

S.Y.B.M.S sem:-IV

April-2018

UNIVERSITY PAPER

S.Y.B.M.S

SEM-IV

APRIL -2018

SYBMS
24104118

Information Technology in Business Management - II

Duration 2 ½ hours

QP Code : 34562

Max marks: 75

NOTE :

- i. All questions are compulsory.
- ii. Figures to the right indicate full marks.
- iii. Draw neat and clean diagram whenever necessary.

Q1. Choose correct alternatives. (Any 8)

8 Marks

1. _____ predicts future trends & behaviors, allowing business managers to make proactive, knowledge-driven decisions.
 - a) Data Warehouse
 - b) Data mining
 - c) Datamarts
 - d) Metadata
2. The most important reason for failure of MIS is _____.
 - a) Use of proper tools for design
 - b) Non-involvement of end-user
 - c) Improper Specification
 - d) None of the above
3. An information system that supports the planning and assessment needs of executive management is
 - a) DSS
 - b) TPS
 - c) ERP
 - d) None of the above
4. In _____ type of BPO, customer has to carry out significant part of process in-house
 - a) Transactional BPO
 - b) Niche BPO
 - c) Comprehensive BPO
 - d) None of the above
5. ERP system is built on a _____ utilising a common computing platform
 - a) Centralised database
 - b) Individual databases
 - c) Modular databases
 - d) Centralised layout
6. The full form of OLAP is _____.
 - a) Online Analytical Processing
 - b) Online Advanced Processing
 - c) Online Advanced Preparation
 - d) Online Analytical Performance
7. The primary key having two or more attributes is called as _____.
 - a) Super Key
 - b) Composite Key
 - c) Candidate Key
 - d) None
8. Data Cleaning is the process of _____.
 - a) Searching through consistent data
 - b) Editing/Removing inconsistent data
 - c) Removing historical data
 - d) Editing past data
9. KPO requires _____.
 - a) Advanced analytical and technical skills
 - b) High degree of specialist expertise
 - c) Neither as a nor b
 - d) Both a & b
10. Who are the primary users of SCM systems?
 - a) Accounting, finance, logistics, and production
 - b) Sales, marketing, customer service
 - c) Customers, resellers, partners, suppliers, and distributors
 - d) All of the above

- Q1.B State whether the following statements are True or False (Any 7) 7 Marks**
1. The role of ETL process is to identify erroneous data and to fix them.
 2. The relational database model was created by E.F. Codd.
 3. Redundancy refers to accuracy of data.
 4. Knowledge Management is a component of DSS.
 5. Enterprise Resource Planning (ERP) is an example of a single user database.
 6. The basic idea of CRM is to treat different customer differently.
 7. Surveys and market research are the examples of inbound services.
 8. Business Intelligence is a part of XRP.
 9. Outsourcing eliminates risk management part completely.
 10. Classification technique is used in data warehouse.
- Q2. A. Define MIS? Explain the Characteristics of MIS? 8 Marks**
B. What are the Reasons for the failure of MIS? 7 Marks
- OR**
- Q2. A. Explain any five applications of DSS? 8 Marks**
B. Discuss the Relationship of DSS with MIS? 7 Marks
- Q3. A. Explain in brief Lifecycle of ERP? 8 Marks**
B. How does workflow automation help CRM? 7 Marks
- OR**
- Q3. A. Explain in brief the different Components of E-SCM. 8 Marks**
B. Write a note of Architecture of ERP. 7 Marks
- Q4. A. What are the different types of Keys in DBMS? 8 Marks**
B. What is DBMS? Why do we need databases? Explain with example. 7 Marks
- OR**
- Q4. A. Explain the Data Warehouse Architecture with suitable diagram. 8 Marks**
B. What are the challenges faced by KPO industry? 7 Marks
- Q5. A. What are the benefits of Business Process Outsourcing? 8 Marks**
B. Explain in brief Cloud computing service model? 7 Marks
- OR**
- Q5. Write Short Notes (Any 3) 15 Marks**
1. Marketing & Sales System
 2. Extended ERP
 3. Data mining
 4. Integrity Constraints
 5. ITO

25-04-18

Q. P. Code: 34353

Mks: 75

Duration: 2.5 hrs

Note:

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

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

1. Where law fails, ethics also fails.
2. Ethical marketing nowadays has become less important.
3. Ethics training won't help employees.
4. CSR stands for Corporate Search and Rescue.
5. Law is guided by reality principles.
6. Ethics and morals are often used interchangeably.
7. Integrating ethics management with other management practices is the need of the hour.
8. Corporate Governance is an instrument for benefiting all stakeholders of a corporate entity.
9. Business and ethics don't mix up.
10. The first generation CSR is called evolving business considering social factors.

