TY BMS

Sem - VI

April - 2024

Pages - 86

BMS Sem - 6

ime: 2 ½ Hours

Marks: 75

ote: 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,

1A) State whether the following statements are True or False: (Attempt any 8) **(8)**

1. A linear programming model is consists of only decision variables and constraints.
2. The limitation imposed on a LPP are called as Decision Variable.
3. In LLP, graphical method can be used only for a two variables problem.
4. Slack represents unutilized resources.
5. Key column indicates the incoming variable in a LPP simplex solution.
6. NWCR is the most efficient method of finding IFS in a Transportation problem.
7. A Transportation problem is called Balanced if Total Demand is equal to Total Supply.
8. A Dummy is used to solve a Prohibited Assignment problem.
9. All floats for any critical activity is always zero.
10. A mixed strategy game is the one in which saddle point is variable.

.1 B) Match the right and closely related answer from Column Y with the text/term given in Column . (Attempt Any 7) **(7)**

Column A	Column B
1. Maximum capacity	a. No feasible solution is visible
2. Cost data	b. Prohibited problem
3. Infeasible solution	c. Completely utilized resource
4. Key row	d. Degenerate solution
5. Scarce resources	e. Less than or equal to constraint
6. VAM	f. Imaginary activity
7. Epsilon	g. Minimization problem
8. Cost or time problem	h. Max.Z
9. Restricted assignment	i. Method of penalties
10. Dummy activity	j. Outgoing variable in simplex

Q.2 A) A Company produces three products A,B, C.
For manufacturing three raw materials P,Q,R are used.
Profit per unit A Rs. 5 , B Rs. 3 and C Rs. 4
Resource requirements/units

	Raw material		
Products	**P**	**Q**	**R**
A	-	20	50
B	20	30	-
C	30	20	

Maximum Raw material Available P= 80 Units, Q – 100 units and R = 150 units
Formulate LPP **(8)**

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

Maximize $Z = 3x_1 + 7x_2$

Subject to Constraints

$$2x_1 + 5x_2 \leq 20$$
$$x_1 + 2x_2 \leq 4$$
$$x_1, x_2 \geq 0$$

OR

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

Maximize (profit) $Z = 30x_1 + 30x_2$

Subject to Constraints

$$3x_1 + x_2 \leq 30{,}000$$
$$x_1 \leq 8{,}000$$
$$x_2 \leq 12{,}000$$
$$x_1, x_2 \geq 0$$

Q.2 D) A Sales manager has to assign salesmen to four territories and their profit performance (In Rs. Lakhs) are 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

Assign the salesmen to sales territories so as to maximize profit

Q. 3. A) From the following Project of Shyam Ltd.

Activity	Time (Days)
A (1-2)	3
B (1-3)	4
C (1-4)	6
D (2-5)	5
E (3-6)	6
F (4-7)	5
G (5-8)	4
H (6-8)	7
I (7-8)	4

(i) Construct a network diagram, find critical path and project completion time.

(ii) Tabulate/Calculate Earliest Start and Finish Time, Latest Start and Finish Time.

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 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 VAM method

OR

Q.3 C) The following table shows details of a project. Indirect cost is Rs. 200 per day. Assume a total normal cost of Rs.4050 for the entire project.

Activity	Normal time (Days)	Crash time (Days)	Crash slope
1-2	4	3	200
1-3	2	2	-
1-4	5	4	150
2-3	7	5	100
2-5	7	6	200
3-5	2	1	150
4-5	5	4	200

a) Construct a network diagram. (2)
b) Identify the critical path, normal duration and corresponding project cost? (2)
c) Find the optimal project cost and additional cost require to reach the optimal time. (2)
d) What is the minimum project duration and total cost require to each this duration? (2)

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	16	6
II	8	4
III	2	10
IV	8	12
V	10	14

(i) Find the sequence that minimizes the total elapsed time (2)
(ii) Calculate the total elapsed time (3)
(iii) Idle time on for each Machine (3)

Q,4 A)There are 3 machines A, B and C on which 5 jobs I, II, III, IV, V are to be processed in the order A - B - C. The following table gives their processing times in minutes for each of the six jobs.

Jobs	Machine A (in minutes)	Machine B (in minutes)	Machine C (in minutes)
I	22	21	23
II	25	22	24
III	23	19	22
IV	22	20	25
V	24	19	20

(i) Find the sequence that minimizes the total elapsed time required to complete the jobs. (2)
(ii) Calculate the total elapsed time. (3)
(iii) Find idle time on machine A, B and C. (3)

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

		Player B		
		B1	B2	B3
Player A	A1	130	100	105
	A2	-50	-20	120
	A3	200	80	-10

(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 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 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	9	7 (6)	6	11	6
F_2	11	12	5 (5)	9 (2)	7
F_3	7 (8)	9 (1)	11	13 (4)	13
Demand in Units	8	7	5	6	26

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

Q.4 D) A Project which is planned using PERT technique has following details of Average Expected Times calculated using the formula, te = (a + 4m + b) / 6 and the details of standard deviation.

Activity	**Node**	**Average Expected Time in weeks (te)**	**Standard Deviation**
A	1-2	6	4/6
B	2-3	8	10/6
C	2-4	8	8/6
D	3-5	18	16/6
E	4-6	10	8/6
F	5-7	8	8/6
G	6-7	2	2/6

H	7-8	7	2/6

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 55 Days (4)

5 A) **Define** operation Research and What are the limitations of Operation research techniques? (8)

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

OR

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

i) Assumption in LPP
ii) Basis and non-basis variable in simplex table
iii) Three time estimates in PERT
iv) Project crashing
v) Dummy activity in network analysis

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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	0.4573	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									

TYBMS _ Sem VI

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.

