

CENTRAL UNIVERSITY OF HARYANA

Term End Examination May /June 2018

Programme: MBA

Semester: II

Course Title: FINANCIAL MANAGEMENT

Course Code: SLM MGT 01 203 C 3104

Max. Time: 3 Hours

Max. Marks: 70

Instructions:

1. Question 1 has seven parts and students need to answer all of them. Each part carries two marks.

2. Question. 2 to 5 have three parts and students need to answer any two parts of each question. Each part carries seven marks.

Question 1.

(2X7=14)

- a) What is the Agency Problem?
- b) Briefly describe the payback period method of capital budgeting.
- c) What is weighted average cost of capital?
- d) What is the Aggressive Approach to the Working Capital?
- e) What are the basis of financial modelling?
- f) What are the various motives of holding cash by a firm?
- g) Briefly describe the importance of financial break-even analysis.

Question 2.

(2X7=14)

- a) "Maximization of profits is the main objective of investment decision but it is not as exclusive as maximizing the shareholders' wealth." Do you agree? Elaborate.
- b) What is the time - value of money? Describe the reasons for a rational human being regarding the time - preference for money?
- c) A company has ₹2,00,000 6% debentures outstanding today. The company has to redeem the debentures after 5 years, If establishes a Sinking Fund to provide funds for redemption. Sinking fund investments earn interest @ 10% p.a. The investments are made at the end of each year. What annual payment must the firm make to ensure that the needed ₹2,00,000 will be available on the designated date?

Question 3.

(2X7=14)

- a) Describe the concept of capital budgeting. State its importance for a Firm?
- b) Do the NPV and IRR methods always lead to the same investment decisions? Elaborate.
- c) State the advantages of using the certainty-equivalent approach. Does it suffer from any limitations? Clarify.

Question 4.

(2X7=14)

- a) Excel Industries Ltd. has assets worth ₹1,60,000, which were financed with a debt of ₹52,000 and equity of ₹90,000 and a general reserve of ₹18,000. The firm's total profit after interest and taxes for the year ending 31st March, 2018, were ₹13,500. It pays 8% interest on the borrowed funds and is in the tax bracket of 50%. It has 900 equity shares of ₹100 each, selling at market price of ₹120 per share. What is the weighted average cost of capital?
- b) Describe the traditional approach and the Modigliani-Millers approach of capital structure of a firm.
- c) What is financial leverage? How does it magnify the revenue available for equity shareholders? Elaborate.

Question 5.

(2X7=14)

- a) The Apex Company earns ₹5 per share. It is capitalized @ 10%. It has a return on investment of 12%. Using Walter's Model, determine the optimum payout and the price of the share at this payout.
- b) Describe the factors affecting the requirement of working capital in a manufacturing concern.
- c) What are the contemporary issues in working capital financing in India?

CENTRAL UNIVERSITY OF HARYANA

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Max. Marks: 70

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CENTRAL UNIVERSITY OF HARYANA

Term End Examination, May / June 2018

Programme: Master of Business Administration (MBA)

Semester: II

Course Title: Human Resource Management

Course Code: SLM MGT 01 204 C 3104

Max. Time: 3 Hours

Max. Marks: 70

Instructions:

1. Question 1 has seven parts and the students need to answer all of them. Each part carries two marks.
2. Question 2 to 5 have three parts and students need to answer any two parts of each question. Each part carries seven marks.

Question: 1

(2X7=14)

- a) What is the term De-Jobbing?
- b) What is the term Job Enlargement?
- c) Differentiate the Job description from the Job Specification.
- d) What is the difference between 'Halo effect' and 'stereotype'?
- e) What is the relationship between recruitment and job analysis?
- f) What is the Behaviorally anchored rating scale (BARS)?
- g) Differentiate Arbitration from Conciliation.

Question: 2

(2X7=14)

- a) "HRM is full of paradoxes. The field is high on rhetoric and low in content." Elaborate.
- b) Describe the Challenges the human resource managers face now a days.
- c) What can an organization do when shortage of labor is anticipated? When do the internal supply exceeds the demand? Explain.

Question: 3

(2X7=14)

- a) Job rotation, Job enlargement and Job enrichment are attempted by the managers to avoid individuals at work." Elaborate.
- b) What are the advantages and disadvantages of the external recruitment sources? How are those better than the internal sources? Explain.
- c) Describe the factors which influence the selection process in an organisation.

Question: 4

(2X7=14)

- a) Which training techniques do you recommend for each of the following occupations and Why?
 - a) A Clerk in an office
 - b) A welder
 - c) An assembly –line worker
 - d) An inexperienced supervisor
- b) What is performance-appraisal? How do the results of performance appraisal affect other HR activities? Explain.
- c) "Compensation refers to both extrinsic and intrinsic rewards." Elaborate.
State briefly the objectives that guide the design of compensation system in an organisation.

Question: 5

(2X7=14)

- a) Define a Trade union. Explain the tactics adopted by the unions to influence the management?
- b) "Collective Bargaining is an effective tool for grievance redressal." Discuss. And explain the process of collective bargaining?
- c) What do you understand by separations? Explain the different types of separations?

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations May /June 2018

Programme: MBA

Semester: II

Course Title: Operations Research

Course Code: SLM MGT 01 201 C 3104

Max. Time: 3 Hours

Max. Marks: 70

Instructions:

1. Question 1 has seven parts and students need to answer any four. Each part carries three and half Marks.
2. Questions 2 to 5 have three parts and students need to answer any two parts of each question. Each part carries seven marks.

Question 1.

(4×3.5=14)

- (a) Distinguish between *iconic* and *analogue* models.
- (b) What is 'sensitivity analysis'?
- (c) How would you deal with the assignment problem where the objective function is of maximisation nature?
- (d) Write the dual to the following linear programming problem:

$$\text{Maximize } Z = 17x_1 + 12x_2 + 15x_3$$

$$\text{Subject to } x_1 + 2x_2 + 3x_3 \leq 50$$

$$2x_1 + 3x_2 - 4x_3 \geq 40$$

$$3x_1 + 4x_2 + 5x_3 = 75$$

$$x_1, x_2, x_3 \geq 0$$

- (e) Briefly state the assumptions underlying the classical EOQ model.
- (f) A newly-constructed hotel has 500 rooms in each of which six bulbs are installed.

The failure rate of this type of bulbs is shown here:

<i>End of week:</i>	1	2	3	4
<i>% of bulbs expected to fail:</i>	20	50	75	100

The bulbs are replaced as and when they fail. Calculate the expected number of replacements in each of the first four weeks.

- (g) Formulate the following game as a linear programming problem from the viewpoint of Firm A, the maximising player.

