Paper / Subject Code: 78501 / Information Technology in Business Management-II

Time : 2 hrs 30 min | Max Marks : 75

Note :

1. All questions are compulsory
2. All questions carry equal marks

Q1 A. Fill in the Blanks (Any 8): **(8 Marks)**

1. Procurement of Raw material is the feature of
A) ERP-Marketing Module
B) ERP-HR Module
C) ERP-Finance Module
D) ERP-Purchase Module

2. Cloud based E- CRM includes
a) Cloud based customer services
b) Cloud Based Database
c) Mobile computing
d) All of the Above

3. The full form of OLAP is _____.
a) Online Advanced Processing
b) Online Advanced Preparation
c) Online Analytical Processing
d) Online Analytical Preparation

4. RFID stands for _____.
a) Radio Frequency Identification
b) Ratio Frequency Interface
c) Radio Frequency Interface
d) Radio Frequency Interface

5. Business Intelligence is included in _____.
a) MRP II
b) ERP
c) Extended ERP
d) MRP

6. EDI Stands for ___
a) Electronic Data Interchange
b) Electronic Distributed Interchange
c) Electronic Data Interlink
d) None of the Above

7. The primary key having two or more attributes is called as _____.
a) Super Key
b) Composite Key
c) Candidate key
d) Foreign Key

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8. Data about data is called as ____
a) Tuple
b) Field
c) Metadata
d) Normalized data

9. Hub and Spoke model is a model of
a) Outsourcing
b) Business Process Outsourcing
c) Cloud Computing
d) Data Processing

10. _____ is a DBMS software
a) MySQL
b) Microsoft SQL
c) FoxPro
d) All of the Above

Q1 B. State whether following statement are True or False.(Any 7) **(7 Marks)**

1. Outsourcing eliminates risk management part completely.
2. Database server is accessible to all users.
3. Redundancy refers to accuracy of data.
4. Ad-Hoc queries have their specific format defined.
5. Data mining can derive actionable information from large volumes of data.
6. GUI is the level closest to the user.
7. Data cleansing refers to removal of dirty data form warehouse.
8. ERP systems must have modular and open architecture .
9. Internet Bots are example of workflow automation.
10. OLAP queries require multidimensional representation.

Q2. Answer the Following:

a) Define MIS. What are Objectives of MIS? **(7 Marks)**
b) Discuss Characteristics of MIS. **(8 Marks)**

OR

a) Differentiate between MIS and DSS. **(7 Marks)**
b) Explain any four applications of DSS. **(8 Marks)**

Q3. Answer the Following:

a) Define ERP. Enlist and explain any 3 generic modules of ERP. **(7 Marks)**
Explain with suitable diagram Architecture of ERP. **(8 Marks)**

OR

a) Define e-CRM. How does it differ from traditional CRM. **(7 Marks)**
b) Discuss Privacy issues and CRM. **(8 Marks)**

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Q4. Answer the Following: **(15 Marks)**

a) What is DBMS and Datawarehouse? **(7 Marks)**
b) Why do we need database .Explain with one example. **(8 Marks)**

OR

a) Discuss Data mining ? **(7 Marks)**
b) Explain process flow of data mining. **(8 Marks)**

Q5. Answer the Following:

A. Explain Business process outsourcing and KPO with suitable example. **(08 Marks)**

B. Describe cloud computing service model with example. **(07 Marks)**

OR

Q5. Write Short Notes on (Any 3): **(15 Marks)**

1.Data Marts
2.KPO challenges
3.Workflow automation in CRM
4.e-SCM
5.Vertical and Horizontal Process in Outsourcing

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[Time: 2 ½ hours] [Marks:75]

Please check whether you have got the right question paper.

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

Q1. A. State Whether the Following Statements are True or False: (Any 8) **(8)**

1. Ethics and business can't go together.
2. Good ethics are a cornerstone of sustainable marketing.
3. Black money is the oxygen for corruption and corruption is the oxygen for black money.
4. Turf guarding means hoarding reserves.
5. Good corporate governance results in higher financing costs.
6. Corporate governance is about unethical conduct in business.
7. Audit committees are required for all companies.
8. Custodian of investor interest in India is SEBI.
9. CSR means Company Society Responsibility.
10. CSR spending is voluntary in India and not legal.

