MBA
(SEM III) THEORY EXAMINATION 2017-18
STRATEGIC MANAGEMENT

Time-3 Hours

Total Marks-70

Note: 1. Attempt all sections.

SECTION –A

1. Attempt all questions in brief.   2*7=14

   a. Business policy is a capstone, integrative course. Explain
   b. Only verifiable objectives can be used meaningfully in strategic management. Why?
   c. How are SBU level strategies linked to corporate level strategies?
   d. What are the possible pitfalls of not having a vision for an organization?
   e. Explain the four steps to be taken in QUEST?
   f. What is value chain analysis?
   g. What is operational implementation?

SECTION –B

2. Attempt any three of the following   7*3=21

   a. Identify and explain the different types of strategies under stability, expansion, retrenchment and combination corporate level strategies. Quote examples to explain each of these strategies.
   b. Identify a business group, such as, Reliance, that has relied extensively on backward integration as the expansion corporate- level strategy. Analyze the reasons why the company you choose did so and whether it is likely to continue doing so in the foreseeable future.
   c. Discuss Michael Porter's approach to defining generic competitive (or business) strategies.
   d. Consider any organization of your choice. Outline the various functional plans and policies that are being formulated and implemented by that organization.
   e. How will a comprehensive system of strategic control operate in a large-sized business organization?

SECTION –C

3. Attempt any one part of the following   7*1=7

   a. "A vision is too abstract to be of any practical value." Do you agree with this statement? Why?
   b. Discuss the issues that are relevant for strategic decision making.

4. Attempt any one part of the following   7*1=7

   a. Describe the different aspects of environmental scanning necessary for identifying opportunities and threats in a company's environment.
   b. Consider any organization in an industry of your choice. Prepare an organizational capability profile and summarize the results in the form of a SAP clearly indicating the nature of the impact of different capability factors.

5. **Attempt any one part of the following** 7*1=7
   a. Discuss the conditions under which a firm can attain cost leadership and differentiation simultaneously. How is this achieved?
   b. What does broad target and narrow target mean in the context of competitive scope?

6. **Attempt any one part of the following** 7*1=7
   a. Describe the major techniques used for analyzing a corporate portfolio.
   b. Explain Ansoff grid, GE nine cell planning grid and BCG matrix in detail with neat diagram.

7. **Attempt any one part of the following** 7*1=7
   a. How do values-related and ethical considerations affect behavioral implementations?
   b. How is performance evaluation done in public enterprises in India?

MBA
(SEM III) THEORY EXAMINATION 2017-18
INTERNATIONAL BUSINESS MANAGEMENT

Time: 3 Hours   Total Marks: 100
Notes: *Attempt all Sections. Assume any missing data.*

SECTION A

1.   Attempt *all* questions in brief.   2 x 7=14
   a) What do you mean by international business?
   b) What do you know about multi-party system?
   c) What is tariff?
   d) What do you mean by dumping?
   e) What do you mean by re-export?
   f) What are the different types of exchange rate determination system?
   g) Why was UNCTAD established?

SECTION B

2.   Attempt any *three* of the following: 7 x 3=21
   a) How can we differentiate between international business and domestic business?
   b) Give the classification of subsidies.
   c) What are the various concept of international marketing?
   d) Explain the reason why Indian Rupee has lost its value since 2010.
   e) What are the various features of IMF?

SECTION C

3.   Attempt any *one* part of the following: 7 x 1 = 7
   a) Highlight the motives of international business.
   b) 'The biggest challenge in capturing the global market is environment'. Explain

4.   Attempt any *one* part of the following: 7 x 1 = 7
   a) 'International product life cycle theory is an outdated theory'. Discuss this statement highlighting its key features.
   b) Discuss the theory of Heckscher-Ohlin briefly.

5.   Attempt any *one* part of the following: 7 x 1 = 7
   a) Discuss in detail the various dimension of International Human Resource Management.
   b) Compare and contrast the various staffing approaches.

6.   Attempt any *one* part of the following: 7 x 1 = 7
   a) Explain purchasing power parity (PPP) theory with its merit and demerits.
   b) Discuss the major factors which are important in exchange rate determination.

7.   Attempt any *one* part of the following: 7 x 1 = 7
   a) Critically examine the role and policies of WTO in international trade.
   b) What are the basic principles of UNCTAD? Discuss.