X51YB37F4DX51YB37F4DX51YB37F4DX51YB37F4D

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 $Z = 50 x_1 + 20 x_2$

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 $Z = 2x_1 + 10 x_2$

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 od 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 machinesA, 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 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 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)

X51YB37F4DX51YB37F4DX51YB37F4DX51YB37F4D

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

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X51YB37F4DX51YB37F4DX51YB37F4DX51YB37F4D

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	0.4573	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									

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BMS Sem - VI

Paper Subject Code: 56001 Operation Research

TIME : 2hr : 30 Mints TOTAL MARK : 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) Multiple Choice Questions: - (Attempt Any 8) (8)

1. Operation research, which is very powerful tool for_____
   a) Research b) Decision Making
   c) Operations d) None of the above
2. Constraints in LPP model represent
   a) Limitations b) Requirements
   c) Balancing limitations and requirements d) All of the above
3. While solving a LP model graphically, the area bounded by the constraints is called
   a) Feasible region b) Infeasible region
   c) Unbounded solution d) None of the above
4. For solving an assignment problem, which method is used?
   a) British b) American
   c) German d) None of the above
5. The solution to a transportation problem with 'm' rows (supplies) & 'n' columns (destination) is feasible if number of positive allocations are:-
   a) m*n b) m+n
   c) m+n-1 d) m+n+1
6. When total supply doesn't match with total demand ____case exists in a transportation problem.
   a) unbalanced b) alternate optimal solution
   c) degeneracy d) none of the above
7. Floats for critical activities will be always _____
   a) zero b) backward
   c) >1 d) none of the above
8. The two types of costs involved in the process of crashing in a project are _____costs.
   a) direct and indirect b) partial and full
   c) measurable and non-measurable d) none of these
9. The various courses of actions available to each player are called as ____
   a) Saddle points b) strategies
   c) Pay-offs d) n player game
10. The total time required to complete all the job-sequencing problem is known as _____
    a) idle time b) processing time
    c) elapsed time d) processing time

Q.1 B) Match the following (Any Seven) (7)

Group A	Group B
1. Network scheduling	a) Marketing, Finance
2. Application of OR	b) PERT and CPM
3. Linear programming	c) Worker's allocation
4. Assignment problem	d) Quantitative in nature

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5. OR techniques	e) Maximizing / minimizing objective function
6. MODI method	f) No. of columns = no. of rows
7. Add dummy row	g) At the start
8. Crash Cost per day	h) Feasible solution
9. Pure strategy game	i) Cost slope
10. A job with smallest processing time on machine A is placed	j) Saddle point exits

Q.2 A) There are four machines M1, M2, M3, M4. There are five jobs P, Q, R, S and T. Cost of doing each job on each machine is given below (in Rs. Hundreds) machine M2 cannot process job R and machine 3 cannot process job P. Find optional assignment of Machines and jobs to minimize total cost.

Jobs / Machine	P	Q	R	S	T
M1	9	11	15	10	11
M2	12	9	-	10	9
M3	-	11	14	11	7
M4	14	8	12	7	8

Find optional assignment of Machines and jobs to minimize total cost. **(8)**

Q.2 B) Use Graphical method to solve the following Linear programming problem: (7)

Objective Function:-

Max $Z = 3x_1+4x_2$

Subject to constraints:

$3x_1 + 2x_2 \leq 18$

$x_1 \leq 5$

$x_2 \leq 6$

$x_1 \geq 0, x_2 \geq 0$

OR

Q.2 C) Two nutrients N_1 and N_2 are recommended for athletes which are available in two products P_1 and P_2. Minimum daily intake for N_1 and N_2 is 30and 40 units respectively. cost for 1 unit for P_1 and P_2 is Rs. 100 and Rs. 150 respectively 1 unit of P_1 contains 3 units of N_1 and 5 units of N_2. 1 unit of P_2 contains 5 units of N_1 and 7 units of N_2

Formulate LPP **(8)**

Q.2 D) **Find Optimal Solution by Simplex Method.** (7)

Max. $Z = 3x_1 + 5X_2$

Subject to:-

$x_1 + x_3 = 4$

$x_2 + x_4 = 6$

$3x_1 + 2x_2 + x_5 = 12$

$x_1, x2, x_3, x_4, x_4, x_5 \geq 0$

Q.3 A) A small project consists of following activities.

Activity	Preceding Activity	Time (Days)
A		4
B		5
C		2
D	A	6
E	B	7
F	C	6
G	D	5
H	E	8
I	I	5

i) Draw network diagram and find critical path and project completion time. (4)

ii) Find earliest and latest starting and finishing time of all activities. (EST, EFT, LFT, LST) (4)

Q. 3 B) The following is an intermediate table in the solution of a transportation problem

Plant	Distribution center								
	I		II		III		IV		Supply (Units)
X		9	(6)	7		6		11	6
Y		11		12	(5)	5	(2)	9	7
Z	(8)	7	(1)	9		11	(4)	13	13
Demand (units)	8		7		5		6		

Figures in the top right corner of every cell represent the cost of transporting (in Rs.) one unit from plants to distribution centers. Allocations are circled.

i) **Is the solution optimal? If not, find the optimal solution** (5)

ii) **Does the problem have an alternate solution? If so, show alternate optimal solution** (2)

OR

Q. 3 C) M/S Motilal Limited have taken up a special project consisting of 10 activities whose three point time estimates are listed in the table below. Activities are marked with their node numbers.

Activity	Time Estimates In Week		
	Optimistic	Most Likely	Pessimistic
1-2	1	2	3
1-3	1	2	3
1-4	1	2	3
2-5	4	9	20
3-5	2	5	14
3-7	3	6	15
5-7	1	2	9
4-6	2	4	6

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i. Draw network diagram and find expected completion time of project (2)
ii. Identify critical path (2)
iii. Find the probability that the project is completed in 17 weeks (3)
iv. What is the probability that the project will not be completed in 20 weeks? (2)
v. If the project includes a penalty clause of Rs. 1000 per week for any delay beyond 19 weeks. What is the probability of paying a penalty of more than Rs. 5000. (2)
vi. What project duration will have 95% confidence of completion? (2)
vii. If the project manager completes the project 95% confidence in 21 weeks, by how much time should he crash the average project completion time? (2)

Q. 4 A) Five jobs are to be processed on 2 machines A and B. Find (i) Total elapsed time. (ii) Idle time for each machine A and B for the following data giving processing time in hours. (8)

Jobs	I	II	III	IV	V
Machine A	18	14	11	14	15
Machine B	13	12	15	16	17

Q. 4 B) you are given the Pay–off (profit in Rs.) matrix in respect of a Two –person-Zero Sum game as follows:

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

i) **Find the Maximum strategy** (3)
ii) **Find the Minimax strategy.** (2)
iii) **What is Value of game?** (2)

OR

Q. 4 C) The time and cost details of a project are as below:

Activity	Predecessor Activity	Normal Time (Days)	Crash Time (Days)	Normal Cost (Rs.)	Crash Cost (Rs.)
A	-	4	3	60	90
B	-	6	4	150	250
C	-	2	1	38	60
D	A	5	3	150	250
E	C	2	2	100	100
F	A	7	5	115	175
G	D,E,B	4	2	100	240