Q1. B. Match the Column: (Any 7) **(7)**

A	B
1. Ethos	a. Environmental impact
2. Morals	b. Spamming
3. Ability to frame our actions	c. Surrogate advertising
4. Justice to all Practices	d. Turf Guarding
5. Sending an unwanted email to another person	e. Dilemma
6. Hoarding Reserves	f. Ecologically safe products
7. Choosing between right and wrong	g. Fairness Principle
8. Green Marketing	h.Vision
9. Advertising which is used to promote banned products	i.Character
10. Sustainable Development	j. Customs

Q2.

a. Explain the Scope of Business Ethics? **(8)**
b. Differentiate between Ethics & Morals? **(7)**

OR

p. What is Ethics and State its Objectives? **(8)**
q. Explain the Concept of Code of Ethics? **(7)**

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Q3.

a. Explain the concept of whistle-blower? (8)

b. Explain the ethical issues faced by an individual employee? (7)

OR

p. Explain the reasons that can be used to strengthen marketing ethics? (8)

q. Explain the tools for ethical management? (7)

Q4.

a. Explain the need and objectives of corporate governance? (8)

b. Explain the theories of corporate governance? (7)

OR

p. Explain the concept of Carroll's Pyramid? (8)

q. Highlight the benefits of Corporate Social Responsibility? (7)

Q5.

a. Explain the recent issues in CSR in India? (8)

b. Explain how to overcome the challenges of CSR in future? (7)

OR

Write short notes on (Any 3): (15)

1. Benefits of Business Ethics
2. Ethical issues in HRM
3. Sachar Committee Report on CSR
4. Ethical Leadership
5. Scope of business ethics based on Functional areas of Business.

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Duration: 21/2 hrs **Max Marks: 75**

Note: 1. Attempt all questions.
2. All questions carry equal marks.
3. Use of simple calculator is permitted.
4. Draw schedules, graphs and diagrams wherever necessary.

Q1. A Choose the best answer: (ANY EIGHT) **08M**

i. The consumption function or propensity to consume refers to ----------
a. income saving relationship
b. income investment relationship
c. income consumption relationship
d. All of the above

ii. Keynesian Economics is ----------
a. Micro economics b. Macro economics c. Monetary economics d. Welfare economics

iii. Marginal efficiency of capital refers to ----------
a. the rate of profit expected
b. the rate of investments made
c. the rate of savings made
d. None of the above

iv. During inflation gainers are ----------
a. Common man b. Debtors c. Creditors d. All of the above

v. According to Fisher's Equation of quantity theory of money ----------
a. MV = PT b. MP = PV c. MT = PV d. None of the above

vi. Money supply M3 includes ----------
a. M3 = C + DD + OD
b. M3 = C + DD + Deposits with post offices
c. M3 = M1 + Time Deposits with the banks
d. None of the above

vii. Budget Deficit Fiscal Policy is followed during ----------.
a. Inflation b. Depression c. Boom d. None of the above

viii. The debt that is repayable by the government after a fixed period of time is known as ----------
a. redeemable debt b. Irredeemable debt c. Coercive debt d. None of the above

ix. ---------- introduced the concept of GBTT.
a. Adam Smith b. Alfred Marshall c. Amartya Sen d. Taussig

x. Equilibrium terms of trade according to J. S. Mill is determined by the condition of ----------
a. Market demand b. Aggregate demand c. Reciprocal demand d. None of the above

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Q1. B. State whether the following statements are true or false: (ANY SEVEN) 07M

i. The current account of balance of payment does not include Unilateral services.
ii. Donations, grants, gifts and such other payments which do not have counter obligations are known as unilateral flows.
iii. Modern theory of International trade is based on the assumption of free trade.
iv. The chief proponent of the concept of functional finance is J.M Keynes.
v. Funded debt is a long-term debt for a definite period.
vi. "Too much of money chasing too few goods" is definition of inflation given by Coulbourn.
vii. During inflation losers are Common man.
viii. The term 'the supply of money' is synonymous with 'money supply'.
ix. The question of tax shifting especially arises in the case of direct taxes.
x. The monetary policy is concerned with the raising of government revenue and incurring of government expenditure.