Printed pages: 01

Paper Id: | 7 | 0 | 1 | 7 | Sub Code: RMBFM01

Roll No: | | | | | | | | | | |

MBA
(SEM III) THEORY EXAMINATION 2017-18
SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

Time: 3 Hours   **Total Marks: 70**

Notes: *Attempt all Sections. Assume any missing data.*

SECTION A

1. Attempt *all* questions in brief.   2 x 7 = 14
   a. What is bull market?
   b. What is listing of share?
   c. Who propounded the Dow Theory?
   d. What is dividend discount model?
   e. what is callable bond?
   f. What is beta?
   g. what is a security characteristics line?

SECTION B

2. Attempt any *three* of the following: 7 x 3 = 21
   a. Write a short note on capital market and describe its components.
   b. What is concept of return and risk?
   c. What are the fundamental principles of technical analysis?
   d. State in trine value approach of share valuation.
   e. differentiate open ended and close ended schemes of mutual fund.

SECTION C

3. Attempt any *one* part of the following: 7 x 1 = 7
   a. What is security market? What are its functions?
   b. What is new issue market? Discuss the main participants of new issue market.

4. Attempt any *one* part of the following: 7 x 1 = 7
   a. What is meant by security analysis? What aspects are involved in security analysis?
   b. Give the types of charts under technical analysis.

5. Attempt any *one* part of the following: 7 x 1 = 7
   a. What do you understand by dividend valuation method?
   b. What is CAPM? Give its basic assumptions. What are the advantages and shortcomings of CAPM?

6. Attempt any *one* part of the following: 7 x 1 = 7
   a. What are the types of derivatives? Discuss the advantages and disadvantages of derivatives.
   b. Explain the classification of mutual funds.

7. Attempt any *one* part of the following: 7 x 1 = 7
   a. What is formulation plan? Give advantages and disadvantages and also explain its types.
   b. What is yield curve? Give its types of yield curve.

MBA
(SEM III) THEORY EXAMINATION 2017-18
TAX PLANNING AND MANAGEMENT

Time: 3 Hours   Total Marks: 70

Notes:
- *Attempt all Sections.*
- *Assume any missing data.*

SECTION-A

Q.1.   Attempt All questions from this section in brief.   (2X7=14)
   a. What is casual income?
   b. Short note on PAN Card.
   c. What do you mean by Tax Free Salary?
   d. Define the term zero coupon bond.
   e. What do you mean by MAT?
   f. Define the word Factory.
   g. What are Valorem Duties?

SECTION-B

Q.2.   Attempt ANY THREE questions from this section.   (7X3=21)
   a. What do you mean by Appeal? What is Appeal in Income Tax?
   b. Discuss the fully Tax Free or Exempted Allowance.
   c. What is a Company? Discuss the types of companies.
   d. What are the types of Excise Duties?
   e. What are Basics of Custom Duties?

SECTION-C

Q.3.   Attempt any one part of the following:
   a. What are the Special economic zones? What are the salient features of SEZ Units?   (7X1=07)
   b. Explain the Duty Drawback Provisions as per custom act 1962.

Q.4.   Attempt any one part of the following:
   a. What Is GST? Why there is a Need to introduce GST? Discuss the Salient Features of GST.   (7X1=07)
   b. Discuss various method of Levying Central Excise Duty.

Q.5.   Attempt any one part of the following:
   a. What is book Profit? Discuss its computation.   (7X1=07)
   b. Discuss the Set off and Carry Forward of Amalgamation Losses.

Q.6.   Attempt any one part of the following:
   a. Define and determine the annual Value, State the deductions that are allowed from the annual value in computing the income from house property.   (7X1=07)
   b. What are Allowances? Discuss the various types of Allowances.

Q.7.   Attempt any one part of the following:
   a. How Residential Status of an Individual is Determined?   (7X1=07)
   b. What is the Difference between Tax Planning and Tax Evasion.

MBA
(SEM -III) THEORY EXAMINATION 2017-18
Financial market & commercial banking

Time: 3 Hours   *Total Marks: 70*

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1.   **Attempt *all* questions in brief.**   2 x 7 = 14

   a. What do you understand by financial system?

   b. What is bank rate?

   c. Discuss Repo & Reverse Repo Rate.

   d. What do you understand by Put option?

   e. What is zero- coupon bond.

   f. Define lock-in-period?

   g. What is open-ended mutual fund?