<i>Firm A's</i>	<i>Firm B's Strategy</i>		
<i>Strategy</i>	B ₁	B ₂	B ₃
A ₁	10	11	5
A ₂	4	7	8
A ₃	6	3	9

Question 2.

(2×7=14)

- (a) What is Operations Research? State the significant features of operations research.
- (b) Distinguish between
- Feasible and infeasible solutions
 - Optimal and non-optimal solutions
- (c) "The general steps involved in building a model include identifying the decision variables; identifying the problem data; identifying the objective function and identifying the constraints." Describe these steps by taking an example from marketing or finance

Question 3.

(2×7=14)

- (a) A retired lady wants to invest up to an amount of Rs 300,000 in fixed income securities. Her broker recommends investing in two bonds: Bond P yielding 8% per annum and Bond Q yielding 10% per annum. After some consideration, she decides to invest at the most Rs 120,000 in Bond Q and at least Rs 60,000 in Bond P. She also wants that the amount invested in Bond P should be at least equal to the amount invested in Bond Q. If the investor wants to maximize the return on investment, how much should she invest in each of the bonds? Formulate the investment problem as a linear programming problem and solve it graphically.
- (b) What is Linear Programming? Describe its limitations.
- (c) Given below is the simplex tableau for a maximization type of linear programming problem:

Basis	x_1	x_2	x_3	S_1	S_2	S_3	b_i
x_2	1/3	1	0	1/3	-1/3	0	20/3
x_3	5/6	0	1	-1/6	2/3	0	50/3
S_3	-5/3	0	0	-2/3	-1/3	1	80/3
$C_j \rightarrow$	2	4	3	0	0	0	

In this, x_1 , x_2 and x_3 represent the number of units to produce of the three products A, B and C respectively while S_1 , S_2 and S_3 represent the respective slack in three resources used.

Answer with reasons the following questions in relation to this table:

- Is the above solution optimal?
- Is the above solution unbounded?
- Is the above solution degenerate?
- Does the problem have multiple optimal solutions? If yes, give an alternate optimal solution.
- What are the shadow prices of the three resources?
- Which of the products is not being produced and why?
- What is the objective function of this problem?

Question 4.

(2×7=14)

- (a) Solve the following minimization assignment problem involving five persons and four jobs:

Person	Job			
	A	B	C	D
1	25	20	28	30
2	24	22	25	23
3	30	30	28	25
4	38	32	30	30
5	40	40	28	30

Obtain the revised optimal solution if person 1 cannot be assigned job B.

- (b) Solve the following transportation problem for minimum cost. What is the total transportation cost involved?

Plant	Market				Cost Rs. /per unit Supply(units)
	M ₁	M ₂	M ₃	M ₄	
P ₁	10	4	8	10	300
P ₂	6	11	3	6	500
P ₃	4	12	13	8	400
Demand (Units)	450	200	350	200	1200

- (c) (i) Describe the similarities and the dissimilarities in the Transportation and Assignment techniques.
(ii) What is 'degeneracy' in transportation algorithm? How it is resolved?

Question 5.

(2×7=14)

- (a) Ashok Muffler Shop has a mechanic who takes on an average 15 minutes to install a muffler (silencer). Customers needing this service arrive at the shop on an average of 2 customer per hour. Ashok, the shop owner, studied queuing models at the MBA program and feels that all the conditions for a single-channel model are met.

Answer the following questions.

- What proportion of the day the mechanic is busy?
 - What is the expected time a car arriving for installing muffler spends at the shop?
 - What is the probability that there is no one in the queue?
 - What is the probability that an arriving customer has to wait in queue?
- (b) A market is shared by only two firms A and B. Both of these are competing for an increased market share. To improve their market share, both the firms decide to launch the following strategies:
A₁, B₁: Decrease price; A₂, B₂: Improve quality; A₃, B₃: Large advertising; and A₄, B₄: Medium advertising

The pay-off matrix is given below which describes the increases in market share for firm A (and decreases in market share for firm B) resulting from the interplay of various combinations of strategies.

Firm A	Firm B			
	B ₁	B ₂	B ₃	B ₄
A ₁	18	18	33	11
A ₂	8	15	13	-12
A ₃	-7	-11	15	12
A ₄	15	18	9	-3

Determine the optimal strategies for each firm and the value of the game.

(c) A retailer gets discount for large orders. The discount is 4 percent if the quantity ordered is 500 units or more, and an additional 1 percent discount is received if the quantity ordered is 1,000 units or more. The product costs Rs 50 per units. The annual demand is 2500 units. The fixed order cost is Rs 50, while the inventory carrying cost is 20% of the value of the average inventory held.

(i) What is the EOQ?

(ii) What is the minimum total annual cost, including the purchasing cost?

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, May/June 2018

Programme: MBA

Semester: II

Max. Time: 3 Hours

Course Title: Marketing Management

Max. Marks: 70

Course Code: SLM MGT 01 202 C 3104

Instructions:

1. Question 1 has seven parts and students need to answer all of them. Each part carries two Marks.
2. Questions 2 to 5 have three parts and the students need to answer any two parts of each question. Each part carries seven marks.

Question 1.

(2X7=14)

- a) What is 'Marketing Myopia'? Who propounded the concept?
- b) What are 4Ps, 4Cs and 4As in marketing?
- c) State the different ways in which a market can be targeted?
- d) What is Line Pruning? When should it be adopted?
- e) What is market skimming price?
- f) What is planned obsolescence?
- g) What is missionary selling?

Question 2.

(2X7=14)

- a) The shift from the Sales concept to the Marketing concept was making the marketer to change. The change is wonderfully explained by the line given below:
'Time has changed from the point when the marketer would ask the consumer: "This is what I (Marketer) have produced, won't you please buy" it to when consumer is asking the marketer: "This is what I (Customer) need, won't you please produce it".
This shift was travelling from the marketer's produce to the consumer's need. But in contemporary scenario when the marketer has started influencing the need, some argue that marketing is going back to from where it started.
Keeping the above in mind, comment on the relevance of contemporary marketing practices. Is today's marketing really need - based? Has marketer again started selling to the consumer what he is actually producing? Explain.
- b) Cite any two brands which, in your opinion, you are victim of improper environment scanning. Give reasons for your claim. Explain with examples.
- c) How can Marketing Research help in taking better decisions by the marketer? Give examples to support your point of view.

Question 3. (2X7=14)

- a) Is Segmentation a Myth or Reality? Why or Why Not? Give at least three examples to support your point.
- b) Give examples of any two product failure and highlight the reasons. Why did the products fail? Discuss in the light of the New Product Development process (Relate the failure with improper implementation of new product development process).
- c) Describe the functions of packaging in modern marketing.