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

A	B
1. Organization Culture	(a) Transforming products to be more ethical
2. Business Ethics	(b) Customers
3. Personal ethics	(c) Principle 5
4. Organizational Systems	(d) SA 8000
5. Green washing	(e) Desires & Needs
6. External stakeholders	(f) 9 th March, 2005
7. Abolition of Child Labour	(g) Morality in Business Environment
8. Social Accountability	(h) Code of ethics
9. Sachar Committee Report	(i) Founder
10. Karma	(j) Beliefs & Values

Q2.

- a. Define Ethics and State its Nature? (8)
- b. Differentiate between Ethics and Morals? (7)

OR

- p. Define Business ethics and Explain its types (8)
- q. What is Business Ethics and State its Need & Objectives? (7)

Q3.

- a. Explain the concept Workplace Discrimination in detail? (8)
- b. Explain the Ethical issues in HRM? (7)

OR

- p. What is Marketing ethics? Explain the unethical marketing practices techniques? (8)
- q. Explain the 4-V Model of Ethical Leadership? (7)

Q4.

a. Explain the benefits of corporate governance to business, organization and to other parties? (8)

b. Explain the (Prohibition of Insider Trading) Regulations, 2015? (7)

OR

p. What is Corporate Governance? Explain the 4P's of Corporate Governance? (8)

q. Explain the Stewardship Theory? (7)

Q5.

a. Explain the steps involved in CSR strategy? (8)

b. Explain the Concept of Triple Bottom Line? (7)

OR

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

1. Types of Ethics
2. Issues in business ethics
3. Ethics in Advertising
4. RTI Act 2005
5. Scope of CSR

N.B.

1. All Questions are Compulsory.
2. Figures to the right indicate full marks.
3. Draw diagrams wherever necessary.

Q. 1. A) Select the best answer from the given options and rewrite the statements (Any 8) (08)

1. National income is the flow of goods and services produced in an economy in course of
 - a) A Year
 - b) A month
 - c) Six month
 - d) None of the above
2. Green accounting can play a crucial role in the
 - a) Sustainable development
 - b) Economic development
 - c) Rural development
 - d) Urban development
3. At peak
 - a) Prosperity begins
 - b) Recession ends
 - c) Prosperity ends
 - d) Depression ends
4. What is the value of multiplier if MPC is $\frac{1}{2}$?
 - a) 1
 - b) 2
 - c) 3
 - d) 4
5. Money supply M_3 includes
 - a) $M_3 = C + DD + OD$
 - b) $M_3 = C + DD + \text{Deposits with post office}$
 - c) $M_3 = M_1 + \text{Time deposits with the banks}$
 - d) None of the above
6. The Keynesian theory of money demand emphasizes the importance of
 - a) A constant velocity
 - b) Irrational behaviour on the part of some economic agents.
 - c) Interest rate on the demand for money
 - d) All the above.
7. The chief proponent of the concept of functional finance is
 - a) A.P.Lernner
 - b) J.M.Keynes
 - c) Hugh Dalton
 - d) None of the above

8. Incidence of taxation means
 - a) Initial burden
 - b) Shifting
 - c) Final burden
 - d) None of the above
9. The classical theory of international trade is based on assumption of
 - a) Money cost differences
 - b) Law of returns
 - c) Elasticity of demand
 - d) Labour cost of production
10. Portfolio investments are included in
 - a) Trade balances
 - b) Current account balance
 - c) Capital account balance
 - d) All the above

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

(07)

1. In a closed economy, GNP is always greater than GDP.
2. Macroeconomics analyses the behaviour of individual firms.
3. Recession, if not controlled will lead to depression.
4. During depression, velocity of circulation of money will be high.
5. Demand for active cash balances depends upon the level of income.
6. A mild inflation is good for the economy.
7. Fiscal policy relies on the use of taxes and spending by the government to influence aggregate demand.
8. Protectionism is adopted only by developing countries.
9. Arbitrage helps to equalise the exchange rate.
10. All countries adopt a flexible exchange rate mechanism at present.