Indirect Cost Rates is below:

Days	15	14	13	12	11	10	09	08	07	06
Cost (Rs.)	600	500	400	250	175	100	75	50	35	25

i) **Draw network diagram** (3)

ii) **Determine the project duration, which will return in minimum total project cost.** (5)

Q. 4 D) There are five jobs (namely 1,2,3,4 and 5), 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
Machine A	20	25	23	22	24
Machine B	21	22	19	20	19
Machine C	23	24	22	25	20

(i) Find the sequence that minimizes the total elapsed time required to complete the job (2)

(ii) Calculate the total elapsed time (2)

(iii) Idle time on Machine A, Machine B and Machine C. (3)

Q. 5 A) Why is a non-degenerate solution a prerequisite for optimality test of a transportation solution? (8)

B) Define Operations Research and what are the major application areas for operation research techniques? (7)

OR

Q.5 C) Answer Any 3 of the following (15)

1. Assumption on LPP
2. Objective of Network analysis
3. Project crashing
4. Basis and non-basis variable in simplex table
5. Objectives of critical path

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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	0.4893	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									

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Paper / Subject Code: 86017 / Elective: Finance: Indirect Taxes

BMS - Sem VI

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 change 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

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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	1,10000
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

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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)**

1. Vijay of Nagpur sell 30 TV set to Narayan of Bangalore for delivery at Mr. Narayan place of business at Bangalore.
2. Sita refineries (Mumbai, Maharashtra) gives a contract to Don ltd (Ranchi, Jharkhand) to assemble a power plant in its Kutch, Gujarat refinery.
3. 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.
4. 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

X51Y33B0EAX51Y33B0EAX51Y33B0EAX51Y33B0EA

Q.3 C) Ms Surekha purchased a car worth Rs 5,00,000 plus GST at 5% form 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 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

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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

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BMS Sem - VI

25

Paper / Subject Code: 86010 / Human Resource : HRM in Service Sector Management

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

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Paper / Subject Code: 86011 / Finance: Strategic Financial Management

BMS - sem VI

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 Ke < 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

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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

i) dividend is not declared **(15)**

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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.

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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 Siddesh 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

(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?
b. What are the challenges faced by HR managers of Global firms?

OR

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

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

OR

Q3. A. What are the factors affecting International Performance of Expatriates
B. Explain Cross Culture Training

Q4. A. What is Expatriate Failure
B. Elaborate on Process of Repatriation and challenges faced in repatriation

OR

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

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

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

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BMS - 3erm VI

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Cross (any 8)

method that inv

HRM

a) International
b) Comparative
c) Cross culture
d) Global

Suitability has an impact on the success or failure of an international assignment

a) Climate
b) Regional
c) Cross-cultural
d) Language

____is a method of recruiting top management executives globally , who are highly skilled and resourceful.

a) Headhunting
b) Sourcing
c) Developing
d) Mentoring

____is a component of the total compensation package given to employees to encourage them to take up foreign assignments.

a) Cost Of Living Allowance
b) Foreign Service Inducement Premium
c) Special Allowance
d) Base Salary

____process involves such steps as: preparation, relocation, transition and readjustment

a) Expatriation
b) Homecoming
c) Repatriation
d) Outplacement

The full form of HCNs is

a) Hot Country Nations
b) Host Country Neighbors
c) Host Country Nationals
d) Helping Country Nationals

When a company ___, it shifts the location of a service or production of a part to a location abroad

a) Outsources
b) Transfers
c) Offshores
d) Setting up a subsidiary

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8. _____ is one of the global values

a) Integrity
b) Secularism
c) Human dignity
d) Honesty

9. How is "expatriate failure" defined?
a) Returning home before the period of assignment is completed
b) Lower than expected market shares
c) A dissatisfaction by the assignee during or after the assignment
d) Communication channels not utilized and implemented as expected

10. In _____Approach, the key positions in the organization are filled with the employees of the parent country
a) Geocentric
b) Ethnocentric
c) Polycentric
d) Regiocentric

Q2. State whether True or False (any 7)

1. Language is a challenge faced in managing international projects
2. A virtual organization is a collection of geographically dispersed individuals, groups, organizational units, or entire organizations that depend on technology for communication
3. Reverse Culture shock is the psychological, physical and emotional symptoms of feeling like foreigner in one's own country.
4. A major challenge in international HRM is understanding and maintaining customers
5. The combination of emotional and physical tiredness from increased stress levels and overwork is known as employee engagement
6. When a company hires a host country national there is easier exercise of control over the subsidiary operations
7. Socio Economic conditions of the country have to be taken into consideration while developing a compensation package.
8. Cross culture Training helps managers to cope with employees of foreign culture
9. Inadequate trust, Perception, Motivating a cultural diverse team and Inaccurate biases are issues in Performance management
10. Women expatriates do not face any significant challenges when moving to different countries

a. Explain the Ethnocentric Approach of staffing stating its advantages and disadvantages? (7)
b. What is the difference between International and Domestic HRM? (8)

OR

c. What are the issues in International HRM (7)
d. What are the factors affecting the performance of an expatriate? (8)

a. What are the various approaches to expatriate compensation (7)
b. What is the importance of cross culture training in international HRM (8)

OR

c. What are the sources of recruitment in IHRM? (7)
d. How can companies manage a diverse workforce (8)

a. Who is an expat? What are the reasons for expatriation (7)
b. What is the role of family in the success of an expatriate's assignment (8)

OR

c. Elaborate on the repatriation process (8)
d. Challenges faced by women expats (7)

OR

a. The last decade has shown a significant increase in cross border mergers/ acquisitions and strategic alliances explain its impact on IHRM. (7)
b. Citing examples explain offshoring. What is its importance? (8)

OR

Write Short notes: (Any 3) (15)

1. Virtual Organisations
2. HCN, PCN and TCN
3. Ethical absolutism
4. Culture Shock
5. International Industrial Relations

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Paper / Subject Code: 86007 / Elective : Human Resource : Organisational Development

BMS-Sem VI

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.

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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.