Question 4. (2X7=14)

- a) How powerful is the psychological pricing? How can a marketer use it for such a benefit which other methods of pricing would never have? Explain.
- b) 'Publicity is considered as those activities which generate news about a person, product, or service that appears in broadcast or print media at no cost.' Evaluate the role of publicity. Give Suitable examples.
- c) Which element of promotion - mix do you think is the most important for enhancing the sales of a low - involvement product in FMCG sector. Explain with examples.

Question 5. (2X7=14)

- a) How does consumerism influence marketing decision? Explain your answer with examples.
- b) Comment on the effectiveness of event marketing by citing some industry examples. Should it be part of every marketing programme? Why?
- c) Is 'guerilla marketing' really effective? Give examples from the industry to prove your point of view.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, May/June 2018

Programme: **MBA**

Session : **2017-18**

Semester : **II**

Max. Time : **3 Hours**

Course Title: **International Business**

Maximum Marks: **70**

Course Code: **SLM MGT 01 202 DCEC 3104**

1. Question 1 has seven parts and students need to answer any four parts. Each part carries three and half marks.

2. Questions 2 to 5 have three parts and students need to answer any two parts of each question. Each part carries seven marks.

Question 1

- Why is international trade growing faster than the world output?
- State measures to manage political risks arising in the international business.
- Distinguish between a global company and an international company.
- List the major limitations of globalisation.
- What is the theory of 'Porter's National Competitive Advantage' in international business?
- How does the inflation affect the economic environment of any country at international level?
- What were the purposes of establishing the ADB?

Question 2

- Why do the disputes arise in an organisation at international level? State the mechanism of resolving such disputes.
- Describe the purposes and lending policies of the IMF as an international financial institution.
- What are the components of Balance of Payments of a nation? Differentiate Balance of Trade from the Balance of Payments.

Question 3

- How ethnocentric approach is different from polycentric approach in the international business? Explain.
- Describe the journey of WTO from the origin of GATT.
- What is the foreign exchange market? Describe its various components.

Question 4

- List the major drivers contributing to the growth of globalization. Explain any two of them.
- 'Culture is the software of the mind and brain is simply the hardware that runs the cultural programming'. Elaborate the statement in the context of IB.
- What are the types of dumping in IB? Explain some of the anti-dumping measures that can be taken to avoid its negative effects on the importing countries.

Question 5 Briefly describe the following:

- Cultural Shock vs Cultural Adaptation
- Direct vs Indirect Quotes
- Factor Endowment Theory
- Mergers and Acquisitions

Programme: MBA
 Semester: II
 Course Title: Production and Operations Management
 Course Code: SLM MGT 01 201 DEC 3104

Session: 2017-18
 Max. Time: 3 Hours
 Max. Marks: 70

Instructions:

1. Question 1 has seven parts and the students need to answer all of them. Each question carries two marks.
2. Questions 2 to 5 have three parts and students need to answer any two parts of each question. Each part carries seven marks.

Question 1.

(2x 7 =14)

- (a) What is the techniques of JIT in Materials - Management?
- (b) Explain the fixed position layout with an example.
- (c) How is location for a plant selected?
- (d) What are the factor on which choice of technology depends?
- (e) What is technological forecasting?
- (f) What is the method of designing the acceptance sampling plans?
- (g) Briefly describe the Job-Enlargement and Job-Enrichment.

Question 2.

(2x 7 =14)

- (a) What is operations management? What historical development has been made in this fields? Explain.
- (b) Distinguish between the 'Corporate strategy' and 'operations strategy'. Give examples.
- (c) State the recent trends in production and operation management.

Question 3.

(2x 7 =14)

- (a) Describe the various supply chain strategies used in supply chain management.
- (b) Briefly state the important location considerations for setting up a sheet metal fabrication shop.
- (c) Differentiate CAD from CAM? State advantages of CAD and CAM.

Question 4.

(2x 7 =14)

- (a) State the factors to be considered in the selection of a forecasting method.
- (b) "TQM has three dimensions namely technological, human and cultural". Elaborate the statement.
- (c) During an examination of equal length of cloth, the following are the numbers of defects observed:
 2, 3, 4, 0, 5, 6, 7, 4, 3, 2

Draw a control chart for the number of defects and comment whether the process is under control or not?

Question 5.

(2x 7 =14)

- (a) Describe the role of human resources in operations management.
- (b) What is the job specification? How is it different from job description? Draw a specimen form of job specification.
- (c) Calculate maximum, minimum and re-order stock level from the following information:
 Maximum consumption = 2000 units/week;
 Minimum consumption = 1500 units/week;
 Maximum lead time = 5 weeks;
 Minimum lead time = 3 weeks;
 Re-order quantity = 1000 units.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, May/ June 2018

Programme: Master of Business Administration (MBA)

Semester: II Semester

Course Title: Legal Aspects of Business

Course Code: SLM MGT 01 201 GEC 2002

Max. Time: 3 Hours

Max. Marks: 70

Instructions:

1. Question 1 has seven parts and students need to answer any four. Each part carries three and half Marks.
2. Questions 2 to 5 have three parts and students need to answer any two parts of each question. Each part carries seven marks.

Question: 1

(2x7=14)

- a) Differentiate void contract from the voidable contract.
- b) 'Consideration may be past, present or future'. Briefly explain.
- c) Distinguish between a Bills of Exchange and a Promissory Note.
- d) What is an agreement to sell?
- e) What is the condition of 'quality and fitness' in a contract of sale?
- f) What is the Right of Information in Consumer Protection Act, 1986?
- g) What is the Memorandum of Association?

Question: 2

(2X7=14)

- a) "All Contracts are agreements, but all agreements are not contracts." State the essentials of a valid contract in the light of this statement.
- b) "A minor binds others but is never bound by others." Elaborate.
- c) "Agreement in restraint of trade is void." Elaborate with the help of any exception to this rule? Justify your answer.

Question: 3

(2X7=14)

- a) What is a negotiable instrument? How is a negotiable instrument different from ordinary goods? Explain.
- b) Distinguish between 'Holder' and 'Holder-in-due course'. Explain the special privileges granted to 'Holder-in-due course' under the Negotiable Instrument Act, 1881.
- c) What is the dishonor of a negotiable instrument? State the modes and effects of dishonor?

Question: 4

(2X7=14)

- a) State the doctrine of 'Caveat Emptor' in respect of sale of goods Act.
- b) "No seller can give the buyer of goods a better title than he himself has." Describe briefly the exceptions to this rule as laid down in the Indian Sales of Goods Act.
- c) Briefly describe the followings:
 1. Delivery of wrong quantity
 2. Delivery to carrier is delivery to the buyer.
 3. Installment delivery.