Q. 2. Attempt A and B or C and D

- A. Discuss the scope of Macroeconomics. (08)
- B. Explain the circular flow of income in a two sector closed economy. (07)

OR

- C. What is Trade cycle? Explain various phases of trade cycles. (08)
- D. Explain the concept and working of multiplier. (07)

Q. 3. Attempt A and B or C and D

- A. What are the various determinations of money supply? (08)
- B. Discuss the demand pull and cost push inflation. (07)

OR

- C. Discuss the Keynesian liquidity preference theory of interest. (08)
- D. Explain various instruments of monetary policy. (07)

Q. 4. Attempt A and B or C and D

- A. Define public good. What are the characteristics of public good? (08)
- B. Explain the objectives of fiscal policy. (07)

OR

- C. Discuss the various factors influencing incidence of taxation. (08)
- D. Write a note on FRBM Act 2003. (07)

Q. 5. Attempt A and B or C and D

- A. Examine Ricardian theory of comparative difference in cost. (08)
- B. Explain structure of Balance of payment. (07)

OR

Write short note on (Any 3) (15)

1. Green GNP concept
 2. Fisher's Equation of Exchange
 3. Fiscal deficit and Primary deficit
 4. Types of disequilibrium in Balance of Payment
 5. Arbitrage and Hedging concepts
-

SYBMS IV
27-02-18

Business Research Methods

Q. P. Code: 31298

Total Marks: 75

Duration: 2 ½ hrs

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. Researcher uses _____ sampling method when the sample for the study is very rare or limited.
(Convenient, Judgement, Snowball)
2. _____ is the blue print for the collection, measurement and analysis of the data.
(Research Design, Research Process, Research Hypothesis)
3. There is no commercial angle in _____ research.
(Social science, Fundamental, Historical)
4. _____ data should be used after careful scrutiny and should not be accepted at its face value.
(Primary, Secondary, Raw)
5. In _____ interview, the set of questions to be asked are predefined and the techniques used to record the information are standardized.
(Structured, Unstructured, Semi-Structured)
6. _____ scale refers to a collection of rating scales using bipolar adjectives like active-lazy, strong-weak, etc.
(Likert, Semantic Differential, Nominal)
7. _____ of data refers to arranging the data in different groups according to common characteristics.
(Editing, Coding, Classification)
8. _____ is the measure of aggregate discrepancies between actual and expected frequencies.
(Chi-square, ANOVA, T-distribution)
9. _____ is designed for publication in a professional journal.
(Report, Research abstract, Research article)
10. Bibliography is included in the _____ of the report.
(Preliminary contents, Main body, Concluding part)

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

(7)

1. Age, income and temperature are continuous variables & number of children and gender are discrete variables.
2. Causal research describes the "who, what, when, where and how" of a situation.
3. Qualitative researchers aim to gather an in depth understanding of human behaviour.
4. In case of census survey, the entire universe is contacted to collect the data.
5. Rensis Likert scale refers to a collection of rating scales using bipolar adjectives like active-lazy, strong-weak, etc.
6. Social Media Listening is also known as Social Media Monitoring.

7. Classification of data refers to transferring data in a tabular format for the purpose of analysis and interpretation.
8. Data processing means a critical examination of the assembled and grouped data for studying the characteristics of the object under study.
9. The report must be drafted in an impersonal style and format.
10. Self-Plagiarism includes using your own material which was used earlier in some research paper without citing yourself.

