems? (7)

OR

Q.5 (C) Write short notes. (Any three) (15)

- Regret Matrix
- Prohibited Assignment Problem
- CPM V/s PERT
- Objectives of project crashing.
- Limitations of Operation Research.

NORMAL DISTRIBUTION TABLE

Area Under the Standard Normal Distribution

Z	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	0.224
0.6	0.2257	0.2291	0.2324	0.2357	0.2389	0.2422	0.2454	0.2486	0.2518	0.2549
0.7	0.2580	0.2612	0.2642	0.2673	0.2705	0.2734	0.2764	0.2797	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	0.4464	0.5473	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	0.4938	0.4838	0.4842	0.4846	0.4850	0.4854	0.4857
2.2	0.4861	0.4846	0.4868	0.4871	0.4875	0.4878	0.4881	0.4884	0.4887	0.4890
2.3	0.7893	0.4896	0.4898	0.4901	0.4904	0.4906	0.4909	0.4911	0.4913	0.4916
2.4	0.4918	0.4820	0.4922	0.4925	0.4927	0.4931	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	0.4958	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	0.4988	0.4986
3.0	0.49865	0.4987	0.4987	0.4988	0.4988	0.4989	0.4989	0.4989	0.4990	0.4996
4.0	0.49968									

Time: 2 ½ Hours**Marks: 75**

Note : 1. All questions are compulsory. (Subject to internal Choice)

2. Figures to the right indicate full marks.
3. Use non--programmable calculator is allowed
4. The normal distribution table is printed on the last page for reference.
5. Support your answers with diagrams/illustrations, wherever necessary.
6. Graph papers will be supplied on request.

Q1 (A) Multiple choice questions (Attempt Any 8)**(8)**

1. A BFS of a LPP is said to be ----- if at least one of the basic variables is zero
a) Degenerated b) Non-degenerated c) Infeasible d) Feasible
2. For solving an assignment problem, which method is used?
a) Hungarian b) American c) German d) Italian
3. A feasible solution is called a basic feasible solution if the number of non-negative allocations is equal to -----
a) $m-n+1$ b) $m+n-1$ c) $m-n-1$ d) $m+n+1$
4. Which method is an iterative procedure for solving LPP in a finite number of steps
a) Simplex algorithm b) Simplex method c) slack method d) M-method
5. An objective function is maximized when it is a ----- function.
a) Profit b) passive c) cost d) time
6. In an assignment problem involving 5 workers & 5 jobs, the total number of assignments possible is -----.
a) 15 b) 10 c) 5 d) 20
7. _____ is known as the time by which activity completion time can be delayed without affecting the start of succeeding activities,
a) Total float b) interfering float c) independent float d) Free float
8. The probability of a normal curve is _____
a) 60% b) 70% c) 50% d) 55%
9. What is the probability of project completing in 55 days if the expected project completion time is 47 days & table value is :(+0.4890)
a) 98.90% b) 99% c) 90% d) 98%
10. What is the total idle time if jobs are processed on 2 machines and idle time on machine A is 11 and on machine B is 15.
a) 25 b) 26 c) 23 d) 24

Q1 (B) True or false (Attempt Any 7)**(7)**

- i. Is concerned with using scientific approach i.e. logical reasoning to solve problems for the management by ensuring optimum utilization of resources
- ii. Any change in the constraint inequalities will have a proportional change in the objective function
- iii. In graphical method, infeasibility happens we cannot find feasible region.
- iv. Graphical method can be used when the number of decision variable at two
- v. An artificial variable is a fictitious variable in LPP problems.
- vi. Surplus variables represent an excess amount of resources utilize
- vii. When the number of lines is not equal to size of matrix the solution is optimum.
- viii. There are two types of techniques available to find the initial basic feasible solution.
- ix. The network can have one or more start node and end node.
- x. Pessimistic time is the shortest time period expected to complete the activity.

Q.2 A) A Company manufactures two products A and B. To manufacture one unit of A, 1.5 machine hours and 2.5 labour hours are required. To manufacture product B, 2.5 machine hours and 1.5 labour hours are required. In a month, 300 machine hours and 240 labour hours are available. Profit per unit, for A is Rs. 50 and for B is Rs. 40.