- a) What is 'Consumer Protection'? What are the various types of consumer exploitation? Also explain the rights of the consumer in Consumer Protection Act, 1986?
- b) "A company is a legal person distinct from its members taken individually or collectively". Elaborate.
- c) Is it compulsory for a company to have its own Article of Association? Answer with legal aspects. Also state the restrictions that should be provided by the Article of Association to give a company a status of a private company.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, May/June 2018

Programme: **MBA**

Semester : **II**

Max. Time: **3 Hours**

Course Title: **Organisational Behaviour**

Maximum Marks: **70**

Course Code: **SLM MGT 01 205 C 3104**

1. Question 1 has seven parts and students need to answer all of them. Each part carries two marks.

2. Question 2 to 5 have three parts and students need to answer any two parts of each question. Each part carries seven marks.

Question 1.

- a) "Caused behaviour is one of the essential foundations of organisational behaviour." How?
- b) How workforce diversity is a challenge for OB?
- c) List the disciplines which contribute to the field of organisational behaviour.
- d) What is the Attribution Theory of Perception?
- e) How do the Halo Effect and Stereotyping influence the perception of an individual?
- f) What is Vroom's Expectancy Theory of motivation?
- g) What is Avoidance-Avoidance Approach to conflict?

Question 2.

- a) Differentiate Organizational Culture from Organizational Climate with the help of suitable examples.
- b) How a team is different from a group? State the stages through which a group passes in the organisations.
- c) Describe the effects of politics on the organisational performance? Cite some examples.

Question 3.

- a) State the Big Five Models of personality dimensions.
- b) Why do the people resist change? How is the resistance to change mitigated? Explain.
- c) Describe the contribution of various disciplines in the development of OB as a separate discipline of study.

Question 4.

- a) Describe the characteristics of Type C and Type D personality.
- b) How intrinsic motivation is different from extrinsic motivation? Which one is better in your opinion? why?
- c) What are the traditional view and contemporary view towards conflict? Which one is more beneficial for the organisations? Explain.

Question 5.

- a) Describe the 'Distributive Justice Principle' as one of the components of Justice Model of Ethics.
- b) State the challenges and opportunities which the managers are facing today in managing the behavior of their employees.
- c) 'TA (Transactional Analysis) Model is one of the most prominent techniques to understand the interpersonal relationship.' Do you agree? Explain.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations May /June 2018

Programme: Master of Business Administration (MBA)

Semester: IV

Max. Time: 3 Hours

Course Title: Integrated Marketing Communication

Max. Marks: 70

Course Code: SLM MGT 01 403 C 3104

Instructions:

1. Question 1 has seven parts and students need to answer any four. Each part carries three and half Marks.

2. Questions 2 to 5 have three parts and students need to answer any two parts of each question. Each part carries seven marks.

Question 1. (4X3.5=14)

- a) What is 'Integrated Marketing Communications'? Why is media planning an important element of marketing communications?
- b) Describe the importance of public opinion in the success of public relations.
- c) "Sales promotion is the only promotional tool that can make use of 'pull' or 'push' strategy simultaneously." State.
- d) Distinguish between propaganda, publicity and advertising.
- e) What are the differences between pre-approach and approach in the selling process?
- f) State the advantages and disadvantages of Internet communication.
- g) 'Selection of 'celebrity' as an endorser is an all-time winning strategy'. Do you agree? Elaborate.

Question 2. (2X7=14)

- a) Why many companies are moving away from the traditional commission system instead using incentive-based compensation for their advertising agencies? If you were an advertising executive in a company, which compensation method would you favour?
- b) Describe the functions and scope of Public Relations in the Indian context.
- c) 'Effective sales promotions can result in repeat purchasing'. Give arguments for or against the statement.

Question 3. (2X7=14)

- a) Describe the social and ethical aspects of promotion. In what ways can promotions be regulated in India?
- b) Why is it important to evaluate the effectiveness of a sales promotion program? State any two ways that can be used to evaluate the results of sales promotion.
- c) What is meant by message-appeals? Which approach is the most important in creating effective advertising- informing consumers or creating an emotional bond? Suggest appropriate message appeal for advertising a new range of fashion jewellery by 'Tanishq'.

Question 4.

(2X7=14)

- a) How does the understanding of consumer behaviour help communication managers in designing their promotion of programme? Briefly describe the role of communication in influencing the buyer behaviour.
- b) 'Budgeting decision is primarily based on management's judgement rather than some kind of criteria'. Do you agree with the statement? Justify your answer. What factors should a company take into consideration while determining its Promotional budget?
- c) Briefly state the stages in the Public Relation process.

Question 5.

(2X7=14)

Describe any *two* of the following:

- a) Social media marketing
 - b) Hierarchy-of-effects model
 - c) AIDA Model
-

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, May 2018

Programme: Master of Business Administration (MBA)

Session: 2017-18

Semester: IV Semester

Max. Time: 3 Hours

Course Title: Cross cultural Management

Max. Marks: 60

Course Code: SLM MGT 01 403 DCEC 2002

Instructions: Attempt any five from the following:

Question 1: How do the cultural field and language affect the five steps in communicating? Give examples?

Question 2: Why is it important to understand the nuances of cultural differences between societies, in the context of global business? Illustrate your answer with the examples of cross-cultural communication, negotiation, recruitment of expats and managing expats work-life interface.

Question 3: Define the meaning of Hofstede's five dimensions of cultural analysis. Elaborate on any two of the following dimension and illustrate the managerial implications on these two dimensions:

1. Power distance
2. Individualism vs. Collectivism
3. Uncertainty avoidance

Question 4: Describe how social values interplay with the behavior of people at work place in business organizations. Explain your answer with illustrations from Indian and international business organizations, representing sub-cultural and cross-cultural influence respectively.

Question 5: How cultural differences in motivational biases affect selection and reward allocation decision?

Question 6: What are the main points of the Integrated Cross Cultural model of Leadership?

Question 7: If the expatriate managers are so expensive and so many of them fail to complete their assignment, why do firms continue to use them?

Question 8: Why repatriation adjustment is even more difficult than the adjustment required on expatriation?

CENTRAL UNIVERSITY OF HARYANA

Jant- Pali, Mahendergarh (Haryana)

Name of Examination	M B A (End Term Examination: May -June 2018)
Year & Session	2017-18; Semester-IV
Course	Mergers and Acquisition
Course Code	SLM MGT 01 406 C 3104
Time	3 hours
Max. Marks	70

Note: 1. *Question 1 has seven parts and students need to answer any four. Each part carries three and half marks.*

2. *Question 2 to 5 have three parts and students need to answer any two parts of each question. Each part carries seven marks.*

Q.1 Short Answer type questions

- After merger of IDEA & Vodafone, what will be the shareholding pattern?
- Differentiate the vertical merger from the horizontal merger of companies.
- List the important changes in internal reconstruction of companies.
- What is the clause 195 in the new Companies Act, 2013?
- List the recent SEBI guidelines on merger and acquisition?
- What are the consolidated financial statements?
- What was the size of cross border M&A activity in India last year?