Q 2A. Define Research. Discuss the objectives of Research. (8)

Q 2B. State and explain the sources of hypothesis. (7)

OR

Q 2C. What is Primary data? Explain its advantages and disadvantages. (15)

Q 3A. State and explain the importance of questionnaire. (8)

Q 3B. What are the different types of observation method in primary data collection? (7)

OR

Q 3C. Describe the stages of research process in detail. (15)

Q 4A. What is data processing? Explain the essentials of editing. (8)

Q 4B. What is data analysis? Explain its characteristics. (7)

OR

Q 4C. What is research report? Explain the Layout of report writing. (15)

Q 5A. What is Data processing? Explain the significance of Tabulation and Graphic presentation of data. (8)

Q 5B. State and explain the different types of research report. (7)

OR

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

1. Qualitative Research
2. Interview method
- 3/ Chi-square test
4. Plagiarism
5. Objectivity, Confidentiality & Anonymity

Maximum Marks: 75

Duration: 2 Hours & 30 Minutes

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

- Q 1 A)** State Whether the Following Statements are True or False: (Any 8) 08
- 1) The location decision falls under long term planning.
 - 2) Construction of Metro rail is project type production.
 - 3) Simplification is opposite to that of diversification.
 - 4) Line layout is also called as product layout.
 - 5) MRP-I is a Materials Planning technique.
 - 6) Materials can be stacked in any manner.
 - 7) TQM requires management to reject change.
 - 8) Productivity and efficiency are same.
 - 9) Purchasing is primarily a clerical activity.
 - 10) ABC analysis is based on the Pareto principle.

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

Group A		Group B	
1	Quality Management System	A	Robust Design
2	TQM	B	ISO 9001
3	Environmental Management System	C	Kepner Tregor Methodology
4	Continuous Production	D	Waste of overburden
5	Productivity	E	Customer Focused Organization
6	ABC inventory control	F	ISO 14000
7	General Purpose Machines	G	Mass Production
8	Muri	H	70:20:10 Rule
9	Problem Solving	I	Job Production
10	Taguchi	J	Output/ Input

- Q 2 A)** Explain the qualities essential for a production manager? 08
- B)** What is Plant layout and explain the principles of a good layout? 07
- OR**
- C)** What is Product Design? State the requirements of a good product design? 08
- D)** Discuss in brief Material handling Equipment's. 07
- Q 3 A)** What is Material management and objectives of it in detail? 08
- B)** Explain the various Inventory control techniques in brief? 07
- OR**
- C)** Explain Philip Crosby's Philosophy & approach to Quality. 08
- D)** Explain the Ishikawa Fish Bone Diagram. 07

Q 4 A) Write a note on ; 08

1. MBNQA 2. Deming's Application Prize

B) What is TQM and explain the key principles of TQM in detail? 07

OR

C) Explain the concept of ISO 9000 along with its registration process? 08

D) Explain the Concept of Six Sigma along with its features? 07

Q 5 A) ABC Ltd. Purchases computer chips at the rate of Rs. 75 each. The annual consumption of chip is 54,000 units. If the ordering cost is Rs.250 per order & carrying cost is 25%p.a., what would be the EOQ and Total Cost? If the supplier offers a discount of 10% for ordering 9,000 units. Per order, do you accept the discount offer? 08

B) Calculate partial & Total Productivity. 07

Output	500,000	Raw Material	190,000
Labour	75,000	Electricity	25,000
Capital	100,000	Other Misc. Exp.	10,000

OR

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

1. Importance of productivity
2. Inventory Management
3. DMAIC
4. Quality Circle
5. Production System

54 BMS Sem IV Mktg
03-05-18

Imc

[M.E.I.M.C.]

Q. P. Code: 35116

Time: 2:30 hours

Marks: 75

Instruction to students:

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

Q1A.) Attempt any eight from the following: **Attempt any 8/10** (8 Marks)

- 1) _____ is a process of exchanging information, thoughts, and ideas.
a) Letters b) Communication c) Recorded conversations
- 2) _____ is an ongoing conversation on social media that has gained wide popularity and is growing.
a) Twitter b) Tinder c) Snapchat
- 3) _____ are advertisements in the form of news reviews or articles.
a) Emails b) Magazines c) Newsletters
- 4) Sales Promotion consists of all the _____ offered to consumers and channel members to encourage product purchase.
a) Incentives b) Brokerage c) Commission
- 5) _____ has brought media to a global audience.
a) Communication b) Marketing c) Internet
- 6) _____ is possible only by establishing personal communication contact with customers via telephone, emails, booklets and letters.
a) Direct Marketing b) Internet Marketing c) Retailing
- 7) An effective method of connecting with customers in a relaxed and fun-filled atmosphere is _____
a) Banners b) Event Marketing c) Roadshows
- 8) _____ are moral values or principles that govern the actions, behavior and decisions of an individual or group.
a) Personality b) Childhood habits c) Ethics
- 9) Decoding is a process which involves the _____
a) Sender b) Receiver c) Outsider
- 10) _____ Advertising is gaining highest popularity due to being a personal gadget of high frequency use.
a) Mobile b) Desktop c) Video Games