Q2. Answer ANY ONE question from the following: 15M

a. Discuss the importance of macro economics.
b. Enumerate the phases of business cycle.

OR

c. Explain the significance of circular flow of income.
d. Explain in details the factors affecting velocity of circulation of money.

Q3. Answer ANY ONE question from the following: 15M

a. Explain demand-pull and cost-push inflation.
b. Discuss Keynes's theory of demand for money.

OR

c. Explain in brief the instruments of monetary policy.
d. Examine adverse effects of inflation on production.

Q4. Answer ANY ONE question from the following: 15M

a. Enumerate canons of taxation.
b. Explain the factors influencing incidence of taxation.

OR

c. Discuss the significance of public expenditure.
d. State the objectives of the FRBM Act.

Q5. Answer the following questions: 15M

a. Explain classical theory of international trade.
b. Explain the functions of foreign exchange market.

OR

Q5. B. Write explanatory notes on ANY THREE of the following: 15M

a. Hedging
b. Objectives of fiscal policy
c. FDI
d. Inflation targeting
e. Green GNP and Green NNP

----XXX----XXX----

S4 BMS

Time: 2.30 Hours Max Marks: 75

N.B. i) All questions are compulsory
ii) Figures to the right indicate full marks

Q.1. (A) Answer the following: (Any Eight) **08**

1. Mean, Median and Mode are:
(A) Ways of sampling (B) Measures of central tendency (C) None of the above

2 Information is.....
(A) Raw Data (B) Processed Data (C) Pure data

3. Research is
(A) Searching again and again (B) Finding solution to any problem
(C) Working in a scientific way to search for truth of any problem d) All of the above

4. Which of the following is the first step in starting the research process?
(A) Searching sources of information to locate problem.
(B) Survey of related literature (C) Identification of problem

5. _____ research is also called as basic research.
(A) Fundamental (B) Applied (C) Historic

6. Action research means
(A) A longitudinal research (B) An applied research (C) A research initiated to solve an immediate problem

7. _____ gives direction to the research work.
(A) Sampling (B) Research design (C) Questionnaire
(D) Professional Attitude

8. The essential qualities of a researcher are
(A) Spirit of free enquiry (B) Reliance on observation and evidence
(C) Systematization or theorizing of knowledge

9. In the process of conducting research 'Formulation of Hypothesis" is followed by
(A) Statement of Objectives (B) Analysis of Data
(C) Selection of Research Tools (D) Collection of Data

10. A research paper is a brief report of research work based on
(A) Primary Data only (B) Secondary Data only
(C) Both Primary and Secondary Data (D) None of the above

Q.1. (B) Answer the following: (Any Seven) **07**

	Group A		Group B
1.	z – test	a.	Measured outcome
2.	Null Hypothesis	b.	Representative Unit
3.	Dependent variables	c.	Sample size above 30
4.	Sample	d.	H0
5.	Hypothesis	e.	Books and articles
6.	Secondary data	f.	Type of Research
7.	Descriptive	g.	Assumptions

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8.	Questionnaire	h.	Superscript number
9.	Likert Scale	i.	Five – point scale
10.	Footnote	j.	Logical Sequence

Q.2 a. State any eight characteristics of the research. 07

Q.2 b. What is the hypothesis? Explain its importance. 08

OR

Q.2.a. Explain in detail meaning of research design and discuss the factors importance of research design. 15

Q.3.a. Discuss the different methods of collection of primary data 07

Q.3.b. Explain the limitations and advantages of secondary data in brief. 08

OR

Q.3.a. Explain the concept and techniques of scaling. 07

Q.3.b. Explain the essentials of a good questionnaire. 08

Q.4.a. Explain in brief the stages of data processing. 07

Q.4.b Explain the significance of data interpretation. 08

OR

Q.4.a. Explain report writing, and any eight of its importance. 07

Q.4 b. Discuss the various types of reports. 08

OR

Q. 5) Case Study 15

Your Company is Concerned with the production and marketing of T-Shirts. The Company wants to introduce a new range of sportswear as per the current needs and expectations of young college sportsmen and college students.