Q.2

- “Business combinations are aimed to achieve accelerated growth, market leadership and cost effectiveness”. Elaborate.
- What is the private equity? Describe the sources of private equity in India.
- What is the external reconstruction of a company? Differentiate the internal reconstruction from the external reconstruction of a company.

Q.3

- As a Chief Strategy Officer of a company, which legal aspects you will consider while going for consolidation with small firms?
- The “New Companies Act facilitates cross border M&A activities in India”. Elaborate.
- What are the provisions of SEBI (Listing obligation and disclosure requirements) Regulations, 2015?

Q.4

- What are the goodwill and capital reserve in the acquisition of a business. State how these items are treated in the books of acquiring company.
- What is the minority interest? How will you treat minority interest in the consolidated balance sheet?
- ABC Ltd. acquired Z Ltd. with all the assets and the liabilities at book values. How will you pass various journal entries in the books of Z Ltd?

Q. 5

- a) Describe the various merger-aspects of Flipkart and Myntra in the e-tailing sector in India.
- b) State the major aspects and facts of the merger of Reliance Communication and Aircel.
- c) Describe the steps that are taken in case of Vertical-Mergers.

CENTRAL UNIVERSITY OF HARYANA
Jant-Pali, Mahendergarh, Haryana
Term End Examination May-2018

Name of Programme : MBA
Course Code : SLM MGT 01 407 C 3104
Course Title : Strategic Human Resource Management
Max Time: 3 Hrs.

Instructions:

1. Question 1 has seven parts and students need to answer any four. Each part carries three and half Marks.
2. Questions 2 to 5 have three parts and students need to answer any two parts of each question. Each part carries seven marks.

Question 1.

(4X3.5=14)

- a) What is the importance of e- recruitment?
- b) What are the common interview problems?
- c) What is the Virtual Organisations?
- d) Why do you think that Strategic HRM may offer competitive advantage? Clarify in short.
- e) What is meant by the International Human Resource Management?
- f) What is reverse culture Shock?
- g) How does an organization manage the challenge of aging workforce?

Question 2.

(2X7=14)

- a) Why is it important to link work life initiatives with the overall human resource and business strategy of the firm? How do work life initiatives benefit the organization as well as the individual employees?
- b) Are people always on organisation's most valuable asset? Why or Why not? Describe it with reference to the knowledge -based organizations.
- c) Identify and discuss the different bases for classifying human resource strategies. How can human resource strategies help an Organization to create competitive advantage?

Question 3.

(2X7=14)

- a) What are the pitfalls and benefits of human resource outsourcing? Describe the criteria that firm can use to determine whether human resource activities should or should not be outsourced.
- b) Who are expatriates? What are the advantages and disadvantages of using expatriate managers instead of host Country?
- c) "Training is the solution to all corporate Problems". Discuss the same in connection with the need identification of gap between expected performance and desired performance.

Question 4.

(2X7=14)

- a) Why has diversity training become an important part of corporate training programmes? What are the benefits of diversity training?
- b) Is job analysis a cornerstone of all human resource management practices? Describe the strategic importance of job analysis.

- c) Describe the effectiveness of voluntary retirement scheme in trimming an Organization's employee strength.

Question 5.

(2X7=14)

- a) Have organizations changed the way of hiring from educational campuses? What factors have led to these changes? State the innovations that have been introduced in campus hiring in recent times.
- b) What factors have led to the growth in the contingent workforce? What challenges does the management of contingent workforce pose to human resource management?
- c) Describe the following:
1. Employee engagement.
 2. Diverse work culture.
 3. HR metrics.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, May/June 2018

Programme: **MBA**

Semester : **IV**

Course Title: **Customer Relationship Management**

Max. Time : **3 Hours**

Maximum Marks: **70**

Course Code: **SLM MGT 01 402 C 3104**

1. Question 1 has seven parts and students need to answer any four. Each part carries three and half marks.

2. Question 2 to 5 have three parts and students need to answer any two parts of each question. Each part carries seven marks.

Question 1

- a) List three basic phases of CRM to run your business smoothly.
- b) "The Indian market is changing from Product Focused Approach to Customer Focused Approach." Elaborate.
- c) Briefly differentiate transactional based marketing from relationship based marketing.
- d) List the main features of successful customer loyalty programmes.
- e) List the determinants of a successful customer loyalty programme.
- f) Describe it briefly 'Lead Management' is one of the essential features of the Sales Force Automation.
- g) What are the elements of a call-centre that are essential to make it more efficient?

Question 2

- a) Differentiate the Dimensional Approach (Ralph Kimball) from the Normalised Approach (Bill Inmon) to Data Warehousing. State the advantages of both the approaches.
- b) What is Cybermediaries? Make a list of Cybermediaries and describe at least three of them.
- c) "Customer relationship management is also called customer retention management". Do you agree? Elaborate.

Question 3

- a) Discuss the strategic approach for successful implementation of CRM.
- b) Elaborate the concept of CRM Value Chain along with various components needed for customer satisfaction.
- c) Describe the various determinants of service quality to be kept in mind for CRM in a service organisation.

Question 4

- a) What is Data Mining? Explain its significance in CRM.
- b) By keeping the increasing IT intervention in focus, discuss the role of CRM in the time to come.
- c) Assuming that you have visited any of fast food restaurant at some point of time, discuss in brief the CRM practices by the restaurant as experienced by you.

Question 5

- a) Discuss the role of IT in CRM with the help of a small case or an example.
- b) "Cross Selling and Up Selling are the two major benefits of effective CRM". Do you agree? Comment.
- c) Describe the important levels of relationship marketing which are generally used by the marketers.

CENTRAL UNIVERSITY OF HARYANA

Jant- Pali, Mahendergarh (Haryana)

Name of Examination	M B A (End Term Examination: May -June 2018)
Year & Session	2017-18; Semester-IV
Course	International Financial Management
Course Code	SLM MGT 01 402 DCEC 2002
Time	3 hours
Max. Marks	70

Note: 1. *Question 1 has seven parts and students need to answer all of them. Each part carries three and half marks.*

2. *Questions 2 to 5 have three parts each and students need to answer any two parts of each question. Each part carries seven marks.*

Q. 1

- What caused breakdown of Bretton Woods system?
- What is the floating rates-regime in forex market?
- Why purchasing power parity does not hold good in long run?
- What is the term international financial management?
- How can an individual hedge from forex fluctuation?
- What is the direct quote system for INR and other foreign currencies?
- What is Global Depository Receipt in international finance?