Q5 A) Elaborate on Value Conflict and Dilemma. (7)

B) What are the ways to enhance organizational effectiveness? (8)

OR

Q5 C] Write short notes on. (Any Three) (7)

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

(15)

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BMS sem-VI

(39)

Paper / Subject Code: 86007 / Elective : Human Resource : Organisational Development

Duration: 2 ½ hours **Total Marks: 75**

Note: All questions are compulsory.
Figures to right indicate full marks

Q1. A. Choose and write correct answer from the options given below. (Any 8) **(8)**

1. _____ is the one who helps the system to change by using principles of Organizational Development.
   (Change Agent / OD Practitioner / Consultant/ Researchers)
2. One of the most important things to manage in organizational development is_____.
   (Culture/ Product /Environment/ Advertisement)
3. _____dilemmas can occur when interventions do not align with the ability of the organization to implement them.
   (Technical ineptness/ Strategic ineptness/ Structural ineptness/ Decisional ineptness)
4. Organization Development program helps _____.
   (Restructuring / Self-renewals / Reenergizing / Innovation)
5. _____ refers to the code of conduct of the individuals working in a particular organization.
   (Organization climate/ Organization ethics/ Organization power/ Organization politics)
6. _____ is like a flag posted on the ship of organization.
   (Structure / Strategy / leadership / Diagnosis)
7. _____ in any form is unethical and will destroy trust.
   (Deception/ Perception/ Monotony/ Autonomy)
8. _____ Strategy is also known as Entrepreneurial strategy.
   (Retrenchment / Repositioning / Replacement / Re-energizing)
9. _____ underlies conflict resolution interventions.
   (Confrontation/ Education/ Participation/ Optimization)
10. Transactional analysis therapy was propounded by _____.
    (Kurt lewin/ Eric Berne / Hammer and Champy/ Blake and Mouton)

Q1 B] Match the following. (Any 7) **(7)**

A	B
1. Autonomy	a) Alliances
2. Goal Approach	b) Proactive
3. Coercive Power	c) Neutral
4. Grid Training	d) Peacemaker
5. Sensitivity Training	e) Decline
6. Aging Stage	f) Laboratory training
7. Mediator	g) Robert Blake and Jane Mouton
8. OD Practitioner	h) Ability of the Power Holder to punish another
9. Change Catalyst	i) Free from Restrictions
10. Collaborative Working	j) Profit Maximization

Q.2 A) Enumerate in Detail the Evolution of Organization Development? (8)
B) "Organization Development is a planned and systematic change", Highlight on Principles of Organizational Development. (7)

OR

C) "Human Resource Development is a part of Organizational Development strategic Planning", Comment on OD-HRD interface. ? (8)
D) Elaborate in detail the several Roles played by Organizational Development Practitioner. (7)

Q.3 A) Explain in brief the Need of Organizational Diagnosis? (8)
B) State and explain in detail the Group level Diagnosis. (7)

OR

C) "Organizational Life Cycle also moves through different stages", Comment on the stages of Organizational Life Cycle. (8)
D) Define Organizational Renewal. What are the Causes of Organizational Renewal? (7)

Q.4 A) What is an Organizational Development Intervention? Explain the factors affecting success of Intervention. (8)
B) Briefly explain the Traditional Techniques of Organizational Development intervention. (7)

OR

C) Explain the Steps in Organizational Development Interventions. (8)
D) What are the methods of evaluating Organizational Development Interventions? (7)

Q5 A) Elaborate on Value Conflict and Dilemma. (8)
B) Explain the Power and influence Tactics (7)

OR

Q5 C) Write Short Notes on: **(Any Three)** (15)

1. Third party peace Making Intervention.
2. Ethical guidelines for OD professional.
3. Organizational Effectiveness V/S Organizational Efficiency.
4. OD in Global Setting.
5. Business Process Re-Engineering.

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BMS - Sem VI

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

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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

BDI and CDI		H	Cost per thousand
Mobile advertisement in India		I	Indian readership survey
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

Paper / Subject Code: 86013 / Human Resource : Workforce Diversity

45

BMS - Sem VI

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 manging 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

****

BMS Sem VI

2..30 hrs

Marks 75

1) **State whether the following is true or false (any 8 out of 10)** **8 marks**

Workforce diversity shows the degree of heterogeneity in the workforce

Culture is a complex of race, religion and language

Workforce comprises of people in the region who are physically able and available to do the job.

Scope of workforce diversity is limited.

Diversity training must be aligned with the goals and policies of the organisation

Attitudes are a part of behavioural diversity.

Diversity depends upon the combined efforts of all heads.

Promoting multi culturalism is not a legal obligation.

HR policies must be ethical.

Creativity is a way to think new and novel ideas,

2) **Choose the correct alternative (any 7 out of 10)** **7 marks**

Multi culturalism	A	Dispute between two small groups within a larger group
Workforce generation	B	Diversity Dimension
Diversity	C	Spoils company image
Structural Diversity	D	Role of recruiter
Learning styles	E	Business Diversity
Diversification of products	F	Behaviour diversity
Change Agent	G	Organizational hierarchical levels
Diversity Turnover	H	Part of strategic planning
Age	I	Baby Boomers
Factionalism	J	Leads to inclusiveness

3A) What are the features of workforce diversity? **8 Marks**

3B) Bring out the effects of workforce diversity. **7 Marks**

OR

3P) Explain the different dimensions of workforce diversity. **8 Marks**

3Q) Why should organizations have diverse workforce? **7 Marks**

4A) What are the steps involved in recruiting a diverse workforce? **8 Marks**

4B) State the role of recruiter in hiring diversified workforce **7 Marks**

OR

4P) "Workforce diversity is a determinant of sustainable Competitive Advantage". Do you agree? Justify **7 Mark**

4Q) Explain the Interface between Workforce Diversity and HRM functions.

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Q4A) Bring out the factors to be considered for Diversity and Inclusive Leadership. 8 Mar

Q4B) Explain the steps to be taken in order to develop diversity management programme. 7 Mar

OR

Q4P) Highlight the best practices in achieving workforce diversity.