QUESTIONS:

a) Draft a suitable questionnaire for information collection (through survey) from sportsmen and college student also suggest a name for your Company. 07

(iii) List the sources of collecting secondary data for the said research. 08

OR

Q.5 Answer the following **(Any three)** 15

a Steps in research process

b. Questionnaire

c. Plagiarism

d. Chi – sequare Test

e. T - Test

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Q.P. Code: 31195

Maximum Marks: 75 **Duration: 2 Hours & 30 Minutes**

Note: 1) All questions are compulsory, Subject to internal choice.
2) Figures to the right indicate full marks.

Q 1 A) Fill in the Blanks (Any 8) **08**

1) _____ is the process of transforming raw material into finished goods for sale. (Marketing / Production / Packaging)
2) _____ means determining the shape, standard & pattern of the product. (Product Design / Product Process / Product Sale)
3) _____ is the ratio between what is produced to what is required to produce it. (Quality / Quantity / Productivity)
4) ISO stands for _____ organization for Standardisation. (Indian / International / Institutional)
5) _____ is the art & science of moving, packaging & storing of material in any form. (Material Management / Material Handling / Material Procuring)
6) _____ refers to the quantity ordered to be purchased at the lowest total cost. (EOQ / ABC / XYZ)
7) _____ pertains to planning of the space available for production activities. (Plant Layout / Plant Location / Plant Management)
8) _____ should be aimed at the needs of the customer, present & future. (Quantity / Quality / Productivity)
9) Under _____process, 99.99966% of products created are expected to be statically free from defects. (Kaizen / Six Sigma / Lean)
10) _____ defines quality in terms of the social loss, loss to producer & consumer. (Deming / Taguchi / Kepner & Tregor)

Q 1 B) Match the Column (Any 7) **07**

	Group A		Group B
1	Process Production	A	Appraisal Cost
2	Batch Production	B	Failure Cost
3	MBNQA	C	Paints & Vehicles
4	Deming Prize	D	Crude Oil & Sugar
5	Cost of Poor Quality	E	Based on Nature of Supplier
6	Cost of Good Quality	F	For American Company
7	GOLF Analysis	G	For Japanese Company
8	SDE Analysis	H	Minimize Waste
9	Lean Thinking	I	To change for better
10	Kaizen	J	Based on Problem of Procurement

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Q 2 A) Define Production Management. Discuss the Components of Production Management. 08

B) Explain the characteristics of a good product design. 07

OR

C) Define Six Sigma. Explain the DMAIC & DMADV methodology in brief. 08

D) Discuss in brief procedure for registration for ISO certification. 07

Q 3 A) Explain in brief various types of Material handling Equipments. 08

B) Explain the objectives of Materials Management. 07

OR

C) Define Quality. Explain the characteristics of Quality. 08

D) Discuss the service dimensions of Quality. 07

Q 4 A) Explain in brief any 4 Inventory Control Techniques. 08

B) What are the types of Plant Layout? 07

OR

C) Explain Taguchi's Quality Engineering. 08

D) Explain Edward Deming's Philosophy & approach to Quality. 07

Q 5 A) ABC Ltd. Purchases computer chips at the rate of Rs. 50 each. The annual consumption of chip is 36,000 units. If the ordering cost is Rs.250 per order & carrying cost is 25%p.a., what would be the EOQ and Total Cost? If the supplier offers a discount of 10% for ordering 6,000 units. Per order, do you accept the discount offer? 08

B) Calculate partial & Total Productivity. 07

Output	1000,000	Raw Material	175,000
Labour	150,000	Electricity	50,000
Capital	200,000	Other Misc. Exp.	25,000

OR

C) Write a Short Notes : (Any 3) 15

1. Quality Circle
2. Lean Thinking
3. Production System
4. Deming's Application Prize
5. Ishikawa Fish Bone Diagram

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Duration: 2.5 hrs **Total Marks: 75**

1. All questions are compulsory.
2. All questions carry equal marks.
3. Figures to the right indicate maximum marks.

Q1. Objective Questions:

A. Match the Columns: (Solve any 8 out of 10) **(8 Marks)**

Group A		Group B	
1	Reserve Bank of India	A	Liquid Instruments
2	T- Bill	B	1982
3	ROSCAS Model	C	5 Departments
4	MOF	D	Uncollateralized Basis
5	NHB	E	Appointed by Board of Trustees
6	Inter Corporate Deposits	F	Shareholder- creditor
7	Merchant Banking	G	1935
8	Custodian	H	Transparency
9	Utmost Good Faith	I	Chit Fund
10	Stockholder Lender Conflict	J	Investment efficiency and economic growth
		K	1988
		L	Fee Based Services

B. True and False (Solve any 7 out of 10) **(7 Marks)**

1. Financial system is a set of complex and closely interlinked financial institutions, financial markets, financial instruments and services which facilitate the transfer of funds.
2. Commercial Paper (CP) is a popular instrument for financing working capital requirements of companies.
3. Grameen model are small loan, informal and homogenous groups of 10 to 20 members each.
4. SEBI does not help in prohibiting insider trading in securities
5. The IFCI has promoted ICRA Ltd, a credit rating agency to help investors undertake investment decisions
6. Treasury Bill is used by the Government to raise short term funds for meeting temporary Government revenues.
7. Mutual fund is a way of reducing your potential financial loss or hardship.
8. Multi Commodity Exchange of India Limited (MCX) is India's first listed exchange
9. Basis = Cash Price – Future Price
10. Closed – ended mutual funds does not have a fixed number of units and a fixed tenure.

Q2. Solve Any 2

A. What are the various challenges faced by Financial sector **(8 Marks)**

B. Explain in detail the operations of Primary market in India **(7 Marks)**

OR

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C. What are the various advantages and disadvantages of Microfinance? (8 Marks)
D. Discuss role of SEBI in investors Protection? (7 Marks)

Q3. Solve Any 2

A. Briefly define various functions and objectives of IDBI (8 Marks)
B. Who are the various participants in money market? (7 Marks)

OR

C. What are various developments that took place in capital market? (8 Marks)
D. What are the types of Derivatives Contracts? (7 Marks)

Q4. Solve Any 2

A. How mutual funds do functions in India? (8 Marks)
B. Elaborate the need and purpose of Insurance (7 Marks)

OR

C. What are the various Dimensions of well functioning financial systems? (8 Marks)
D. Explain in detail the Three Pillar Banking system of Germany (7 Marks)

Q5. Write Short Notes On: (Solve any 3 out of 5) (15 Marks)

a. Financial system in Germany
b. Grameen Bank Model
c. SIDBI
d. Role of Capital Markets in India
e. Commercial Paper

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S4BMS
03/05/2019

Q.P. Code: 35697

Duration: 2.5 Hours

Marks: 75

NOTE: All questions are compulsory.
Figures to Right Indicate full marks

Q1. (a) Fill in the blanks. (Any 8) **(08Marks)**

1. _____ need is the difference between standard and actual performance. (Training / Development / Performance)
2. _____ will reveal much information about where an employee's skill is deficient (Questionaire/ Observation/ Interviewing)
3. Introduction will create a _____ learning environment. (Positive/ Natural/ Negative)
4. OD is a _____ science where knowledge is developed in the context of applying it and learining from the consequences. (Action / Social / Theoretical)
5. The _____ process initiates when a performance gap exists. (HPI, Training, OD)
6. _____ stage starts when a new employee joins an organisation. (Exploratory/ Establishment/ Maintenance)
7. The transfer of executives from job to job and from department to department in a systematic manner is called as _____. (Job Rotation / Understudy / Coaching)
8. The most important means of evaluating development programmes are _____. (Observation / Questionaire / Case study)
9. The _____ is a process characteristic indicating the degree to which the process output confirms to requirement. (Effectiveness/ Efficiency / Safety)
10. _____ of statements of traits of employees in the form of Yes or No based questions is prepared (Checklist / Rating scale / Bars)

Q1.(b) True or False(Any 07) **(07Marks)**

1. During apprentice period a trainee is paid than a fully qualified worker.
2. Training methods are desired means of attaining training objectives.
3. Induction assists the individuals in choosing, utilising and evaluating their experience.
4. Career development is a systematic process of guiding the movement of human resources of an enterprise through different hierarchical positions.
5. The self development plan is also called as personal development plan.
6. Counseller and consellee mutually apply their different knowledge and perceptions, skills and values to the problems and find solutions.