Q. 2

- Describe the major aspects of international financial management.
- “International monetary system has evolved over the period of time”. In the light of above statement state historical perspective of international monetary system.
- What is the balance of payments account? Explain various components of balance of payments account in India.

Q. 3

- What is the foreign exchange market? Explain various components of foreign exchange market in India.
- What is the exchange rate? How are exchange rates quoted in forex markets? Explain.
- Distinguish between spot and forward foreign exchange markets. State the role of forward-market in risk hedging.

Q. 4

- Describe the most popular theory of exchange rate determination in the International finance market.
- What is the transaction exposure of Foreign exchange faced by corporations? What are the strategies to manage transaction exposure? Explain.
- As a risk manager which aspects of exposures in foreign exchange market will expect? Describe any one method of exposure management.

Q. 5

- a) How will you manage issues related to capital budgeting in global perspectives? Explain.
- b) What is the capital structure? Which aspects of capital structure are taken care in international finance? Explain.
- c) What is the American Depository receipt? Explain the regulatory aspects of GDR in India.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations May /June 2018

Programme: MBA
Semester: IV
Course Title: International Marketing
Course Code: SLM MGT 01 401 DCEC 2002

Session: 2017-18
Max. Time: 3 Hours
Max. Marks: 70

Instructions:

1. Question 1 has seven parts and students need to answer any four. Each part carries three and half Marks.
2. Question 2 to 5 have three parts and students need to answer any two parts of each question. Each part carries seven marks.

Question 1.

(4X3.5=14)

- a) What is international marketing?
- b) List the major entry barriers for consumer services in International markets.
- c) List the bases of international marketing segmentation.
- d) List the elements of International Distribution Logistics.
- e) What is 'Counter Trade'?
- f) What is transfer pricing?
- g) List the objective of OECD.

Question 2.

(2X7=14)

- a) Describe the different modes of entry to a foreign market. State the major advantages and disadvantages of each mode.
- b) Describe the major decisions involved in International marketing.
- c) "In the decade of 1990's, the domestic companies around the world were forced to start thinking globally". Do you agree? Elaborate.

Question 3

(2X7=14)

- a) Why is it necessary to scan International marketing environment? Explain in brief, the various elements of International business environment.
- b) How will you define international market segmentation? What is the rationale behind grouping countries together?
- c) What is International positioning? Why most of the manufacturers are unwilling to modify their products for overseas market?

Question 4.

(2X7=14)

- a) What is International product planning? Describe various steps involved in product planning process for international market.
- b) Discuss the major factors influencing International pricing decisions in international market.
- c) List the steps in the process of channel selection. How will you differentiate the channels available in developed and developing countries?

Question 5.

(2X7=14)

- a) Compare and contrast the domestic communication with International communication. What are the elements of International communication process?
- b) List the major promotional tools used in the International marketing. Why standard sales promotion tools may not be applicable or effective in international marketing?
- c) What are the major constituents of International marketing? Explain the role of marketing in International business.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, May/ June 2018

Programme: Master of Business Administration (MBA)

Semester: IV

Max. Time: 3 Hours

Course Title: Financial Derivatives

Max. Marks: 70

Course Code: SLM MGT 01 404 C 3104

Note: 1. Question 1 has seven parts and students need to answer any four. Each part carries three and half marks.

2. Question 2 to 5 have three parts and students need to answer any two parts of each question. Each part carries seven marks.

Q. 1

- What are the instrumental codes for Chana, Jeera, Potato on Bloomberg as well as Reuters?
- What is TICK SIZE in contract specification?
- Briefly state the sequence of launching various derivative products in India.
- What is the contract settlement system in forward contracts?
- What is the protective put strategy in options trading?
- Which currency derivatives are available in India?
- Differentiate hedging from speculating in derivatives trading.

Q. 2

- What are the derivatives contracts? State the important features of derivative contracts.
- "Derivatives played a crucial role in the global financial crisis of last decade." Elaborate.
- Describe speculators and hedgers in derivative market. Explain their purpose and importance in the derivative market.

Q.3

- If you are the chief financial officer of an MNC, how will you manage various types of risk from various derivatives instruments? Explain with the help of suitable examples.
- What is the forward contract? Differentiate Forward contract from the Futures contract.
- How derivative contracts are settled? Explain various modes of settlement of a Futures-contract.

Q. 4

- The current market price of an equity share of ABC Ltd is Rs. 50. Mr John is not sure which direction the market will move. He wants to make profit out of this situation and purchased two months Call option at Rs 55 and Put option at Rs 45 on option premium of Rs. 2 each put and call.
Calculate his pay offs at different prices on contract maturity date.
- What are the option-instruments in derivatives market? State important features and different types of option contracts with suitable examples.
- Describe the 'Binomial Model' of pricing the option.

Q. 5

- Discuss contract specifications of any one agriculture commodity traded in NCDEX in India.
- What is meant by Currency derivatives? Write a detailed note on currency derivatives in India.
- "Derivative market provides impetus to spot commodity market." Elaborate the statement.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, May 2018

Programme: MBA
Semester: IV
Course Title: Compensation Management
Course Code: SLM MGT 01 406C 3104

Session: 2017-18
Max. Time: 3 Hours
Max. Marks: 70

Instructions:

1. Question 1 has seven parts and students need to answer any four. Each part carries three and half marks.
2. Questions 2 to 5 have three parts and students need to answer any two parts of each question. Each part carries seven marks.

Question: 1

(4X3.5=14)

- a) Differentiate compensation from reward.
- b) List the factors that influence the compensation.
- c) What are the fringe benefits?
- d) What is a wage survey? How do you organize a wage survey?
- e) List the recent trends in compensation management globally.
- f) State some recent trends of compensation management in India.
- g) What are the internal equity and the external equity?

Question: 2

(2X7=14)

CASELET

The CEO and other executives of Computer Associates were granted Boards' as well as Shareholders' approval in 1995 for an executive compensation plan that allowed executives to collect stock grants if the common stock price maintained a given price for 60 days. In early 1998, the stock dipped, and the executives collected their shares. Shortly after collecting their grants, the company announced that its revenue estimates were to be reduced by Rs.100 crores for the next two quarters. The stock lost two thirds of its value the next day. The cash bonus-to-salary ratio was unusually high for a company with average performance, such as Computer Associates. At the time, high performing software companies generally had a ratio of 1:3 but Computer Associates had a ratio of 1:5.