SECTION B

2.   **Attempt any *three* of the following:**   7 x 3 = 21

   a. Discuss in detail the 'Financial liberalization Theory' of saving and investment.

   b. Briefly discuss the various techniques used for monetary control or to maintain the price stability in India.

   c. Discuss the objectives, scope and functions of SEBI.

   d. Write a brief note on discounting services and its importance in money market.

   e. What are the major advantages of investment through mutual funds?

SECTION C

3.   **Attempt any *one* part of the following:**   7 x 1 = 7

   a. What do you understand by financial market? Also, discuss different ways of classifying financial market.

b. Discuss in detail the 'Prior Saving Theory' of saving and investment.

7 x 1 = 7

4. **Attempt any *one* part of the following:**

a. Why the importance of co-operative banks has increased in India? Explain the nature of the co-operative banks.

b. Discuss the importance of NABARD in developing rural areas of India in detail.

7 x 1 = 7

5. **Attempt any *one* part of the following:**

a. What is the meaning of the call money market? Briefly discuss the nature of this market.

b. What is commercial paper? How has the growth of commercial paper market taken place in India?

7 x 1 = 7

6. **Attempt any *one* part of the following:**

a. Define derivatives. Discuss various services provided by derivatives?

b. What are the differences between forward and future contracts?

7 x 1 = 7

7. **Attempt any *one* part of the following:**

a. What do you understand by insurance? How the insurance companies manage risk?

b. Discuss in detail the growing importance of Internet banking in India.

MASTERS OF BUSINESS ADMINISTRATION
(SEM - III) THEORY EXAMINATION 2017-18
TALENT MANAGEMENT

Time: 3 Hours   **Total Marks: 70**

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.
2. Any special paper specific instruction.

SECTION A

1.   Attempt *all* questions in brief.   2 x 7 = 14

   a.   What type of risk does talent management address?
   b.   How can a company find and attract talented individuals?
   c.   What are the possible problems with Talent management?
   d.   What do you understand by strategic recruitment and strategic selection?
   e.   Why is it imperative to deal with Job Withdrawal?
   f.   Define Recruitment Budget?
   g.   What do you understand by Fundamental Re-thinking?

SECTION B

2.   Attempt any *three* of the following: 7 x 3 = 21

   a.   How talent management is the engine of new economy? Briefly discuss the role
        of HR in talent management?
   b.   There are several methods for collecting Job analysis data. Compare these methods
        explain what each is useful for, and list the pros and cons of each.
   c.   Explain in detail the process of searching & downloading applicant profile by using
        job portals? Give suitable examples.
   d.   Why is it necessary to retain talent? What are the cost and consequences of
        talent departure?
   e.   Define Human Resource Accounting? How it helps in managing and engaging talent?

SECTION C

3.   Attempt any *one* part of the following: 7 x 1 = 7

   (a) Explain the process of sourcing talent. Discuss various sources of talent and their
        respective merits and demerits?

   (b) What are the Key Processes of Talent Management? Discuss in detail.

4.   Attempt any *one* part of the following: 7 x 1 = 7

   (a) Discuss the talent acquisition strategies in an organization. What difficulties do
        organizations face while sourcing the talent?

   (b) Explain how would you conduct a job-analysis in an IT firm? Also list the items that are
        typically included in a job description and job-specification of Software Developer of an
        IT Firm?

5. **Attempt any *one* part of the following:** 7 x 1 = 7

(a) "Contemporary organizations are striving to establish itself as employer brand in the current employment scenario". Comment and list various initiatives taken by any organization for establishing itself as an employer brand?

(b) What do you understand by the term "Errors" in selection process? Bring out various types of errors that may occur during selection process and the approach how these errors can be minimized?

6. **Attempt any *one* part of the following:** 7 x 1 = 7

(a) Differentiate between Job withdrawal and Voluntary Turnover? Give suitable examples.

(b) Explain Integrated Rewards Philosophy in detail? Also describe the way integrated rewards can be designed?