Q4Q) Explain the Approaches to Diversity Management Systems. 8 Ma

Q5A) What is multi-culturalism? Discuss the advantages of multiculturalism in the workplace. 7 Ma

Q5B) Difference between diversity and multi-culturalism. 8 Ma

OR 7 M

Q5) Write Short Notes on (any 3) 15 M

1 Recent trends in workforce diversity

2 Legal and ethical issues in managing workforce diversity

3 Diversity management in organisations

4 Corporate culture and diversity at work place

5 Role of technology in handling workforce diversity

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BMS – Sem VI

Time : 2 ½ hours

N.B : 1. All questions are compulsory subject to internal choice. Marks: 75

2. All questions carry equal marks.

3. Figures to the right indicate full marks.

Q1. A. State whether the following statements are 'True' or 'False': [Any 8] (8)

1. The Rural Economy in India is wholly agriculture base.
2. Microcredits are large credits offered to assist individuals with high salary.
3. SHGs have been recognized as one efficient means of empowering urban working women.
4. MFIs licensed as non-bank financial institution (NBFC).
5. SIDBI is administered by Reserve Bank.
6. Profitability is the best and important factor which is considered by the rating agency for good credit rating.
7. Bills for collection are shown in the notes forming part of balance sheet of a bank under contingent liabilities.
8. Governance risk is the risk of having an inadequate structure or body to make effective decisions.
9. Small Industries Development Bank (SIDBI), which was established by an act of Parliament in 1999.
10. Unclaimed dividend is shown by a bank under Deposits.

B. Match the following: [Any 7] (7)

Column A	Column B
(1) Schedule 10	(a) A global centre of Excellence
(2) Mixed Model	(b) Medium Term Loans
(3) NI-MSME	(c) Human risk, Process risk, Fraud risk
(4) Risk Capital	(d) Fixed Assets
(5) Bridge Loans	(e) 1882
(6) Schedule 04	(f) Social Pension
(7) Operational Risk	(g) Helps in Rapid Growth
(8) Indian Trust Act	(h) Grameen Model converted into SHG
(9) Credit Assessment	(i) Borrowings with bank
(10) NSAP	(j) Involves High Risk and Returns

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Q2. (a) The following information is about Plumbing Business. (8)

Calculate the Breakeven point for Plumbing Business:

Depreciation of tools	Rs. 48000/year
Rent	Rs. 1400
Stationery	Rs. 700
Director's Salary	Rs. 1200
Assistant's Salary	Rs. 800
Workmen's Salary (Worker works for 16 days in a month)	Rs. 50 per day
Variable Costs per piping:	
Taps	Rs. 300
Pipes	Rs. 200

The Revenue earned by sales per unit is Rs. 800.

(b) What are the Importance of Microfinance? (7)

OR

(c) Explain the importance of Liquidity Management. (8)

(d) Explain the different types of Microfinance. (7)

Q3. (a) Mr. Vinit is considering issuing corporate bonds of Flora Joint Stock Company. He has found out that the nominal value of these bonds is Rs. 2400. The bonds receive interest @ 5% yearly. The maturity of these bonds is 15 years and the bonds are currently trading at Rs. 3000. Calculate the yield to maturity on these bonds. (8)

(b) Explain the merits & demerits of Debt Finance & Equity Finance (7)

OR

(c) Describe objective and functions of National Institute of Entrepreneurship and Small Business Development (NIESBUD) (8)

(d) What are Sources of Finance of MSMEs?. (7)

Q4. (a) Explain Regulations in Rural finance. (8)

(b) Describe Managing Credit Risk in MFIs. (7)

OR

(c) Tulip Bank Ltd. provides the following information for the year ending 31.03.2022. Prepare balance sheet for the year. (15)

Particulars	Rs. (in Lakhs)
Sundry Creditors	5000
Share Capital	7000
Saving bank A/C	2200
Reserves & surplus	2150
Profit & Loss A/C (Cr.)	1350
Unclaimed Dividend	250
Money at call & short notice	6800
Loans, DD & cash credit	6500
Land & Building (after depreciation up to 31.03.2022)	3600
Investment at Cost	1500
FD A/C	2250
Furniture after depreciation	1050
Current A/C	7500
Cash with RBI	2500
Cash with another bank	4250
Cash in hand	4450
Borrowing from other bank	3250
Bills payable	4450
Bill discounted & purchased	2250
Investment in Gold	2500

Adjustments:

(1) Bills of Exchange amounted to Rs. 1960.

(2) An acceptance on behalf of customers is Rs. 2800.

(3) The authorized capital of the bank was Rs. 10,000 lakhs divided into shares of Rs. 100 each.

Q5. (a) Define Rural India. Explain characteristics of Rural Society. (8)

(b) Describe the significance of agricultural finance. (7)

OR

Q5. Answer the following. **[Any three]** (15)

(a) Self Help Groups.

(b) SMERA

(c) Factoring

(d) Educational Loans

(e) Investment Portfolio Risk

Paper / Subject Code: 86015 / Elective: Marketing: Sports Marketing

BMS - Sem VI

Time : 2:30 Hours

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

Marks : 75

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

1. Sports marketing is a marketing using _____ as a medium.
   a. Sports
   b. Retail
   c. Brand
   d. Product

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

3. _____ are the form of advertising that uses famous personalities or celebrities.
   a. Contests
   b. Premiums
   c. Endorsements
   d. Magazine

4. _____ is the right of the sponsor to describe itself as "official sponsor" of the particular event.
   a. Designations
   b. Naming Right
   c. Governing Right
   d. Sports Franchise

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

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

7. The consumer perception about the brand is brand _____.
a. Equity
b. Image
c. Awareness
d. Recall

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. The elements of the marketing mix are:
a. Purchasing, distribution, financing, and price.
b. Product, place, price, and promotion.
c. Purchasing, planning, advertising, and distribution.
d. Planning, distribution, price, advertising.

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

1. The supply and demand for sports products fluctuate.
2. Sporting goods manufacturers (Nike, Adidas, Reebok etc) are secondary sponsor's category.
3. Sponsorships are supposed to benefit both parties.
4. Franchisee has no right to use the franchisor's ideas, names and logos.
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. Ambush marketing is a strategy where brands that aren't official sponsors infiltrate an event to market themselves.
9. The players are the core products in sports since they are the producers and the stars of the event.
10. Publicity always enhances the image of the sports products.

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Q.2	**Attempt the following.**	
a.	Discuss the characteristics of Sports Marketing.	8
b.	Discuss the ethical issues in Sports Marketing.	7
	OR	
c.	Discuss some features of the Sport E-Business.	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 'core & extension' products in 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 'Meek's Model of Sports Industry'.	8
b.	Explain the concept of 'Attendance Frequency Escalator'.	7
	OR	
c.	Discuss the hierarchy of effects model with reference to Sports Marketing.	8
d.	Discuss the cross – impact matrix of 5Ps of Sports Marketing, in brief.	7
Q.5	**Write short notes on : (Any three)**	15
a.	Distinctive features of Sports Marketing	
b.	Benefits of High Brand Equity in Sports	
c.	Digital Marketing in Sports	
d.	Features of the Sports Store-Brick and Mortar	
e.	2 Sector Model of Sports Industry	

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BMS - Sem VI -

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

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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.