Q1B.) Match the Columns. **Attempt any 7 out of 10.** (7 Marks)

A	B
1) Direct Marketing	a) Spokesperson
2) Publicity	b) Early-bird offers
3) Samples	c) Face-to-face interaction
4) Media Relation	d) Number of clicks
5) Trade Shows	e) Catalogue
6) Sales Promotion	f) Dealer benefits
7) Personal Selling	g) Free of Cost
8) Cause Sponsorship	h) Editorial
9) Online evaluation	i) Negative impression
10) Stereotypes	j) Society benefits

Q2) Answer **any one out of two**:

Q2.a) Explain in detail the alternate response hierarchy model. (7 Marks)

Q2b.) What are the deficiencies or limitations in setting of communication objectives? (8 Marks)

OR

Q2c.) Explain in detail the reasons and causes for the growth of sales promotion. (7 Marks)

Q2d.) List out and explain the various promotional tools used in IMC. (8 Marks)

Q3) Answer **any one out of two**:

Q3a) Explain the role of Advertising in IMC. (7 Marks)

Q3b) What are the different types of publicity tools? (8 Marks)

OR

Q3c) Explain in detail the tools of Direct Mail Catalogues. (7 Marks)

Q3d) Write a note on Sponsorships and Publicity (8 Marks)

Q4) Answer **any one out of two**:

Q4a) List out the techniques of trade promotion. (7 Marks)

Q4b) Explain the following tools of PR: Blogging, Newsletter, Social Media Marketing. (8 Marks)

OR

Q4c.) Enumerate the role and importance of Internet in IMC. (7 Marks)

Q4d.) List the steps in the IMC evaluation process. (8 Marks)

Q5a.) A young SY BMS student has started a travel website by the name of "Earth Space" and is trying to include trekking, hiking, adventure sports and state wise travel. As a friend please guide him on how he can promote the site among interested segment of travelers and generate curiosity and interest in today's competitive times toward his new site. He has further plans of expansion and availing funding for his new project. Design a promotional campaign for the site using your creative ideas. (15 Marks)

Q5b.) Short Notes. **Attempt any 3/5**

(15 Marks)

- 1) Misleading Claims
- 2) Purchase Simulation Test
- 3) Essentials of good sponsorship
- 4) Tele-Marketing
- 5) Publicity

Time: 2:30 Hours

Marks: 75

N.B: All questions are compulsory.

Q1A) Match the column (any 8)

(08)

1.	Quantitative Approach	A	Power by virtue of authority
2.	Qualitative approach	B	Top Down approach
3.	Coercive power	C	Facilitates job mobility
4.	Legitimate power	D	Software as service explosion
5.	Multi skill development	E	Bottoms Up Approach
6.	Trend in HRIS	F	Ability to With draw rewards
7.	Data	G	Processed data
8.	Information	H	Management Philosophy
9.	Internal factor affecting recruitment	I	Government policy
10.	External factor affecting recruitment	J	Raw Facts

Q1B) State whether true or false (any 7)

(07)

1. Competition for talent within the industry affects HR supply forecast .
2. HRP is a one time affair process.
3. Globalisation has increased the man power cost.
4. Cordial relations with employer helps in employee retention
5. Issue of orders is a part of HRP management process.
6. Job design is followed by job redesign
7. Termination and Layoff means one and the same thing
8. A good HRIS should be flexible
9. Information required to calculate the vacation time is included in time and attendance subsystem of HRIS
10. HRIS does not create admin data

Q2a) Bring out the scope of Human Resource Planning (HRP)

(08)

Q2b) List the different levels at which HRP is done?