7. **Attempt any *one* part of the following:** 7 x 1 = 7

(a) What are the Contemporary Talent Management Issues and Challenges? Discuss in detail.

(b) Discuss the concept of Business Process Re-engineering in detail? Also explain different phases of Business Process Re-engineering.

(Following Paper ID and Roll No. to be filled in your Answer Books)

PAPER ID :7012   Roll No. | | | | | | | | | |

MBA 2nd Year

Odd Semester Examination 2017-18

(Performance and Reward Management)

Time: 3 Hours   *Total Marks: 70*

Note: Attempt all Sections. If require any missing data; then choose suitably.

SECTION - A

1.   **Attempt *all* questions in brief.**   2 x 7 = 14

Section A

1.

a) Define performance criterion?
b) Explain Performance management as a system?
c) What is BARS?
d) Define 360 degree performance appraisal?
e) How competency mapping can be linked with career planning?
f) Why is it important to provide compensation to employees?
g) What is ESOP?

1. SECTION - B

2. Attempt any *three* of the following: 7 x 3 = 21

a) Briefly discuss the purpose and significance of performance appraisal in relation to formulation of reward system of an organization.
b) Explain the problems to be avoided in appraising performance?
c) What do you understand by competency mapping? Explain the relevance of competency mapping in detail?
d) State and briefly explain four objectives an organization should bear in mind when planning its compensation system.
e) What is merit pay? Do you think its good idea to award employees merit raises? Why or Why not?

SECTION - C

3.   **Attempt any *one* of the following:**   7 x 1 = 7

a) Discuss the key components of the performance management cycle.
b) Why performance management is taking place of performance appraisal in today's organizations. Discuss?

4. Attempt any *one* of the following: 7 x 1 = 7

(a)Differentiate between past oriented and future oriented performance appraisal methods. Discuss at
least two past oriented and two future oriented performance appraisal methods.

(b)The basic objective of compensation management can be briefly termed as meeting the needs of
both employees and the organization. Discuss the other objectives of compensation management.

7 x 1 = 7

5. Attempt any *one* of the following:

a) Explain the term Potential appraisal in detail?
b) Outline the methods of job evaluation in detail.

7 x 1 = 7

6. Attempt any *one* of the following:

a) Differentiate between performance appraisal and potential appraisal.

b Explain the factors that should be considered when formulating a reward policy in an organization.

7. 7 x 1 = 7

The Great Rift Electric Company is a city-based manufacturer of welding machines and motors. When
Kenaan Amani established the company in 1970, he was keenly aware of the importance of a highly
motivated workforce, and how the company's success, in fact, depended on it. Therefore, Amani had to
ensure that each employee would work as diligently as possible for the good of the organization. Amani
realized that the best way to motivate employees would be to link the company's reward and
recognition system to its goals. To establish this connection, Amani developed and implemented a
comprehensive incentive system. Its aim was to improve the company's overall performance by allowing
contributing workers to share in the proceeds. The plan rewards employees for turning out quality
products efficiently while controlling costs. The system includes the following components: Paying by
the piece rate: Production workers are paid according to the number of "pieces" or product units they
produce that are not defective. If a customer sends a defective part back to the company, the employee
who produced it must repair it on his or her own time.

Providing year-end bonus: To reward workers further for their efforts, Amani introduced a year-end
bonus system that gives all workers an opportunity to nearly double their base wages. Workers get the
bonus if the company's annual profit increases. Providing stock options: Amani also provided his
employees with the option of buying company's stock at a low cost. Employees are also given shares of
the company's stock based on annual profits.

a) To motivate his employees Mr. Amani uses piece rate system. Discuss the advantages and
disadvantages of such a system. (3.5)

b) If you are appointed as a reward Manager in this company, will you continue with this system or
change, why? (3.5)

MBA
(SEM III) THEORY EXAMINATION 2017-18
INDUSTRIAL RELATIONS AND LABOUR ENACTMENTS

Total Marks: 70

Time: 3 Hours

Notes:
- *Attempt all Sections.*
- *Assume any missing data.*

SECTION - A

2 x 7 = 14

1. Attempt *all* questions in brief.
   a. Explain key players of labour relation system.
   b. Explain Dunlop's framework of industrial relation system.
   c. Elaborate upon Tripartite bodies.
   d. Define Progressive approach to discipline.
   e. Do internet businesses need to register under the Shops and Establishments Act?
   f. In which activities Contract labour is prohibited?
   g. Write down the formula to calculate gratuity.