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7. Management development is a one time process.
8. Ascertaining development needs is the second step of MDP.
9. Apathetic employees are employees with high job involvement and low effective commitment.
10. Corporate stategy is the natural starting point for thinking about talent management.

Q.2) Answer the Following

(a) Define Training. Explain its Scope and Importance. **(15 Marks)**

OR

(b) Describe the Criteria ,designing and implementation of Training programme.Explain in brief T –Group Training? **(15 Marks)**

Q.3) Answer the Following

(a) Define Organisational Development. Explain the need and importance of OD. **(15 Marks)**

OR

(b) Define the Human performance improvement. Explain Human performance improvement process and steps involved in process with the help of diagram? **(15 Marks)**

Q.4 Answer the Following

(a) Define the concept of Management Development. Explain the steps in the process of Management Development Programme? **(15 Marks)**

OR

(b) Explain the Importance of Management Development Programme(MDP).Write a Note on Evaluation of Management Development Programme(MDP)? **(15 Marks)**

Q.5 Write short notes on: (any 3) **(15 Marks)**

a) Talent management
b) Assessment centres
c) Knowledge management
d) Future of Talent management
e) Behaviourally Anchored Rating Scales

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S4BMS
Gr. B
03/05/2019

Paper / Subject Code: 78514 / Group B:Marketing :Integrated Marketing Communication

Duration:2½ Hours **Total Marks: 75**

Instruction to students:

- Write your answer in detail with suitable points.
- Please support your answers with examples.
- Kindly maintain neatness and continuity.
- Figures to the right indicate full marks.

Q1.A Attempt any eight from the following: **(8 Marks)**

1) The promotional mix is the combination of different promotional channels that is used to _____ a promotional message.

(a) Target (b) Communicate (c) Advertising

2) The _____ analysis can provide insight into both internal & external conditions that can lead to more effective marketing communication.

(a) sales (b) SWOT (c) BCG

3) The _____ has brought media to a global audience

(a) SMS (b) Search engine (c) Internet

4) _____ are an excellent & risk free way to induce trial.

(a) Samples (b) C2B (c) C2C

5) Trade show are one of the most common type of sales promotion in _____ market.

(a) B2B (b) C2B (c) C2C

6) _____ advertising is all advertising by the stores that sell goods directly to consumer public.

(a) Wholesale (b) Online (c) Retail

7) _____ word of mouth publicity tends to increase the publicity of the organization.

(a) Positive (b) Negative (c) Diverse

8) A _____ test could also be done to check the effectiveness of the ad campaign.

(a) Memory (b) High Risk (c) Offensive

9) The boundaries between _____ psychiatry & neuroscience have become quite blurred.

(a) Psychology (b) Receptive (c) Ethical

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10) _____ test market is widely used for major product testing.

(a) Loyalty (b) Inverse (c) Standard

Q1B.) Match the column. Attempt any 7 out of 10 **(7 marks)**

	A		B
1	AIDA	a	Society benefit
2	DAGMAR	b	Applied science
3	Publicity	c	Non-profit Event
4	PULL Strategy	d	Eye Tracking
5	Contest	e	Arousing Interest
6	Corporate Sponsorship	f	Promotion
7	Cause Sponsorship	g	Number of clicks
8	Human mind	h	Attention
9	Innovative technique	i	Advertising goals
10	Online Evaluation	j	Editorial

Q2) Answer any one out of two: **(15 Marks)**

a) Define IMC. Explain in brief features & evolution of IMC. **(7 Marks)**
b) Explain in brief reasons for the growth & importance of IMC? **(8 Marks)**

OR

c) Define advertising. Explain in brief features of advertising. **(7 Marks)**
d) Distinguish between PUSH Strategy & PULL Strategy. **(8 Marks)**

Q3) Answer any one out of two: **(15 Marks)**

a) List out various tools for PR. **(7 Marks)**
b) Define sales promotion. Explain in detail the role of sales promotion and reasons for its growth. **(8 Marks)**

OR

c) Explain in details objectives of Direct Marketing. **(7 Marks)**
d) Explain in details steps in the sales process. **(8 Marks)**