- a) What are the flaws in the executive compensation plan?
- b) How far the executive compensation plans responsible for the crash in the stock prices?
- c) What are your recommendations for improving the situation?

Question: 3

(2X7=14)

- a) "Compensation includes both extrinsic and intrinsic rewards." Comment.
- b) Compare and contrast the various incentive plans and suggest measures to use team or group incentive plan rather than individual incentive plan.
- c) What is the role of Compensation in an organization? What is Micro-level consideration which corporate Compensation policy should take into account?

Question: 4

(2X7=14)

- a) Briefly explain the provisions of the Payment of Wages Act, 1936.
- b) Explain the concept of 'minimum wages' and describe the procedure for fixation and revision of minimum wages under the Minimum Wages Act, 1948.

- c) What is executive compensation? Briefly describe the principles and theories governing executive compensation.

Question: 5

(2X7=14)

- a) State the rules relating to nomination by an employee under the Payment of Gratuity Act, 1972.
- b) State the salient features of the Maternity Benefits Act, 1961 and state the recent amendments in the Act.
- c) Briefly explain the provision relating to Payment of minimum and maximum bonus under the Payment of Bonus Act, 1965.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, Nov/Dec 2018 (Re-Appear)

Programme: MBA

Session: 2017-18

Semester: III

Max. Time: 3 Hours

Course Title: Consumer Behavior

Max. Marks: 70

Course Code: SLM MGT 01 302 C 3104

Instructions:

1. Question no. 1 has seven sub parts and students need to answer any four. Each sub part carries three and half Marks.
2. Question no. 2 to 5 have three sub parts and students need to answer any two sub parts of each question. Each sub part carries seven marks.

Question No. 1.

(4X3.5=14)

- a) Why Consumer Behavior is called as Psychology of Marketing? Explain.
- b) Define the concept of 'Just Noticeable Difference'. Where in Consumer Behavior it is used?
- c) How Cognitive learning theories are different from Behavioral learning theories? Explain.
- d) What is brand-personality congruence? How can marketer use it for its benefit?
- e) Discuss the role of Maslow Hierarchy theory in understanding motivation.
- f) What are principles of 'Grouping' and 'Closure' in perception? How can they be used by marketer?
- g) What is difference between Acculturation and Enculturation? Which one of them is more essential for marketer?

Question No. 2.

(2X7=14)

- a) What is the concept of Consumer Involvement in Consumer Behavior? How can it be used by marketer effectively? Explain.
- b) What is called as Decision Making in Consumer Behavior? How can psychology help in understanding the decision making?
- c) What are various stages of Consumer Decision Making Process? Also highlight the psychological processes running parallel to the various stages of Consumer Decision Making Process.

Question No. 3.

(2X7=14)

- a) What is the concept of subliminal perception? How can it influence the consumer decision making?
- b) Describe any two theories of motivation which can help in understanding the behavior of consumer.
- c) Describe the Multi-Attribute model of Attitude. Discuss its relevance in understanding consumer's attitude.

Question No. 4.

(2X7=14)

- a) What is Trait Theory of Personality? How effective it is in understanding personality?
- b) What is concept of Brand Personality? How does it help in understanding behavior of consumer?
- c) What is concept of Optimum Stimulation Level? How does it help in understanding behavior of consumer?

Question No. 5.

(2X7=14)

- a) What is Self-Consciousness? How is it related with self and consumption? Explain.
- b) Describe in detail the Classical conditioning theory of learning. Explain its implication in making consumers to learn about brands.
- c) Comment on the role which Reference group can play in influencing the decisions of consumer. Can marketer influence the reference group? Explain.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, May 2018

Programme: Master of Business Administration (MBA)

Session: 2017-18

Semester: III Semester

Max. Time: 3 Hours

Course Title: Industrial Relation and Labor Laws

Max. Marks: 70

Course Code: SLM MGT 01 306 C 3104

Instructions:

1. Question no. 1 has seven sub parts and students need to answer any four. Each sub part carries three and half Marks.
2. Question no. 2 to 5 have three sub parts and students need to answer any two sub parts of each question. Each sub part carries seven marks.

Question No. 1.

(4X3.5=14)

- a) What are the major reasons for industrial disputes.
- b) Systems approach to IR.
- c) Collective bargaining.
- d) Conciliation
- e) Adjudication
- f) List any four-trade unions of national level in India
- g) Incentives.

Question No. 2.

(2X7=14)

- a) "Industrial relations in India are not conducive to rapid Industrial Growth "Do you agree? Suggest measures to bring about harmonious industrial relations for sustained growth?
- b) State the provisions of the factories act, 1948 regarding extra wages for overtime, weekly holidays, annual leave with wages.
- c) An employer is running an industry where readymade garments are manufactured and 200 workmen are employed. He desires to retrench 30 of its workmen. What steps should be taken the employer to lawfully retrench them, who had put in more than one year of continuous service in the industry.

Question No. 3 Read the case given below and answer the questions given at the end in the light of statutory provisions and judicial decisions. (2X7=14)

Indian General Navigation and Railway Co. Ltd. carries on a business of inland water transport and maintain a huge number of wharves, jetties, godowns, etc., at different river stations in India. One such set is at Dhubri in Assam, where many workmen are employed. These men load and unload the Company's vessels and help to transship goods from railway

wagons to vessels and vice versa. The company was a public utility concern and the persons employed therein were "workmen" under the Industrial Disputes Act, 1947. There were two unions of workmen in the establishment. On 31.10.2010 both the unions gave a notice demanding 20 percent bonus and two months average total wages as ex gratia for the accounting year. The Company rejected the demand. Thereupon workmen resorted to various acts of indiscipline, go-slow and persistent refusal to work overtime. As a result of which the Company dismissed eight employees, after framing charges against them and after giving each an opportunity to be heard. On 15.11.2010 both unions served strike notices on the company. The Conciliation Officer interfered but no settlement was arrived at between the company and the Unions. He accordingly sent a failure report to the appropriate government. In the meantime during the tendency of conciliation before the Conciliation Officer a large number of workmen went on strike on 26.11.2010. They forcibly entered the Company's jetties and other working places, and obstructed the work of loyal workmen. On 27.11.2010, the District Magistrate issued an order under the Code of Criminal Procedure to maintain law and order. The Company declared a lockout in the same day. On 10.12.2010 the Unions called off the strike. The Company lifted the lockout on 15.12.2010. The Company dismissed those workmen whom it claimed to have obstructed the loyal workmen during the strike. On 21.12.2010, 37 workmen were convicted for violation of the order of the District Magistrate. On 22.12.2010 the Company dismissed them.