SECTION - B

7 x 3 = 21

2. Attempt any *three* of the following:
   a. What are the recommendations of the second National Commission on labour with respect to fraud union registration and recognition?
   b. What do you mean by Grievance Handling Procedures? Elaborate upon the causes of grievance and model of grievance handling procedure.
   c. What are the implications of being a registered enterprise under the shop and Establishment Act, 1948?
   d. Write various provisions under The Trade Unions Act 1926.
   e. What is the concept of set on and set off? Explain with suitable example.

SECTION - C

7 x 1 = 7

3. Attempt any *one* part of the following:
   a. Discuss the social and political implications of industrial relation.
   b. Is there a change in the relationship between political parties and trade unions in the post liberalization period? What is the nature of such change? What are the reasons for the identified changes?

7 x 1 = 7

4. Attempt any *one* part of the following:
   a. Define Collective Bargaining. Discuss various types and level of collective Bargaining.
   b. Write short notes on:
      i.   Code of discipline
      ii. Industrial disputes settlement machinery in India

7 x 1 = 7

5. Attempt any *one* part of the following:
   a. Write important provisions of factories act, 1948.
   b. What are the issues on which an industrial dispute can be raised under Industrial Dispute Act, 1947?

7 x 1 = 7

6. Attempt any *one* part of the following:
   a. "Section 46 of the Employees State Insurance Act, 1948 provides various benefits to the insured persons or their dependents." With reference to this statement enumerate the benefits enshrined in the Employees State Insurance Act, 1948.
   b. Can the contract labour system be abolished in respect of sweeping, cleaning, etc?

7 x 1 = 7

7. Attempt any *one* part of the following:
   a. Define Gratuity. Discuss the salient features of Payment of Gratuity Act.
   b. Explain the salient features of Employee's Pension Scheme as provided under the Employees Provident Funds and Miscellaneous Provisions Act. 1952.

MBA
(SEM III) THEORY EXAMINATION 2017-18
SALES & DISTRIBUTION MANAGEMENT

Time: 3 Hours   *Total Marks: 70*

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION - A

1.   Attempt *all* questions in brief.   2 x 7 = 14

   a. Define Sales Management.
   b. What is Personal Selling?
   c. Differentiate between Recruitment and selection of sales force?
   d. Differentiate between Training & Development of a sales force.
   e. Explain the concept of Sales contest.
   f. Explain the concept of forward and reverse logistics.
   g. What is franchising?

SECTION - B

2.   Attempt any *three* of the following: 7 x 3 = 21

   a) Write a note on the role played by a sales manager in any organization?
   b) Explain various recruiting sources of sales representatives?
   c) Explain various methods of sales force training?
   d) Explain functions and flows in distribution channels?
   e) What is channel conflict? Explain different types of channel conflict?

SECTION - C

3. Attempt any *one* part of the following: 7 x 1 = 7

   a) Explain the process of personal selling?
   b) Explain sales management process?

4. Attempt any *one* part of the following: 7 x 1 = 7

   a) Briefly explain the process of leading and motivating the sales force.
   b) Discuss various types of sales organization.

5. Attempt any *one* part of the following: 7 x 1 = 7

   a. Explain the process of designing a sales territory.
   b. Elaborate the steps involved in preparing a sales budget.

6. Attempt any *one* part of the following: 7 x 1 = 7

   a) "Distribution is very crucial while deciding marketing strategy" Comment.
   b) Explain different channel structures in detail.

7. Attempt any *one* part of the following: 7 x 1 = 7

   a) Briefly explain the steps involved in training the distributors sales team?
   b) Explain important factors which influence channel choice?

MBA
(SEM III) THEORY EXAMINATION 2017-18
CONSUMER BEVAIOUR

Time: 3 Hours   **Total Marks: 70**

Notes: *Attempt all Sections. Assume any missing data.*

SECTION A

1.   Attempt *all* questions in brief.   2 x 7 = 14
   a. What is the role of sociology on organizational behavior?
   b. What are the self appraisal theory of self image?
   c. what is the relationship between consumer personality and brand personality?
   d. Define a perceived risk. What are the different types?
   e. What do meant by opinion leadership?
   f. what are the reason that affect the level of information search?
   g. Give the reason for satisfied but disloyal customer.

