

**MASTER OF BUSINESS ADMINISTRATION
EXAMINATION – 2009-10**

SEMESTER – III

P-501 : SALES AND DISTRIBUTION MANAGEMENT

TIME : Three Hours

Max. Marks : 75

Note : Attempt any five questions in all including Q.No. 2 which is compulsory. All questions carry equal marks.

Q.1 Explain in brief Nature, Scope and Objectives of Sales Management.

Q.2 Analyse the case and answer the questions at the end
Shamali Company Pvt Ltd. is a well established concern dealing in wide range of modern office furniture and fixture. Over the last decade, the company has earned an enviable position in the city of Mumbai. Bapu and Raju are the proprietors of Shamali Company. They are both young and dynamic; well known in the elite circles of top Government officials and Company executives in Mumbai. The two have set an example of running a successful business through a well handled public relation effort.

The company sales through a dedicated field sales force of about 15 salesmen.

Lately Shamali Company has acquired the authorized dealership of a newly launched brand of vacuum cleaners. A research study conducted by the manufacturer of the vacuum cleaners has revealed as : Customer Profile for the company : Rich (earning more than Rs. 10,000 p.m.), educated, early adopters having a taste for good things in life. In fact this profile has promoted them to take up the dealership of the vacuum cleaners because the same matches well with the officer or executive class in Mumbai and Shamali Company already enjoys high brand equity in this class.

Both Bapu and Raju are, however, not agreeable on the issue of use of existing sales force. While Bapu feels that since the potential customers for vacuum cleaners and their earlier range of products are the same, the same sales force could be used. Raju, on the other hand, feels that the buying process being drastically different in case of office and home purchases the same sales force may not be of much help.

- (a) Evaluate Bapu's Opinion
- (b) Evaluate Raju's Opinion
- (c) With whom do you agree? Why?

Q.3 "Personal Selling is a two way communication between company representative and a potential customer as well as back to the company." Discuss.

Q.4 What are the types of compensation plans? State the essential elements of compensation plan for salesmen.

Q.5 As a sales manager which factors you would take into account while designing sales territory for a new fruit processing plant.

**MASTER OF BUSINESS ADMINISTRATION
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SEMESTER – III

P-503 : INTERNATIONAL MARKETING

TIME : Three Hours

Max. Marks : 70

Note : Attempt any five questions in all including Q.No. 3 which is compulsory. All questions carry equal marks.

- 1 Discuss the importance and constraints of international marketing. How international marketing differs from domestic marketing?
- 2 Describe the main features of India's export policy and the institutional infrastructure for export promotion in India.
- 3 You are the owner of marble mines and factory producing various shapes and sizes of marble sales. At present your business is spread over whole of India and the sales and profits are quite satisfactory. Now you are interested in exporting these marble slabs in foreign countries. How you will identify foreign market opportunities? Illustrate also the various sources from where you will collect the required information for identifying foreign markets.
- 4 Critically examine the various issues involved in product planning for export viz : Same product in domestic and foreign markets adapted product; and standardized product for global market.
- 5 Write short notes on any two of the following :
 - (a) Organization for Export
 - (b) International Product Life Cycle
 - (c) Export Distribution Channels.
 - (d) Export Promotion Strategy
- 6 Give a detailed description about the methods and terms of export finance.
- 7 Describe the different stages of export procedure and the important documents used during different stages.
- 8 Write short notes on any two of the following :
 - (a) E C G C
 - (b) Pricing for Export
 - (c) Customs and Port Clearance
 - (d) Marine Insurance

- Q.6 Make out a case for the perspective of retail business in the emerging trend of organized retailing like Malls and Big Bazars.
- Q.7 "Effective Channel Management requires making and implementing decisions in the area of recruiting, training, motivating, servicing, compensating, evaluating and replacing channel members." Discuss.
- Q.8 Write short notes on any three of the following :
- (a) Types of Quotas;
 - (b) Importance of Sales Meetings;
 - (c) Selection Process of a Sales Executive;
 - (d) Logistics of Distribution

**MASTER OF BUSINESS ADMINISTRATION
EXAMINATION - 2009-10**

SEMESTER - III

P-301 : BUSINESS POLICY & STRATEGIC ANALYSIS



TIME : Three Hours

Max. Marks : 70

Note : Attempt any five questions in all including Q.No. 8 which is compulsory. All questions carry equal marks.