(07)

OR

Q2c) Explain the following concepts 1) Skills Inventory 2) Staffing Tables 3) Ratio 3)Trend Analysis 4) Regression technique

(08)

Q2d) Explain the ways to overcome barriers in the process of effective implementation of HRP

(07)

Q3a) What is meant by job analysis? Explain its features. (08)

Q3b) Explain different ways to maintain flexibility in organizations. (07)

OR

Q3c) What is meant by employee selection tests? State its advantages and disadvantages (08)

Q3d) State the areas of HRA audit. (07)

Q4a) State the need for management training and development to employees in the organizations. (08)

Q4b) Explain the process of HRP evaluation. (07)

OR

Q4c) Bring out the strategies to deal with politics in organizations. (08)

Q4d) Explain the impact of outsourcing on the process of HRP (07)

Q5a) What is HRIS? State its features. (08)

Q5b) Suggests steps to ensure security of HRIS systems. (07)

OR

Q5) Write short notes on (any3) (15)

1. HR Policy
2. Importance of Return on Investment in HRP.
3. Need for Performance Management
4. Components of HRIS
5. Objectives of HRIS.

SMS 67
201

SUBMS Finance Auditing
3/05/18

Q. P. Code: 34348

Q.2.A. Explain meaning and types of error. (08)
B. Explain limitations of auditing. (07)

OR

Q.2. C. Explain meaning and advantages continuous audit. (08)
D. Explain principles of auditing. (07)

Q.3. A. What are the significant areas to be observed by the auditor before commencement of audit? (08)
B. Explain advantages and disadvantages of audit program. (07)

OR

Q.3.C. Explain meaning and importance of audit working papers. (08)
D Explain meaning and essentials of audit evidence. (07)

Q.4.A. Distinguish between internal audit and statutory audit. (08)
B. Suggest internal control system for credit purchase. (07)

OR

Q.4.C .Explain general considerations while framing the system of internal check. (08)
D. Explain the precautions to be taken by auditor while selecting audit sample. (07)

Q.5.A. Write a note on vouching of sales. (08)
B. Write a note on verification of creditors. (07)

OR

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

1. Test check
2. Audit notebook
3. Interim audit
4. Vouching
5. Points to be considered for Valuation

N.B: 1. All questions are compulsory carrying 15 marks each.

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

(08)

1. ___ is basically responsible for prevention and detection of errors and frauds.
a. Auditor b. Cashier
- 2.As per SA-240 if auditor detect an error then ____
a he should submit his resignation
b he should communicate it to the shareholder
3. ___ paper is the link between the client's records and the auditor's record.
a. News b. Working paper
- 4.Current audit file relating to audit of partnership firm will not contain ____
a. Partnership deed b audit program
5. ___ method of selecting sample ensure that all items in the population have an equal chance of selection. .
a. random selection b. systematic selection
- 6.SA ___ deals with audit sampling.
a.610 b.530
7. Checking serial no. of vouchers helps the auditor to ____
a. detect error of omission b. detect error of principle
8. ___ document is not relevant for vouching sales.
a. delivery challans b. Sales department attendance
9. ___ cannot be subject to physical verification.
a. land b. patents
- 10.New bank Loan will be taken under the authority of ____
a. accountintg department b. Board of directors

Q.2.State whether the following statements are True or False;(ANY 7)

(07)

1. Any type of error causes differences in the trail balance.
2. Audit evidence is not conclusive in nature.
3. Audit plans are to be approved by the client being audited.
4. Audit note book is a part of permanent audit file.
5. Once internal control system is implemented there can be no fraud or error.
6. Internal audit helps to detect rather than prevent error.
7. Purchase bill is an example of external document.
8. The payee should sign on a revenue stamp if the payment exceeds Rs.5000/-
9. Vouching involve obtaining and examining evidence in respect of assets or liabilities.
10. Investments are valued at the market price as the year ends.

Duration: 2.5 Hours

Marks: 75

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

Q1. (a) Fill in the blanks. (Any 8)

(8Marks)