SECTION B

2.   Attempt any *three* of the following: 7 x 3 = 21
   a. Discuss in details about the contribution made by consumer behavior in various stages.
   b. What is the changing face of consumer behavior under the scenario of globalization?
   c. What are the various aspects of personality? Discuss about the impact of personality on consumer behaviour.
   d. What are the characteristics of social class? Discuss the factor responsible for social stratification?
   e. Discuss the Nicosia model of consumer behaviour in detail.

SECTION C

3.   Attempt any *one* part of the following: 7 x 1 = 7
   a. What is the consumer decision making process? Describe the steps involved in it.
   b. what is the post purchase dissonance? What are the condition leading to post purchase dissonance?

4.   Attempt any *one* part of the following: 7 x 1 = 7
   a. What do you mean by customer loyalty? What are the stages involved in the process of achieving customer loyalty?
   b. Discuss the various practical applications of consumer behaviour.

5.   Attempt any *one* part of the following: 7 x 1 = 7
   a. Briefly explain all the determinants of consumer behaviour.
   b. What do you mean by term 'Personality'? Discuss its nature.

5.   Attempt any *one* part of the following: 7 x 1 = 7
   a.   How can you measure the Personality?
   b.   What are the various methods of measuring customer satisfaction?

6.   Attempt any *one* part of the following: 7 x 1 = 7
   a.   What are the factors influencing organizational buying behaviour.
   b.   Explain in detail the different levels of information search.

7.   Attempt any *one* part of the following: 7 x 1 = 7
   a.   What are marketing implications of family's purchasing Decision?
   b.   What is sub-culture? How does age sub-culture affect the consumer?
behaviour ?

MBA
(SEM III) THEORY EXAMINATION 2017-18
DIGITAL MARKETING

Time: 3 Hours

Total Marks: 70

Notes: *Attempt all Sections. Assume any missing data.*

SECTION - A

1. Attempt *all* questions in brief.   2 x 7 = 14
   a. What is "Call to Action" in online advertising?
   b. What do you mean by Click Through Rate (CTR)?
   c. How Digital Marketing is considered as Inbound Marketing?
   d. What are the uses of Blogs?
   e. What do you mean by "Organic Traffic" on website?
   f. What do you mean by "Personalization" in digital marketing?
   g. What is a Brochure ware web site?

SECTION - B

2. Attempt any *three* of the following: 7 x 3 = 21
   a. What is a Digital Ecosystem in online environment?
   b. Briefly discuss the potential and uses of Social Media in Digital Marketing.
   c. What are the differences between online Public Relation (PR) and traditional PR system?
   d. How can we measure Return on Investment (ROI) of Digital Advertising?
   e. Discuss the extent to which B2B e-marketplaces are fundamentally different to traditional offline markets.

SECTION - C

3. Attempt any *one* part of the following: 7 x 1 = 7
   (a) What are the emerging Marketing Strategies for digital business environment?
   (b) What changes are perceived on consumer behavior in the era of digital world?

4. Attempt any *one* part of the following: 7 x 1 = 7
   (a) What aspects are to be considered while deciding about Marketing Mix in online business? Discuss
   (b) What do you understand by E- CRM? Discuss the aspects and considerations while designing and effective CRM in online business.

5. Attempt any *one* part of the following: 7 x 1 = 7
   (a) What is Search Engine Optimization (SEO) in online advertising? What strategies and techniques should be followed for effective SEO?
   (b) Briefly discuss the strategy for effective Marketing Mix using Internet and digital contents.

6. Attempt any *one* part of the following: 7 x 1 = 7
   (a) How reputation could be managed in online environment? Discuss with examples.
   (b) What approaches are followed for Cost Benefit Analysis with online advertising?

7. Attempt any *one* part of the following: 7 x 1 = 7
   (a) With the help of examples discuss the trends of Digital Marketing in India within the framework of global context.
   (b) Briefly discuss the potentials of Mobile Gaming and Apps in online advertising.