- Q.1 Explain the concept of corporate governance. What is the significance of corporate governance in the Indian context. 7+7
- Q.2 "Strategic intent is an energizing dream that can provide the emotional and intellectual energies to drive towards the future." Explain and point out the steps that can be taken to achieve the strategic intent. 7+7
- Q.3 Distinguish between vision, mission and objective. Discuss the nature and importance of strategic vision in detail. 7+7
- Q.4 "Major opportunities and threats usually result from an interaction among key environmental trends rather than from a single external event or factor." 14
- Q.5 Why is evaluation of strategy necessary? Discuss the various elements in the strategy evaluation process. 7+7
- Q.6 Explain : - (a) E T O P (b) S A P
- Q.7 Explain the opinion of Michael E. Porter on competitive advantage of a firm. (14)
- Q.8 Why a company needs to embark on a SWOT analysis during the planning of the marketing of a new product? Give a suitable example. 7+7

**MASTER OF BUSINESS ADMINISTRATION
EXAMINATION – 2009-10**

SEMESTER – III

**P-302 : DECISION SUPPORT SYSTEM AND MANAGEMENT
INFORMATION SYSTEM**

TIME : Three Hours

Max. Marks : 70

Note : Attempt any five questions. All questions carry equal marks.

- Q.1(a) Give the broad definition of MIS. Mention important characteristic features of MIS?
(b) How can the structure of MIS be understood? Discuss various approaches to understand its structure.
- Q.2(a) What are System concepts? Explain.
(b) Discuss the spiral model method. How does this method differ from other development methods?
- Q.3 Differentiate between "decision and a decision making process". Illustrate Simon's model of decision making.
- Q.4(a) Define Decision Support System. Discuss the components of DSS
(b) "A decision support system is best conceptualized as a process instead of a product". Justify.
- Q.5 What do you mean by group decision making? Discuss the effective group decision making techniques.
- Q.6(a) Discuss the steps of constructing a DSS in detail.
(b) Organizational decision differs in a number of ways. Briefly discuss the various bases to classify decisions.
- Q.7 A decision maker makes use of various methods for choosing among alternatives. Give a brief explanation of these methods.
- Q.8 Explain any two :
(a) User Interface
(b) Building of DSMS
(c) Dialog Generation Management System

**MASTER OF BUSINESS ADMINISTRATION
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SEMESTER – III

P-303 : BUSINESS LEGISLATION

TIME : Three Hours

Max. Marks : 75

Note : Attempt any five questions. All questions carry equal marks.

- Q.1 Explain what do you understand by 'Void', voidable and valid contracts? Briefly refer to the rights of parties under such agreements.
- Q.2 What are quasi contracts? Enumerate the quasi contracts dealt with under the Indian Contract Act, 1872.
- Q.3 State briefly the presumptions as to negotiable instruments under the Negotiable Instrument Act.
- Q.4 Examine the rights of a consumer enshrined under the Consumer Protection Act, 1986.
- Q.5 Distinguish between a public limited company and private limited company.
- Q.6 State briefly the provisions relating to the appointment of the first auditor of a company.
- Q.7 Give provisions relating to establishment, composition and functions of the Cyber Appellate Tribunal.
- Q.8 Write short notes on any two
(a) Rights of an Unpaid Seller
(b) Memorandum of Association
(c) Demat Shares
(d) Prospectus

**MASTER OF BUSINESS ADMINISTRATION
EXAMINATION – 2009-10**

SEMESTER – III

P-521 : SECURITY ANALYSIS & INVESTMENT MANAGEMENT

TIME : Three Hours

Max. Marks : 70

Note : Attempt any five questions in all including Q.No. 8 which is compulsory. All questions carry equal marks.