Q4) Answer any one out of two: **(15 Marks)**

a) Explain Advertising tracking research. **(7 Marks)**
b) Describe in brief behavioural response. **(8 Marks)**

OR

c) Define Internet. Explain in brief Advertising on Internet. **(7 Marks)**
d) Explain in brief evaluation process of IMC. (8 Marks)

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Q5) A Write Short Notes on any Three **(15 Marks)**

a) DAGMAR
b) Surrogate Advertising
c) Crisis Management
d) Cause Sponsorship
e) Offensive Brand Messages

OR

Q5)B) a) Explain in brief Public Relation & Sales Promotion through Internet Banner. **(8 Marks)**

b) Explain in detail approaches used by organization for test marketing. **(7 Marks)**

Q. P. Code: 34616

Total Marks: 75

Duration: 2 ½ hrs

N. B. : All Questions are compulsory

Q1) A . State whether true or false. (Attempt any 8) (8 marks)

1. Proactive change is a change that is initiated by an organization.
2. Purpose of a change is to ensure that changes deliver expected results.
3. Empathy leads to improve communication between the client and the change agent.
4. Resource inadequacy causes stress.
5. Team level change does not encourage a team in adoption of a new way of doing their jobs
6. Action Research model was given by A.J. Leavitt.
7. Short term benefits include better understanding of the current system.
8. Management does not have control over internal driven changes.
9. Linkage refers to the degree of collaboration between the change agent and the client.
10. The objective of Total Quality Management is to minimize mistakes in all operational areas.

B) Match the following. (Answer any 7) (7 marks)

Sr. No.	Column 1		Column 2
1	Conflict	A	Sensitivity Training
2	External Change	B	Positive benefits
3	Homophility	C	Difference of opinion among individuals
4	T-group	D	Actions of competitors
5	Leadership Skill	E	Value system
6	Rewards	F	People, task, structure, technology
7	Fear of the unknown	G	Role Analysis Technique
8	Organizational Culture	H	Introduction to something new
9	Thomas and Dayal	I	Degree of closeness and similarity
10	A. J. Leavitt Model	J	communication

Q2)A) Discuss in details the importance of Change (8 marks)

B) Explain internal forces of change (7 marks)

OR

C) Explain the resistance to change and sources of Organizational resistance to change (15 marks)

Q3) A) Explain in detail Kurt Lewin change model (8 marks)

B) Explain change and its negative impact (7 marks)

OR

C) Explain in details six box model of resistance to change (8 marks)

D) Explain in detail the strategies to overcome resistance to change. (7 marks)

Q4) A) Explain the different types of OD interventions (15 marks)

OR

B) What are the qualities required for an effective change agent? (8 marks)

C) What are the determinants of successful Change management? (7 marks)

Q5) A) what are the guidelines for a consultant in a client – consultant relationship? (8 marks)

B) What are the Classic skills for a leader? (7 marks)

OR

C) Short Notes (answer any three) (15 marks)

1. Anticipatory and incremental change
2. Role Stress
3. Levels of Change
4. Tips for clients in a client – consultant relationship
5. Functions of a change agent

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Duration: 2 ½ hrs **Marks: 75**

Note:

1. **All questions are compulsory, subject to internal choice.**
2. **Figures to the right indicate full marks.**

Q.1) a) Fill in the blanks: **(Any 8)** **(8)**

1) _____- tour promotes and brings tourists from Foreign Countries. (Outbound ,inbound, culture)
2) _____ tourism involves travelling to places that are environmentally or otherwise threatened .(Adventure ,Doom ,Risk)
3) _____ Approach is firm oriented and micro economic .(Institutional, Product, Managerial)
4) _____Tours are pre-planned, organised travel experience consisting of several and separate elements operated over a fixed itinerary and time frame.(Packaged,FIT,Destination)
5) A _____ is usually defined as an instance wherein the customer and the organisation come into contact with one another.(Process, Moment of truth ,line of visibility)
6) _____ supports both external and internal marketing. (Blueprint,Folder,Physical evidence)
7) Advertising in tourism essentially follows the _____ principle.(Promotion, AIDA, Publicity)
8) Full form of ITDC is _____(Indian Tourism Development Corporation, Indian train department corporation ,International tourism Developing Corporation)
9) _____ is defined as travel to destinations where the flora ,fauna and cultural heritage are primary attractions.(Eco Tourism ,Cultural Tourism ,Health Tourism)
10) _____ means to travel alone .(Individual ,Solo Travel, vagabond)