Formulate as LPP

(8)

Q.2 B) Solve following LPP by Simplex method .

(7)

Maximize $Z = 50x_1 + 20x_2$

Subject to Constraints

$$20x_1 + 10x_2 \leq 500$$

$$50x_1 + 50x_2 \leq 300$$

$$x_1, x_2 \geq 0$$

OR

Q.2 C) Solve following LPP by Graphical method.

(7)

Maximize $Z = 2x_1 + 10x_2$

Subject to Constraints

$$2x_1 + 5x_2 \leq 16$$

$$6x_1 \leq 30$$

$$x_1, x_2 \geq 0$$

Q.2 D) A Sales manager has to assign salesmen to four territories. He has four candidates of varying experience and capabilities. The manager assesses the possible profit for each salesman in each territory as given below

Salesman	Territory			
	T1	T2	T3	T4
S1	35	27	28	37
S2	28	34	29	40
S3	35	24	32	33
S4	24	32	25	28

Find the assignment of salesmen to the territories so that total profit is Maximum.

(8)

Q.3 A) From the Following details of the project

i. Draw the network diagram and identify critical path

(3)

ii. Find out Earliest Start and Finish Time, Latest Start and Finish Time of Each activity

(5)

Activity	Node	Duration (Days)
A	1-2	4
B	1-3	6
C	1-5	13
D	2-3	5
E	2-4	20
F	4-6	10
G	3-6	6
H	5-6	16

Q.3 B) A company is transporting its units from three factories F_1, F_2, F_3 with the production capacities of 11, 13 and 19 units (in thousands). It has four warehouses W_1, W_2, W_3 and W_4 . With demands of 6, 10, 12 and 15 units (in thousands)

units cost of transportation is given from each factory to each warehouse.

	W1	W2	W3	W4
F1	42	32	50	26
F2	34	36	28	46
F3	64	54	36	82

Construct a Transportation table and Find Initial feasible solution by Least Cost Method (LCM)

(7)

OR

Q.3 C) From the data given below

- i. Draw a diagram (2)
- ii. Find Critical path (2)
- iii. Crash systematically the activities and determine optimal project duration (4)

Activity	Normal Duration (Days)	Crash Cost per day(Rs)	Maximum possible Crash Time
1-2	6	80	2
1-3	8	90	4
1-4	5	30	2
2-4	3	-	0
2-5	5	40	2
3-6	12	200	4
4-6	8	50	3
5-6	6	-	0

Cost of completing eight activities in normal time is Rs. 6500 indirect cost Rs. 160 per day.

Q.3 D) Five jobs I,II,III,IV and V are to be processed on two machine A and B in order AB

Jobs	Processing Time (Min)	
	Machine A	Machine B
I	90	70
II	40	80
III	40	50
IV	30	10
V	25	35

- 1) Find the sequence that minimizes the total elapsed time (2)
- 2) Calculate the total elapsed time (3)
- 3) Idle time on for each Machine (3)

Q.4 A) There are Six jobs (namely 1,2,3,4,5 and 6), each of which must go through machines A, B and C in the order ABC. Processing Time (in hours) are given below:

Jobs	1	2	3	4	5	6
Machine A	12	8	7	11	10	5
Machine B	3	4	2	5	2	4
Machine C	7	10	9	6	11	4

- (i) Find the sequence that minimizes the total elapsed time required to complete the job (2)
- (ii) Calculate the total elapsed time (3)
- (iii) Idle time on Machine A, Machine B and Machine C. (3)

Q.4 B) you are given the Pay-off (Profit in Rs.) matrix in respect of Two-Person-Zero – Sum Game as follows

		Player B			
		B1	B2	B3	B4
Player A	A1	500	260	200	210
	A2	-50	-100	-40	240
	A3	200	400	160	-20
	A4	250	300	100	50

- (i) Find the Maximin Strategy. (3)
- (ii) Find the Minimax Strategy. (3)
- (iii) What is the value of the Game? (1)

OR

Q.4 C) A company is transporting its units from three factories F₁, F₂, F₃ to four warehouses W₁, W₂, W₃ and W₄. The supply and demand of units with transportation cost per unit (in Rs.) are given below with feasible solution (The numbers which are in circle indicates number of units transported from Factory to warehouse).