- Q.1 Explain the concept and characteristics of investment. Also explain the risks involved in investment.
- Q.2 Write short notes on
(a) Factors influencing interest rates.
(b) Concept and types of mutual funds.
- Q.3 Write short notes on
(a) Distinctive features of Bombay Stock Exchange & National Exchange.
(b) National Clearance and Depository System.
- Q.4 Explain money markets and its instruments. Also describe the difference in money market and capital market.
- Q.5 Briefly describe the fixed and variable income securities. Discuss their relative merits.
- Q.6 What is fundamental analysis? Briefly describe the process of fundamental analysis.
- Q.7 Briefly discuss the mechanisms available for protection of investors in India.
- Q.8 Briefly discuss:
(a) Concept of Saving
(b) Concept of Yield
(c) Transfer of Shares
(d) Badla
(e) Concept of Derivatives
(f) Convertible Debentures
(g) Deep Discount Bonds

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**MASTER OF BUSINESS ADMINISTRATION
EXAMINATION – 2009-10**

SEMESTER – III

P-523 : MANAGEMENT OF FINANCIAL SERVICES

TIME : Three Hours

Max. Marks : 70

Note : Attempt any five questions in all including Q.No. 8 which is compulsory. All questions carry equal marks.

- Q.1 Critically examine the structure and performance of the Indian Financial System. Explain the organizational framework of the financial services delivery mechanism in India.
- Q.2 Discuss the asset – based banking products available to corporate clients.
- Q.3(a) How do bonds differ from debentures?
(b) Differentiate between factoring and forfeiting and evaluate the reason for slow growth of factoring in India.
- Q.4 Define merchant banking and enumerate the service offered by merchant bankers in India.
- Q.5(a) Explain with example the process of asset securitization.
(b) Differentiate between leasing and hire purchase as a form of equipment (machine) finance.
- Q.6(a) What are the functions of a stock broking firm?
(b) Differentiate the marketing mix in the case of a physical product and banking product.
- Q.7 Critically evaluate the role of SEBI in regulating and supervising the Indian Capital Market.
- Q.8 Write short notes on the following :
(a) Benefits of Health Care Insurance
(b) Mutual Funds
(c) Explain the Concept's of "Plastic Money".

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Roll No.:

Total Pages : 1

P-531

MBA(Sem-III)

**MASTER OF BUSINESS ADMINISTRATION
EXAMINATION – 2009-10**

SEMESTER – III

P-531 : ORGANISATIONAL DEVELOPMENT

TIME : Three Hours

Max. Marks : 70

Note : Attempt any five questions in all, including Q.No. 8 which is compulsory. All questions carry equal marks.

- Q.1 OD is "a process for improving processes." Keeping this in mind, describe the characteristics of OD in detail
- Q.2 OD deals with planned change in an organizational context. Draw a framework for thinking about planned change using various models of change.
- Q.3 Write an essay upon the three basic component of OD programs; diagnosis, action and program management.
- Q.4 Two different values underline action research i.e. action - should - follow research or research - should - follow - action mode of thinking. Give your opinion about the suitability of both modes of thinking in solving real world problems.
- Q.5 Describe major interventions that have been developed to improve inter group and interpersonal relations like intergroup team building, third party peacemaking the organization mirror & partnering
- Q.6 Write short notes on
(a) Grid OD Program
(b) Schein's Cultural Analysis
- Q.7 Describe the steps involved in the Backhard's Confrontation Meeting.
- Q.8 A company engaged in the design and manufacturing of high technology specialty items appointed an eight person task force to find ways to improve the company's performance. The team, after numerous visits to model companies, recommended constructing a new plant to be operated by self directed teams (SDTs). SDTs are an organizational arrangement in which all team members perform all activities required for team success without the help of a boss. SDTs plan their own work set production & performance goals, acquire needed resources and assume complete responsibility for a complete task. Thus, the team recommended and believed that the new plant would reflect the latest technological advances at the same time.
Analyse the situation :
(a) Do you agree with the concept and do you believe that it could work?
(b) What steps should be taken to make such a structure work? Will it involve some fundamental changes in the traditional role of a manager / boss as well as the subordinates?