- a) Can the company legally dismiss workmen for adopting go-slow tactics? If so, briefly state the procedure.
- b) Is the strike declared by the workmen on 26.11.1986 legal?
- c) Are the workmen entitled to wages for the period of strike and lock-out.?

Question No. 4.

(2X7=14)

- a) "The Payment of Wages Act, 1936 provides that the wages are to be paid in a particular form, at regular intervals and without any unauthorised deductions." Comment.
- b) Define the term 'Scheduled employment' and examine the provisions relating to fixing and revising the minimum rates of wages in respect of any scheduled employment under the Minimum Wages Act, 1948.
- c) What are the disqualification of for receiving bonus under the Payment of bonus act, 1965?

Question No. 5.

(2X7=14)

- a) What are the rules relating to nomination by an employee under the payment of Gratuity Act, 1972?
- b) Explain the provision regarding the prohibition of child labor under Child Labor Act, 1986.
- c) "The employer is liable to pay compensation under the Workmen's Compensation Act, 1923, if personal injury caused to a workman by accident arising out of and in the course of employment". Comment.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, May- June 2018

Program: MBA (Re-appear)

Session: 2017-18

Semester: I

Max. Time: 3 Hours

Course Title: Managerial Economics

Max. Marks: 70

Course Code: SLM MGT 01 102 C 3104

Instructions:

1. Attempt all questions.
2. Question no. 1 has nine sub parts and students need to answer any seven. Each sub part carries two marks.

1. Answer the followings questions (attempt any seven): (7x2=14)

- (a) What is managerial economics?
- (b) What is law of demand?
- (c) What is complete enumeration method of demand forecasting?
- (d) Explain MRTS.
- (e) What is cross elasticity of demand?
- (f) What do you understand by budget line?
- (g) State the characteristics of oligopoly market.
- (h) What is psychological pricing method?
- (i) What is minimum support price?

2. Discuss nature and scope of managerial economics. How it is different from micro and macroeconomics?

Or

Discuss the relevance of behavioural theories of the firm in present business scenario. (14)

3. Graphically exhibit and explain the theory of returns to scale. Does it really applicable to business firms? State your answer with appropriate reasons. (14)

Or

(a) Cobb-Douglas production function. (7)

(b) Elasticity of supply (7)

4. Price discrimination is good or bad for the organization and consumer. Which type of market structures enjoys discriminatory powers? Explain the properties of such market with short run and long run equilibrium.

Or

Discuss various pricing methods available to a firm to set the price of its goods and services. (14)

5. State the consumer rights under Consumer Protection Act, 1986. Does consumer require more rights in present scenario? Answer with supportive arguments.

Or

What measures government take to control the prices of goods and services in the marketplace? Are these measures necessary to safeguard consumer interest or unnecessary intervention from government side? Comment. (14)

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, May-June 2018

Programme: MBA

Semester: III

Max. Time: 3

Hours

Course Title: Management of Financial Services

Max. Marks: 70

Course Code: SLM MGT 01 305 C 3104

Instructions:

1. Question no. 1 has seven sub parts and students need to answer any four. Each sub part carries three and half Marks.
2. Question no. 2 to 5 have three sub parts and students need to answer any two sub parts of each question. Each sub part carries seven marks.

Q. 1

(4X3.5=14)

- a) Briefly explain the concept of Venture capital
- b) Define the role of NSDL in Indian financial system.
- c) What is ASBA in an IPO issue?
- d) When ownership of the product transfer to buyer in hire purchase system?
- e) What is 'Bought out deal'?
- f) Differentiate between primary and secondary market.
- g) What is credit rating? And what is need of credit rating.

Question No. 2.

(2X7=14)

- a) What is financial system? Critically examine the Indian financial system.
- b) Define lease financing. Explain legal, taxation and accounting aspects of leasing contract.
- c) Write Short note following:
 - I) Hire purchase finance
 - II) Accounting and Reporting

Question No. 3.

(2X7=14)

- a) Define venture capital financing. Explain different modes of venture capital financing.
- b) What is credit card? Explain its significance and its various types in context of India.
- c) Explain factoring services. Explain the role of a factoring company.

Question No. 4.

(2X7=14)

- a) What is Securitization? Explain the mechanism of securitization of bad loans through SPV company?
- b) Write short note on following:
 - i) Depository Participants.
 - ii) Benefits of credit rating to investors
- c) Explain the issues and prospects of credit rating companies in context of Indian economy.

Question No. 5.

(2X7=14)

- a) What do you mean by merchant bankers? Explain the functions of merchant bankers in financial system in India.
- b) What is book building? Explain the various benefits of book building.
- c) Explain how securities are issued in an IPO taking suitable examples of some recent IPO.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, May/June 2018

Programme: **MBA (Re-appear)**

Session : **2017-18**

Semester : **II**

Max. Time : **3 Hours**

Course Title: **International Business**

Maximum Marks: **70**

Course Code: **SLM MGT 01 202 DCEC 3104**

1. Question No. 1 has seven sub parts and students need to answer all parts. Each sub part carries two Marks.

2. Question No. 2 to 5 have three sub parts and students need to answer any two sub parts of each question. Each sub part carries seven marks.

Question No. 1

1. a) Why do we need to study international business? Comment.
- b) What can be the measures to manage various type of risks arising in the international business? Explain.
- c) How do you differentiate multinational corporation (MNC) from global company?
- d) Differentiate 'Direct quote' from 'Indirect quote' used in foreign exchange market.
- e) What do you understand by theory of Mercantilism? Discuss in brief.
- f) Write short note on disequilibrium in balance of payments and how it can be corrected?
- g) Discuss in brief the purpose of establishing IMF as an independent body.
- h) Deliberate upon the basic objectives that motivate the companies to enter in international business.

Question No. 2

- a) Discuss various drivers responsible for increasing globalization.
- b) What are the factors which can be the constraints for MNCs in their efforts to maximize their returns? Explain each one with example.
- c) Write short note on Balance of Payments and also discuss its various components in detail.

Question No. 3

- a) Discuss in brief various approaches to international business with the help of organizational structure.
- b) What are the constituent bodies of World Bank Group? Discuss the purpose of each in brief.
- c) What can be the effects of dumping on both the importing as well exporting countries? Discuss in brief.

Question No. 4

- a) Based on some specific criteria in focus, compare the domestic company with international company.
- b) Discuss in brief the four factors given by Porter in his theory of Competitive Advantage.
- c) Make a list of all the organs of the United Nations and briefly explain any two of them with their role and functions.

Question No. 5 Write a note on the following in about 100-150 words each:

- a) Capitalist economic system
- b) Communist economic system
- c) Mixed economic system
- d) Socialist economic system