1. The supervisors and management may make _____ request for setting training programmes. (Specific/ general/ vague)
2. Performance standard should be identified to achieve the _____ of the organisation. (Objectives/ Purpose/ Vision)
3. The aim of _____ is to ensure that, rather than simply subjecting people to adhoc activities, they should have access to a structured development programme that is geared towards them reaching certain capability levels. (T&D analysis/ People analysis/ Role Analysis)
4. Listen to the _____ carefully. (Grievances / Appreciations / Decisions)
5. Coaching is different from _____. (Counselling / Training / Lecture)
6. In _____ a situation / environment is created which closely represents the actual job situation. (Simulation / Sensitivity training / Critical incident)
7. _____ is a simple and economical method. (In basket exercises / Coaching/ Simulation)
8. _____ is the process of collecting, analysing and reporting information regarding the performance of an individual, group, organisation, system or component. (Performance management/ Career management / Performance appraisal)
9. _____ employees are upwardly mobile in organisations and supported by powerful coalitions or individuals within the organisation. (Stars / Lone wolves / Corporate citizens)
10. _____ is also called as full circle appraisal. (Management by Objectives / 360 degree appraisal / Team appraisal)

Q1(b) True or False :(Any 07)

(07Marks)

1. Seminar is off the job training method.
2. Task analysis is a second step in training needs assessment.
3. Human skills play an important role in sustaining a healthy working environment and developing good interpersonal relations.
4. The best solution at exploratory stage is to allow the new entrant perform some specific job and to confer freedom in functioning.
5. Directive counselling is the process of skillfully listening and encouraging a counselling to explain troublesome problems, understand them and determine appropriate solutions.
6. In coaching, the trainee is placed under a particular supervisor who acts as an instructor and teaches job knowledge and skills to the trainee.
7. Organisation Development programmes can be designed considering such issues like employees motivation, habit, age, pattern of conflict.

8. Lone wolves are workaholics.
9. Performance appraisal may become invalid because of the rater dislikes an employee.
10. Top management support and commitment is not important for improving the effectiveness of MBO.

Q.2. Answer the Following

- (a) Explain the methods of assessment of training needs. What are the steps involved in making the Training programme effective. **(15 Marks)**

OR

- (b) Define the concept of Training. Discuss the features and objectives of Training. **(15 Marks)**

Q.3. Answer the Following

- (a) Explain the Career development cycle with diagram. Illustrate with example the model of planned Self development. **(15 Marks)**

OR

- (b) What is Succession planning. Explain in detail the steps in Succession Planning? **(15 Marks)**

Q.4. Answer the Following

- (a) Explain the concept of Management Development Programme and Discuss the various objectives and characteristics of Management Development Programme? **(15 Marks)**

OR

- (b) Explain the various methods of Management Development Programme? **(15 Marks)**

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

- a) Performance Measurement Appraisals
- b) Global talent management
- c) Performance Measurement Pitfalls
- d) Ethics of appraisals
- e) MBO

Instruction to students:

Write your answer in detail with suitable points.

Please support your answers with examples.

Figures to the right indicate full marks.

Q1A.) Attempt **any eight** from the following:

(8 Marks)

- 1) Rural consumers are highly influenced by local _____. (Government, Reference Groups, Planning Commission)
- 2) _____ packaging is an alternative which has revolutionarised rural markets and is commonly used for shampoo, toothpaste, tomato ketchup, face cream and many other products. (Sachet, jute, pillow-pack)
- 3) Coolgate and Daily Milk are examples of _____ product. (Fake, Genuine, Substitute)
- 4) _____ farming is a practice which benefits the farmer monetarily and encourages farmers to work in others farms, creating a economical and social change. (Discount, Bulk, Remunerative)
- 5) Fair price and weight standards are maintained in _____ Markets. (Regulated, Super, Rural)
- 6) JRY, TRYSEM, IRDP are some of the schemes for _____ of rural youth. (Empowerment, Development, Employment)
- 7) _____ facilities help in solving the problem of storage and transportation in rural areas. (Warehousing, Contract manufacturing, Retail chain)
- 8) _____ of income plays a strong role in rural sales. (Return on investment, Permanancy, Seasonality)
- 9) Mascots, symbols and logos help in _____ and identification of products in the rural markets. (branding, financing, soliciting)
- 10) Rise in _____ income will lead to increase in the sales of consumer durables in rural market. (side, disposable, allied)

Q1 B. State whether the following statement are True or False. **Attempt any 7**

(7 Marks)

- 1) Rural markets are scattered and hold high future potential.
- 2) Puppetry and Folk theatre is used as a medium of rural media and communication by companies.
- 3) Rural consumers are highly brand conscious.
- 4) Frequency of income in rural areas is regular, fixed and predictable.
- 5) Refill/re-usable packs used in rural areas for packaging and is attractive and also adds value.
- 6) Farming and agricultural activities are not the only primary occupation in rural areas.
- 7) Income is not an issue when it comes to purchasing, Indian Rural Markets are not price sensitive.
- 8) Small unit packaging is not preferred in rural markets.
- 9) In Rural India, mostly joint family structure exists with the senior members being the decision makers in the household.
- 10) Diverse languages and dialects make it challenging to communicate product information and advertisements in Rural areas.