MBA
(SEM 3rd) THEORY EXAMINATION 2017-18
ENTERPRISE RESOURCE PLANNING

Time: 3 Hours   *Total Marks: 70*

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.
          2. Any special paper specific instruction.

SECTION A

1.   Attempt *all* questions in brief.   2 x 7 = 14

a.   Define ERP.

b.   What are the reasons for the growth of the ERP market?

c.   Define BPR.

d.   What is DSS?

e.   What is SCM?

f.   Define the term project planning.

g.   List the advantages of ERP.

SECTION B

2.   Attempt any *three* of the following: 7 x 3 = 21

a.   Draw and explain the structure of the ERP system.

b.   Explain the business process maturity model.

c.   Give the comparison between DSS and MIS.

d.   What is the role of IT in BPR?

e.   How is the SCM different from CRM?

SECTION C

3.   Attempt any *one* part of the following: 7 x 1 = 7

a.   What are the various applications of the business intelligence? Write down its advantages and disadvantages.

b.   Discuss subsystems of sales and distribution module of ERP.

4. Attempt any *one* part of the following: 7 x 1 = 7

a. what is the business process performance measurement? Explain briefly.

b. write down the various applications of the data warehousing.

5. Attempt any *one* part of the following: 7 x 1 = 7

a. Draw and explain the structure of the QAD system.

b. Discuss about the various myths and respective realities about the ERP system.

6. Attempt any *one* part of the following: 7 x 1 = 7

a. Give the various advantages and disadvantages of the data mining.
b. Draw and describe the SCM framework and its various components.

7. Attempt any *one* part of the following: 7 x 1 = 7

a. Write a short note on

   1. Big Bang Transition Strategy

   2. Pilot Transition Strategy

b. Write a short note on

   1. Process Line Transition Strategy

   2. Hybrid Transition Strategy

MBA
(SEM III) THEORY EXAMINATION 2017-18
WEB TECHNOLOGY & E-COMMERCE

Time: 3 Hours   *Total Marks: 70*
Notes:
- *Attempt all sections.*
- *Assume any missing data.*

SECTION A

1. Attempt *all* questions in brief.   (2x7=14)
   a. What is Web?
   b. What is e-government?
   c. What is the scope of E-commerce?
   d. What is HTML?
   e. What do you mean by sitemap?
   f. What is pchishing?
   g. What is the meaning of layout?

SECTION B

2. Attempt any three of the following.   (7x3=21)

   a. How goals and customers are to be set in google analytics?
   b. Give are detailed description of the various categories of e-business models.
   c. Describe the various tools used for internet advertising.
   d. What is form? list the elements of forms in HTML.
   e. What is e-Cheque? Write advantages and disadvantages.

SECTION C

3. Attempt **any one** part of the following: (7x1=7)

   a. Explain the working of public key encryption with its advantages and disadvantages.

   b. Describe the e-CRM. What are the meaning of E's in e-CRM?

4. Attempt **any one** part of the following: (7x1=7)

   a. List the components of e-payment system. and also describe the working of it.
   b. (i)Explain the services of online banking.(ii) What is link? how pages are linked internally and externally?

5. Attempt **any one** part of the following: (7x1=7)
   a. Write the difference between internet retailing and traditional retailing.
   b. Write a note on online branding strategies and online pricing strategy.

6. Attempt **any one** part of the following: (7x1=7)
   a. Give your comment on 'website as marketing communication tool'.
   b. Discuss about the framework of e-commerce with diagrams?Also discuss about the applications of e-commerce.

7. Attempt any *one* part of the following: (7x1=7)
   a. What are the six stages of custom dimensions and metric setup?

   b. Write a short note on JOOMLA. and its advantages and disadvantages.

ALL COURSES
(SEM III) THEORY EXAMINATION 2017-18
UNIVERSAL HUMAN VALUES & PROFESSIONAL ETHICS

Time: 3 Hours   *Total Marks: 100*
Notes: *Attempt all Sections. Assume any missing data.*

SECTION - A

1. Attempt *all* questions in brief.   2 x 7 = 14
   a. What is the need for value education in technical and other professional Institutions?
   b. What is the difference between 'belief' and understanding?
   c. 'I' is a conscious UNIT while the Body is a material UNIT. Examine this statement.
   d. Define trust. Illustrate the feeling of trust with one example.
   e. Define Sanyam and Svasthya. How are the two related?
   f. What is the meaning of education and sanskara? How does sanskara follow education?
   g. What do you mean by 'profession'? Why is it required to acquire ethical competence in profession?