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

1. Historical Approach is widely used in tourism.
2. A tourist product is composite one.
3. Demand for tourism is significantly unstable.
4. Rail Transport is a commonly used mode of long distance transportation in India.
5. Accommodation is not a crucial part of tourism infrastructure.
6. Attraction is one of the major elements in tourism industry.
7. Transportation links tourist with various tourist attractions.
8. SIT is Season Interest Tour.
9. A natural attraction is an attraction that has been created by nature.
10. A Cultural visa is issued for the purpose of pleasure trips and sightseeing.

Q.2) a) Explain: 1. Rural Tourism 2. Adventure Tourism **(8)**

b) Explain the objectives of tourism marketing. **(7)**

OR

c) State the need and importance of segmentation in tourism. What are the bases of segmenting tourism market? **(15)**

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Q.3) a) Write a detailed note on Accessibility. (8)

b) What are packaged tours? Explain different types of package tours. (7)

OR

c) Discuss how promotion plays an important role in tourism. (8)

d) Discuss the challenges for Indian tourism industry. (7)

Q.4) a) Explain various sources and modes of reservation (8)

b) Explain the role of Physical Evidence in Tourism Services (7)

OR

c) State different middlemen in tourism industry. (8)

d Discuss in detail internal marketing. (7)

Q.5 a) Explain- 1. WTO 2. Ministry of Tourism

3. Tourism at U.K 4. Thailand as Tourist Destination. (8)

b) Discuss the status of tourism in developing country. (7)

Q.5) Write Short Notes on: (any 3) (15)

a) Service Encounter
b) 4 A's Of Tourism
c) Positive Image of India as a Tourist Destination
d) Travel Agent
e) Inbound and Outbound Tour

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Q2) a) Distinguish between Audit and Investigation (08)

b) What is audit? Explain its advantages. (07)

OR

Q2) a) Explain advantages and disadvantages of continuous audit. (08)

b) What are basic principles of audit. (07)

Q3) a) Explain pre-audit consideration. What are points to be consider by auditor before audit ? (08)

b) What is audit working paper? Explain its contents. (07)

OR

Q3) a) What are advantages and disadvantages of audit programme. (08)

b) Explain audit note book and audit engagement letter. (07)

Q4) a) Distinguish between internal audit and statutory (external) audit. (08)

b) What is test check? Precaution should be taken by auditor in test check (07)

OR

Q4) a) Explain internal control and role of auditor in same. (08)

b) What is internal check? How it is different from test check? (07)

Q5) a) Explain verification process of creditors. (08)

b) Explain vouching process of salaries. (07)

OR

Q5) Write short note (Any three) (15)

1. Distinguish between verification and valuation
2. Audit sampling
3. Internal check
4. Interim audit
5. Objectives of Audit

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Duration: 2 ½ Hours

Marks:75

Note: 1) All questions are compulsory.

2) Numbers at right indicate full marks.

Q1) a) State whether the following information are True or False.(Any eight) (08)

1. Confidentially means the auditor should not disclose client's information outside.
2. Error of duplication is when transaction is not recorded.
3. Interim audit is same as management audit.
4. Audit programme is also known as audit note book.
5. Application of audit procedure to less than 100% of items is termed as test check.
6. Internal audit is done by specially designed staff for review of operations and records of business.
7. Any document which supports accounting transaction is termed as verification.
8. Vouching is same as valuation.
9. Salary is vouched on the basis of credit purchase.
10. Physical verification is required for assets.

b) Match the column (Any seven) (07)

Sr. No.	Column A	Sr. No.	Column B
1	Investigator	1	Cash Memo
2	CARO 2016	2	CA in practice
3	Secret Reserve	3	Assets
4	Permanent file	4	Central government
5	Test check	5	Auditor's lien
6	Statutory auditor	6	Understatement of liabilities
7	Cash sales	7	Perform by auditor
8	Valuation	8	Appointed by Management
9	Special audit	9	Reporting of Error
10	Audit note book	10	Audit working paper

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