Q2 a.) Define Rural Marketing and explain in detail the profile of rural markets in India. (7 Marks)

Q2b.) Write a detailed note on characteristics of rural consumers and support with illustrations wherever possible. (8 Marks)

OR

Q2c.) What are the constraints in developing rural markets and suggest certain strategies to overcome the constraints? (7 Marks)

Q2d.) The government schemes with special focus on rural development are aimed at uplifting the standard of rural life. Discuss in detail some of the government schemes and initiatives including contribution of NABARD in the area of rural development. (8 Marks)

Q3a.) State the factors affecting rural buying behavior in detail. (7 Marks)

Q3b.) Explain in brief the Rural Marketing Mix with focus on Product, Pricing, Price and Promotional Strategies. (8 Marks)

OR

Q3c.) Illustrate the problems of selling in rural markets. Include the problems faced due to spurious (fake) products that are available. Support your answer with examples to substantiate. (7 Marks)

Q3d.) Write a note on segmentation of rural markets with reference to geographic, demographic, psychographic and behavioral segmentation. (8 Marks)

Q4a.) Explain the various Public distribution system developed by the government to improve distribution and storage facilities for farmers in rural areas. Include the APMC and regulated markets that are widely used now. (7 Marks)

Q4b.) Write a detailed note on Standardization and Grading with suitable illustrations. (8 Marks)

OR

Q4c.) As part of effective pricing strategy, elucidate in brief the concept of value engineering in areas of packaging and product design. (7 Marks)

Q4d.) Write a brief note on challenges in rural communication with comparison traditional and mass media options that are available. (8 Marks)

Q5a.) Unilever has launched a direct rural contact program called 'Lifebuoy Swasthya Chetana' campaign which has induced additional sales by 20% in more than 17,000 villages. Message is to sensitize rural consumers on the basic requirements and benefits of healthcare and hygiene. Lifebuoy soap cakes and liquid handwash are priced at Rs. 10/- and are widely distributed across all tiers of rural markets.

As a BMS student you are given the responsibility to design a suitable Rural communication campaign addressing the benefits and need for the product and suggest ways on how you may make the campaign more attractive, impactful and successful. (15 Marks)

OR

Q5 b.) Short Notes : (Any three) (15 Marks)

- 1.) Contract farming.
- 2.) Distinguish between Rural and Urban Markets.
- 3.) Haats, Shanties and Melas
- 4.) NAFED
- 5.) Characteristics of Agricultural Produce Marketing.

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Q2) (a) Elaborate capital markets and its instruments. (8 Marks)

Q2) (b) What is financial services and scope of Financial services? (7 Marks)

OR

Q2) (c) What are the objective and power of SEBI? (7 Marks)

Q2) (d) Explain Ministry of Finance. (8 Marks)

Q3) (a) What are significance of Money market? (7 Marks)

Q3) (b) Explain the meaning and function of stock Exchange. (8 Marks)

OR

Q3) (c) What are the advantages and disadvantages of Derivative. (8 Marks)

Q3) (d) What are Commodity exchanges in India? (7 Marks)

Q4) (a) What the features of Mutual Fund? (8 Marks)

Q4) (b) What are the Characteristics of insurance? (7 Marks)

OR

Q4) (c) What are various dimension of well-functioning financial systems? (8 Marks)

Q4) (d) What are strategies for dealing with conflict? (7 Marks)

Q5) (a) State the services rendered by Merchant Banking. (8 Marks)

Q5) (b) What are the advantage of IPO? (7 Marks)

OR

Q5) Short notes (solve any 3) (15 Marks)

1. Self Help Groups (SHGs)
2. Microfinance companies
3. Industrial Development bank of India (IDBI)
4. American Depository Receipt (ADRs)
5. Bombay stock exchange (BSE)