Attempt the following.

Q.2	Discuss the characteristics of Sports Marketing.	8
a.	Explain the concept of 'Attendance Frequency Escalator'.	7
b.	**OR**	
	Discuss the advantages & limitations of Internet media in sports.	8
c.	Discuss the 7Ps of Marketing Mix of IPL.	7
d.		

Attempt the following.

Q.3	Discuss the components of promotion mix for Sports Marketing.	8
a.	Discuss the hierarchy of effects model with reference to Sports Marketing.	7
b.	**OR**	
	What are the common problem encountered during Sports Marketing Research.	8
c.	What are the key issues in Sports Products Strategy.	7
d.		

Attempt the following.

Q.4	Explain the 2 Sector Model of Sports Industry.	8
a.	Discuss the ethical issues in Sports Marketing.	7
b.	**OR**	
	Discuss the 'Core & Extension' products in Sports Marketing.	8
c.	Discuss the various sales approaches used in sports selling.	7
d.		

15

Write short notes on: (Any three)

Q.5	
a.	5Ps of Selling Sponsorship in Sports.
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.

****

(61)

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

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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 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) *Internal and positive factors*
(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

(63)

Q2. A company can make either of two investments. Assure a required rate of return at 10%. (15)
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 2,000	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.
31st March, 2022	1,82,500
31st March, 2021	1,70,000
31st March, 2020	1,97,000
31st March, 2019	1,85,000
31st 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 – 2.5 HRS

NOTE – a. ALL QUESTIONS ARE COMPULSORY MARKS – 75

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

7

1. B) Match the following (any 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

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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

****

Paper / Subject Code: 86009 / Marketing: International Marketing

Duration: 2 ½ hrs

Total Marks: 75

N. B.: 1. All Questions are compulsory
2. All Questions carry equal marks
3. Figures to the right indicate full marks

Q1 A. Fill in the blanks with appropriate option: (any 8) (8)

1. _____orientation refers to exporter viewing international marketing as secondary to domestic operations
   a. Ethnocentric b. Polycentric c. Regioncentric d. Geocentric
2. Direct Exporting means exporting the products _____
   a. by joint venture b. through middlemen c. through franchising
   d. by the manufacturer himself
3. _____ is horizontal expansion of a firm
   a. Merger b. Diversification c. Combination d. None of these
4. International marketing research facilitates _____
   a. initial entry in foreign market b. large scale imports
   c. expansion of domestic marketing d. none of these
5. Entering a new price slot and a new market segment is called line_____
   a. Stretching b. down c. filling d. all of these
6. _____ pricing indicates product benefits.
   a. Target b. Value c. Discount d. None of these
7. _____ structure violates principle of Unity of command
   a. Matrix b. Networked c. Product D. Line
8. Differentiation indicates that the product is _____
   a. unique b. standard c. common d. all of these
9. Strategic control includes _____ aspects.
   a. audit b. evaluation c. functional d. none of these
10. The International Finance Corporation, an affiliate of the World Bank, was established in _____
    a. 1960 b. 1982 c. 1953 d. 1956

Q1 B. State whether the following statements are true or false: (any 7) (7)

1. Dumping is a fair practice for entry in foreign market.
2. In ethnocentric orientation, an exporting firm believes that every country is unique and needs a different approach to match its culture and social norms
3. Trade barriers are supportive to the growth of international trade.
4. Licensing is a term used to describe the exchange of the products and services for other products or services.
5. EU is the international organization that oversee the global financial system by following the macroeconomic policies of its member countries.
6. Packing refers to the transport of container

7. Segmentation according to life cycle stage, age, occupation is known as behavioural segmentation.
8. A compound duty is a flat sum per physical unit of the commodity imported or exported.
9. Culture prescribes the kinds of behaviour considered acceptable in a society.
10. Feed-forward control exercises a control, when the strategy is implemented in an organisation.

Q.2 a. Define International Marketing. Explain the different orientations of international Marketing. (08)

Q.2 b. What is trading blocs. Explain any two trading blocs of international trade. (07)

OR

Q.2 c. What are the Needs for conducting international marketing research (08)

Q.2 d. What are the elements of culture? (07)

Q.3 a. Explain International Product Life Cycle. (08)

Q.3 b. Explain the steps for planning International Promotional Campaigns (07)

OR

Q.3 c. What is the need for developing international strategies? (08)

Q.3 d. What are the features of international service marketing? (07)

Q4a. Explain the Economic Environment of International Markets. (08)

Q4b. How to control international marketing operations by using modern techniques (07)

OR

Q4c. Explain any four types of international market entry methods (08)

Q4d. What are the benefits of international Marketing? (07)

Q5a. What is the role of packaging and labelling in international market. (08)

Q5b. Explain the factors influencing selection of International Distribution Channel (07)

OR

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

1. IMF
2. Legal Environment
3. Service Culture
4. Grey Market
5. Tariff barriers (any five)

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BMS - Sem VI

(71)

Time: 2 ½ Hours

Instructions: All questions are compulsory and carry 15 marks each

Max Marks: 75

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

Q.1.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.

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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

b What do you mean by electronic labels? Discuss the significance of the same

(OR)

c Describe the different types of franchising

d Explain the advantages of E-Tailing

Q3

a Explain the factors to be considered before finalizing the store location

b Discuss Any four customer retention approaches

(OR)

c Explain the objectives of CRM in retail

d Explain market research as a tool for understanding retail shoppers

Q4

a Explain Buying Cycle in Retail, Lifestyle merchandising & Category Captain

b Explain the principles of merchandising

(OR)

c Explain the various pricing strategies that can be adopted by the retailer

d Explain the need of private label brands in India

Q.5. a Discuss the 5 S's of Retail Operations

b Explain the Role of Store Manager in a Retail Store

(OR)

c **Short Notes** (Any three)

i Store Design

ii Airport Retailing

iii Store Atmospherics

iv Career options in retail

v Mall management

Time: 2 ½ Hours
Instructions: All questions are compulsory and carry 15 marks each.
Max Marks: 75