SECTION - B

2. Attempt any *three* of the following: 7 x 3 = 21

   a. What do you mean by values? How do they differ from skills? How are values and skills complementary?
   b. Explain the activities of imaging, analyzing and selecting/tasting with a diagram. With the help of an example, show how are they related.
   c. Explain the feelings of 'care' and 'guidance, 'glory, 'reverence' and 'gratitude.
   d. Suggest ways to enhance the fulfillment of human order with the other three orders. Mention any two programs you can undertake in light of the above.
   e. Draw the chart showing in detail, the different categories of UNITs of nature in co-existence in space. What is your role in Existence?

SECTION – C

3. Attempt any *one* part of the following: 7 x 1 = 7
   a. Critically examine the prevailing notions of happiness and prosperity and their consequences.
   b. What do you understand by prosperity? What is the difference between prosperity and wealth? How are the two related?

4. Attempt any *one* part of the following: 7 x 1 = 7
   a. Explain the activities of realization and understanding. How do they lead to harmony in the activities of 'I'? Illustrate with an example.
   b. "The pleasures that we derive from sensations are short lived and the efforts to extend them lead to misery"-examine and illustrate this statement with an example.

5. Attempt any *one* part of the following: 7 x 1 = 7
   a. What can be the basis of an undivided society-the 'world family'?
   b. Differentiate between intention and competence. How do we come to confuse between the two?

6. Attempt any *one* part of the following: 7 x 1 = 7
   a. "Other than human order, the three orders are mutually fulfilling to each other." Explain with examples. Why does human order fail to be mutually fulfilling to itself and to the other orders?
   b. What do you mean by 'conformance'? Explain the conformance in the four orders.

7. Attempt any *one* part of the following: 7 x 1 = 7
   a. List some suggestions to make value education more effective in the present scenario.
   b. Imagine that you have joined at middle management level in an organization where you find unethical practices prevalent. How will you proceed to promote ethics among your colleagues? Mention a few steps you may take to improve the situation without creating an atmosphere of opposition.

ALL COURSES
(SEM III) THEORY EXAMINATION 2017-18
CYBER SECURITY

Time: 3 Hours   *Total Marks: 100*
Notes: *Attempt all Sections. Assume any missing data.*

SECTION A

1. Attempt *all* questions in brief.   2 x 10 = 20
a) What do you mean by Information System?
b) What do you mean by Cyber Security?
c) Discuss the difference between Malware & Spyware.
d) What is Cryptography?
e) What is Digital Certificate?
f) List the parameters of security association.
g) What are the basic elements of information security?
h) What is virus?
i) What do you understand by Threats?
j) What are WWW policies in cyber Security?

SECTION B

2. Attempt any *three* of the following: 10 x 3 = 30
a) Explain Information System with its Classification.
b) What do you mean by threats, worm and IP spoofing?
c) Discuss Virus. Explain the type of Viruses and also explain any three of them.
d) What is face Recognition in Cyber Security?
e) What is Virtual Private Network? Discuss in detail.

SECTION C

3. Attempt any *one* part of the following: 10 x 1 = 10
a) Explain the Components Of Information System in Detail.
b) What do you understand by Backup and also explain Why Backup is Essential?

4. Attempt any *one* part of the following: 10 x 1 = 10
a) Explain the Security SDLC in detail with its different phases.
b) What do you understand By Threats? Explain the need of Web Security in detail.

5. Attempt any *one* part of the following: 10 x 1 = 10
a) How can you say that Intrusion detection system is the backbone of information system? justify with its categories
b) Discuss Electronic cash? How does cash based transaction system differ from credit Card based transactions?

6. Attempt any *one* part of the following: 10 x 1 = 10
a) Why Firewalls is important part of Cyber Security System .Discuss in detail.
b) Explain the IT act 2000 in detail.

7. Attempt any *one* part of the following: 10 x 1 = 10
a) What is Security Threats to E-Commerce? Discuss.
b) Discuss the advantage of Biometrics over traditional authentication method.