Plants	Warehouses				Supply in Units
	W ₁	W ₂	W ₃	W ₄	
F ₁	10	11 (16)	7	4 (24)	40
F ₂	7	13 (15)	6 (16)	11	31
F ₃	4 (25)	9 (4)	8	10	13
Demand in Units	25	35	16	24	100

- (i) Test the solution for optimality (3)
- (ii) If solution is not optimal find optimal solution. (5)

Q,4 D) A small project consist of seven activities. Optimistic, most likely and pessimistic time estimated in days are given below

Activity	Preceding Activity	Optimistic Time	Most likely Time	Pessimistic
A	-	2	5	8
B	-	2	5	14
C	A	4	6	14
D	A	5	7	15
E	B,C	2	3	10
F	D	3	3	3
G	E	1	2	3

i) Construct the network diagram of PERT network and find expected completion time of the project. (3)

iii) Determine the probability of completing the project in 21 days. (4)

Q.5 A) Define operation Research and What are the Characteristics of Operation research techniques? (8)

B) Explain Objective of Project Crashing of Network analysis (7)

OR

Q.5 C) Write a Short notes on Any Three (15)

- i) Degeneracy in transportation
- ii) Dummy activity in network analysis
- iii) Three time estimates in PERT
- iv) Project crashing
- v) Assumption in LPP

NORMAL DISTRIBUTION TABLE

Area Under the Standard Normal Distribution

Z	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	0.2518	0.2549
0.7	0.2580	0.2612	0.2642	0.2673	0.2705	0.2734	0.2764	0.2797	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	0.4464	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	0.4938	0.4838	0.4842	0.4846	0.4850	0.4854	0.4857
2.2	0.4861	0.4846	0.4868	0.4871	0.4875	0.4878	0.4881	0.4884	0.4887	0.4890
2.3	0.7893	0.4896	0.4898	0.4901	0.4904	0.4906	0.4909	0.4911	0.4913	0.4916
2.4	0.4918	0.4820	0.4922	0.4925	0.4927	0.4931	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	0.4958	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	0.4988	0.4986
3.0	0.49865	0.4987	0.4987	0.4988	0.4988	0.4989	0.4989	0.4989	0.4990	0.4996
4.0	0.49968									

7. Burnout is a negative stress which is experienced by people who suffer for a long duration of time.
8. Experience is said to be the best teacher, as it has the real touch in it.
9. Transformational leaders have the ability to bring changes in the mind set of people in the organization.
10. Prescribed syllabus is a feature of Gurukul System of Education.

Q.2 a) Explain various elements of Indian Ethos practiced by Indian Organization. (08)

Q.2 b) Describe in detail role of Indian Ethos in managerial practice. (07)

OR

Q. 2 c) Describe requisites of Indian Ethos. (08)

Q.2d) Describe management lessons from Mahabharat. (07)

Q.3a) Discuss factors responsible for poor work ethos. (08)

Q.3b) Compare Secular and Spiritual Values in context of management of organization. (07)

OR

Q.3c) Which values are important for Indian Managers? (08)

Q.3d) Describe basic as well as top level work ethos. (07)

Q. 4 a) Describe advantages and limitations of transformational leadership. (08)

Q. 4 b) Explain characteristics of charismatic leadership. (07)

OR

Q. 4 c) Describe stress management techniques at organizational level. (08)

Q. 4 d) Enumerate various characteristics of visionary leadership. (07)

Q. 5 a) Describe modern system of learning. (08)

Q. 5 b) Explain various laws of Karma. (07)

OR

Q. 5 Write Short Notes on (Attempt any 3 out of 5) (15)

- i. Gurukul System of Learning
- ii. Joint Hindu Family Business
- iii. Concept of Yog along with its benefits
- iv. Leadership qualities of Karta
- v. Physical benefits of meditation