Q1. (A) Choose the correct answer (Any **Eight**) (8)

1. Retail management comprises of _____
   i. Marketing ii. Selling iii. Advertising iv. all the above

2. Indian retail sector is divided into organized and _____ sector.
   i. Consistency ii.Un-organized iii. Vague iv. Production

3. Quality of visual presentation is important in _____
   i. Store channel. ii. Catalogue channel iii. Automated selling
   iv. television home shopping

4. _____ uses radio waves for surveillance
   i. RFDI ii. RFID iii. Electronic Surveillance iv. EDI

5. CRM is a strategy that aims at creating _____ for life and enhances the sales and market share of organisation.
   i. Consumers ii. Influencers iii. Deciders iv. Shoppers

6. Buying decision process starts with _____
   i. Recognition of needs ii. Purchase decision
   iii. Evaluate alternates iv. Post purchase decision

7. McDonald is an example of _____ franchise
   i. Product ii. Manufacturing iii. Business format iv. Distribution

8. _____ factor influences a retail shopper in the buying process
   i. Merchandise range ii. Time killer iii. RFID iv. Culture

9. Shopping Mall is an example of _____ location
   i. Destination ii. Free standing iii. Traditional iv. Terminal

10. A _____ opportunity means employing the existing retailing format in new markets.
   i. Market segmentation. ii. Market expansion iii. Market generation iv. Diversification

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. Credit sales is a problem faced by the retailer.
3. A department store stocks a particular type of merchandise.
4. Multi-Channel retailing is use of more than one channel to reach customers.
5. Compensation is the payment for services rendered for employees service.
6. Credit card fraud is a limitation of e-tailing.

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7. Indian retailers do not have skeptical attitude towards e-retailing.
8. Government of India has allowed FDI in retail sector.
9. A theme- setting display depicts a product offering by setting a specific mood.
10. Planogram is a method of arranging goods in a retail store.

Q2. (A) Explain the functions performed by retailers. (8)
(B) State the advantages of IT in retail sector. (7)

OR

Q2 (C) Elucidate the advantages of FDI in Indian Retail sector. (8)
(D) describe the different types of franchising. (7)

Q3 (A) State the advantages of CRM in retail in India. (8)
(B) Explain market research as a tool for understanding retail shoppers. (7)

OR

Q3 (C) Describe the factors affecting buying decisions (8)
(D) State the factors that influence store location. (7)

Q4 (A) State the principles of merchandising. (8)
(B) Explain the factors influencing organization structure of a retail store. (7)

OR

Q4 (C) Describe the different pricing strategies (8)
(D) State the need for private labels in India (7)

Q5 (A) Explain the types of store layout. (8)
(B) Describe the role of atmospherics and aesthetics in a retail store. (7)

OR

(C) Write short notes (Any **Three**) (15)
a. Green retailing
b. Mall management
c. HRM in retail
d. Category management.
e. Digital signages

BMS - Sem VI

(2½ Hours) [Total Marks: 75]

N.B.
1) All questions are compulsory.
2) Figures to the right indicate marks.
3) Illustrations, in-depth answers and diagrams will be appreciated
4) Mixing of sub-questions is not allowed.

Q. 1 Attempt ANY FOUR from the following: (20M)

(a) Define CRM and state its Significance in Industry.
(b) Explain IDIC Model of CRM.
(c) State and explain key performance indicators of Customer Acquisition Program.
(d) What is TQM? Explain how it can be integrated with CRM.
(e) HowCRM is implemented in different Commercial Situations?
(f) List some of the features of Analytical CRM .

Q. 2 Attempt ANY FOUR from the following: (20M)

(a) Define Customer Portfolio Management and enlist its Key Components.
(b) State and explain Key Components of Market Segmentation in CRM.
(c) Explain with diagram Bivariate CPM Model.
(d) Enlist and explain Key features of Sales Force Automation.
(e) "Activity based Costing helps in identifying costs in various Customer Segments" Justify the statement giving examples.
(f) What is Service Automation? Explain how it is beneficial to Industry.

Q. 3 Attempt ANY FOUR from the following: (20M)

(a) Explain with diagram the process of building Customer Related Database.
(b) Write short note on Structured and Unstructured Data.
(c) Explain the role of AI in Analytical CRM.
(d) With neat labelled diagram explain the key phases of CRMproject design.
(e) State and explain how foundations of CRM can be build.
(f) An Company named XYZ faced challenges in managing Customer Interactions and Sales across its global operations , it has experienced an increased drop out rate in past few years, explain how Sales Force Automation can help the Company in increasing its Sales globally ,retain customers and decrease drop out rate.

Q. 4 Attempt ANY FIVE from the following: (15M)

(a) Write short note on Customer Experience(CX)
(b) Mention the role of SEO in CRM.
(c) Define Data Warehouse and explain its basic characteristics.
(d) Explain PESTEL/PESTE Analysis.
(e) Write short note on internet and Event Marketing.
(f) Enlist steps of Data Mining Procedure.

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Paper / [illegible] / Project Management (R-2023)

TYBSC TYBMS Sem-VI

(2 ½ Hours) [Total Marks: 75]

N.B.
1) All questions are compulsory.
2) Figures to the right indicate marks.
3) Illustrations, in-depth answers and diagrams will be appreciated.
4) Mixing of sub-questions is not allowed.

Q. 1 Attempt the following (Any FOUR) (15M)

(a) What are the Knowledge areas to Project Management?
(b) Define Project Management and state its Characteristics.
(c) Describe the different steps in Project selection.
(d) List and describe any five elements of Project Charter.
(e) State the benefits of creating the Work breakdown structure in a project.
(f) Explain the Input, output and Tools for obtaining the Project Budget.

Q. 2 Attempt the following (Any FOUR) (15M)

(a) Describe the six-sigma concept of improving the quality of product.
(b) Explain the key steps in Project risk Identification.
(c) Describe any Five key roles in Project Management.
(d) Define a Contract and explain its types?
(e) Illustrate the different steps in Vendor Management.
(f) Explain any Five activities in the process of Project integration.

Q. 3 Attempt the following (Any FOUR) (15M)

(a) Explain in detail any one type of Agile methodology or Framework.
(b) Describe the steps to resolve Conflict management.
(c) Explain the identification and Analysis of Stakeholders in a project.
(d) Describe the purpose of Team Building in a Project.
(e) State and explain the three basic codes of Ethics
(f) What are the four basic principles of project governance?