**MASTER OF BUSINESS ADMINISTRATION
EXAMINATION – 2009-10**

SEMESTER – III

P-532 : MANAGEMENT OF INDUSTRIAL RELATIONS

TIME : Three Hours

Max. Marks : 70

Note : Attempt any five questions in all, including Q.No. 8 which is compulsory. All questions carry equal marks.

- Q.1 "Industrial Relations may be defined as the concept of inter-relations among workers, managers and government." By describing the statement, explain the importance of good industrial relations. (4+10)
- Q.2 Examine the various causes of Industrial Disputes. Also, Suggest measures to prevent industrial disputes, what arises in an organization. (10+4)
- Q.3 "Collective bargaining is a process in which representatives of two groups meet and attempt to negotiate an agreement that specifies the nature of future relationship between the Two." Explaining the statement, discuss the nature/ characteristics of collective bargaining. (4+10)
- Q.4 "Trade Unions are voluntary organizations of workers formed to promote and protect their interests by collective action." Elucidate it. Describe the objectives of Trade Union in India, expressly. (4+10)
- Q.5 Write short notes on the following (any two)
 (a) Problems faced by trade unions.
 (b) Differentiate between strikes and lock out, with the causes of strikes.
 (c) Worker's education in India.
 (d) Industrial democracy theory of trade unionism (7+7)
- Q.6 Explain the following in brief :
 (a) Objectives of Worker's Participation in management.
 (b) Consultative Participation and Decisive Participation.
 (c) Joint Management Council and Shop Councils. (6+4+4)
- Q.7 "Workers" Participation in management is sharing the decision making power by the ranks of an organization, through their proper representatives, at all levels of management." Discuss it. Also explain clearly the 'Need and Importance' of workers' participation. (4+10)
- Q8(a) Suppose, there are some causes of grievance resulting from working conditions in your organization. You are an Industrial Relation Officer. How you will settle and handle the problem?
- (b) You are appointed as an arbitrator to resolve the dispute, between the management and workers on some demands of a negotiation. What steps would be taken by you as an MBA Scholar? (7+7)

**MASTER OF BUSINESS ADMINISTRATION
EXAMINATION – 2009-10**

SEMESTER – III

P-561 : SECURITY AND CONTROL INFORMATION SYSTEM

TIME : Three Hours

Max. Marks : 70

Note : Attempt any five questions in all including Q.No.1 which is compulsory. All questions carry equal marks.

- Q.1 What do you mean by system security? Why it is needed. What are the various threats to the physical security of the system? What are the different control measures used for it.
- Q.2 What do you meant by Authentication? Differentiate between authentication and authorization. Explain what should be the features of good passwords.
- Q.3(a) What is virus? Explain different types of viruses.
(b) What are the virus security guidelines to control access.
- Q.4 What is backup? Why it is needed? Explain different types of backup strategies.
- Q.5(a) What is Internet Security and how it can be achieved by an organization?
(b) What do you mean by Network Management Control? Explain.
- Q.6 What is data security? What are the various threats for the security of data. Explain.
- Q.7(a) What is Risk analysis and how it is performed?
(b) What is security management? Explain.
- Q.8 Write short notes on any three :
 - (a) Security Audit
 - (b) Computer Crimes
 - (c) Authentication Protocols
 - (d) Data Encryption and Decryption

**MASTER OF BUSINESS ADMINISTRATION
EXAMINATION – 2009-10**

SEMESTER – III

P-562 : ENTERPRISE RESOURCE PLANNING

TIME : Three Hours

Max. Marks : 70

Attempt any five questions in all including Q.No.1 which is compulsory. All questions carry equal marks.

What is MRP? What are the issues related to system integration that lead to evolution of ERP?

What are the benefits and problems in ERP implementation? Elaborate on solution of each in critical manner?

What do you understand by Business Process Reengineering? What are benefits of reengineering?

What is Change? How can issues related to behavior change be handled?

Explain the concept of Supply Chain Management? Differentiate between ERP and SCM?

What do you understand by CRM? How could CRM solutions enhance productivity and business opportunity?

What are different types of E-Commerce models? Elaborate giving example about each?

Write Short note :-

- Security and Privacy issues in E- business
- Internet Banking
- 1—Net Technologies