Q. 4 Attempt the following (Any FIVE) (15M)

(a) Describe the following performance Indicators
1. Cost Variance
2. Schedule Variance.
(b) Define the term Earned Value Management
(c) Mention the Five stages in the Project Team development.
(d) What are the six stages in Agile software development life cycle?
(e) Define the term accountability in a Project.
(f) Discuss the different stakeholder engagement activities in a Project.

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19BFMS sem VI

79

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

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(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):

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 BOP? 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. (07)

(Q) Spot USD/INR 83.1525
3 Month Forward USD/INR 83.2525
Calculate 3 Months AFM and interpret the results. (08)
(07)

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

OR

(P) Given:
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 (08)

(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.

	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?

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

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)

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

[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.**

Multiple Choice Questions (**ANY EIGHT**) **(08)**

1. _____ is not a scope of branding.(Physical goods, Services, Retail, Savy 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.

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Q2. **Answer the following**

a. Point out the difference between Brand versus Product.

b. Infer the term Integrated Marketing Communication (IMC). Bring out the various tools of IMC used by a brand manager.

OR

c. Construct the Brand Value Chain model in detail with example.

d. Illustrate the Brand Product Matrix with examples.

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.

b. Summarize the Brand Asset Valuator (BAV) model in brief.

OR

c. Discuss the term cause marketing . Highlight its advantages for the companies.

d. Describe the term Brand positioning. State its importance.

Q4. **Answer the following**

a. Infer the term brand personality. State the big five model of brand personality.

b. What are brand extensions? Explain its advantages and disadvantages.

OR

c. Discuss the Customer Based Brand Equity (CBBE) model with example.

d. Explain perceived quality and relationship marketing in product strategy.

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

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.

b. As a part of the brand management team, suggest **any four** Integrated Marketing Communication (IMC) tools for Body Shop.

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BMS - Sem VI - marketing

[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.

Multiple Choice Questions (ANY EIGHT) (08)

1. _____ is a specific term and includes a name, symbol, sign, or design given to a product for easy identification. (Advertising, Packaging, Promotions, Brand)
2. In Public Relations, unlike _____, this form of promotion is not paid for by the sponsor.(direct marketing, promotions, advertising, sales promotion)
3. Strong brands generate profit for the firm which in turn creates value to _____. (shareholders, customers, government, retailers)
4. Analyzing the nature of customer _____ is the best method develops a working relationship marketing plan. (satisfaction, loyalty, review, feedback)
5. Nike Swoosh, McDonalds' M (Golden Arc), LIC zindagi ke sath bhi, Zindagi ke badh bhi, Amul Girl, 7 up Green bottle etc. all are termed as _____. (Brand elements, Brand resonance, Brand communication, Brand management)
6. _____ Differentiation * Relevance. (Brand labelling, Brand identity, Brand strength, Brand perception)
7. The brand value chain is a means to trace the value creation process for brands, to better understand the _____ impact of brand marketing expenditures and investments.(accounting, financial, miscellaneous, costs)
8. Developing a strong positioning and building brand _____are crucial marketing goals.(recognition, recall, packaging, resonance)
9. World AIDS Day - STARBUCKS and (RED), Subway and American Heart Association, Tata Tea - JAAGO RE! all are examples of _____ marketing. (Permission, Cause, Green, Personalized)
10. _____ brands use the same name for all their products. (Individual product, Endorsed, Monolithic, Corporate)

b. State whether the following statement is TRUE or FALSE (ANY SEVEN) (07)

1. Logos are non- verbal.
2. A brand also offers the firm legal protection for unique features of the product.
3. Brands play an important role and occupy a unique position in consumer's lives.
4. Any paid form of non-personal communication through mass media about a service or product or an idea by a sponsor is called advertising.
5. Channels are the means by which firms distribute their products to consumers.
6. Brand Asset Valuator is a powerful tool, as it does not offer an opportunity to measure the future potential of a brand.
7. Young & Rubicam (Y&R) a major global advertising agency, who measured brand equity for 450 global brands and more than 8,000 international brands in twenty-four countries.
8. A line extension doesn't involve different flavor or ingredient variety, a different form or size, or a different application for the brand.
9. In neural research technique, consumers are asked to convey their impressions by comparing brands to people, countries, animals, activities, fabrics, occupations, cars, magazines, vegetables, nationalities, or even other brands.
10. Brand resonance are customers' personal opinions about and evaluations of the brand, which consumers form by putting together all the different brand performance and imagery associations.

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Q2 **Answer the following**

a. Differentiate between Brand versus Product. (08)

b. What IMC strategy a brand manager of Amul would consider to promote a new ice cream flavor in the market? (07)

OR

c. Dramatically represent the Brand Value Chain model in detail. (08)

d. Discuss the term cause marketing. State its advantages. (07)

Q3. **Answer the following**

a. What is leveraging? List down different methods of leveraging used by Tata's brand manager. (08)

b. Summarize Young and Rubicam Brand Asset Valuator model in brief. (07)

OR

c. Describe the term brand extension. State its advantages and disadvantages. (08)

d. Explain the steps of brand building including brand building blocks. (07)

Q4. **Answer the following**

a. State the quantitative research technique for managing brand. (08)

b. Illustrate with example Strategic Brand Management Process. (07)

OR

c. List various types of channel strategy available for brand manager for managing brands. (08)

d. Explain the brand product matrix with example. (07)

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

1. Importance of positioning.
2. One-to-one marketing.
3. Holistic methods of measuring outcomes of brand equity.
4. Revitalizing brand.
5. Cause marketing.

OR

b. **Case Study**

Nykaa is a premier online beauty and wellness destination. Nykaa.Com offers a comprehensive selection of makeup, skincare, haircare, fragrances, bath and body, and luxury products for women and men at the best prices. All products are 100% authentic, sourced directly from the brands, or authorized distributors. With more than 350 brands and over 30,000 products to choose from, Nykaa.Com is the one-stop online destination for you to sit back, relax and shop at your convenience with free beauty advice and assistance over the phone, advice from beauty experts, latest beauty trends, product reviews, tutorials, and celebrity looks on the Beauty Book Blog, and fun Virtual Makeover tool.

Questions

a. Bring out the Customer Based Brand Equity model (CBBE) with regards to Nykaa brand. (08)

b. Do you think Nykaa will take over other cosmetic brands in India. Justify your answer with reasons. (07)

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