

April-2013



Progressive Education Society's  
**MODERN INSTITUTE OF BUSINESS MANAGEMENT**  
1186 A, Shivaji nagar, Pune 411 005

**M.B.A. (SEM – II)**

**Subject: -Marketing Management (201)**

**Time: 3 Hrs]**

**Date: - 1/04/2013**

**[Max Marks: 70**

**Instructions:**

1. Q.7 is compulsory
2. All questions carry equal marks
3. Solve any four out of remaining

1. Discuss the advantages & disadvantages of test marketing & explain why some companies do or do not use test marketing for new products. Name & discuss three approaches to test marketing.
2. Explain services marketing mix with appropriate examples.
3. What factors does a company need to consider when designing its marketing channel for electronics goods.
4. Explain different types of wholesalers & how they add value in the channel of distribution.
5. List & briefly describe the five major promotion mix tools.
6. Write short note on: (any two)
  - a. Push & Pull strategy
  - b. Retail convergence
  - c. Type of consumer product
7. Solve case study :

Harshal Gupta, a young chemical engineer developed premium quality soap with a unique colour & perfume. Harshal is in dilemma about how to price his new soap. Suggest an appropriate marketing plan & pricing strategies he needs to adopt to be successful.  
(Design appropriate assumptions & boundaries)

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**M.B.A. (SEM – II)**

**Subject: -FINANCIAL MANAGEMENT (202)**

**Date: - 2/04/2013**

**Time: 3 Hrs]**

**[Max Marks: 70**

**Instructions:**

1. Question No. 1 is compulsory.
2. Solve any two questions from each section
3. Each question carries same marks

**Q.1) What is Financial Management? Also critically explain the objectives of it.**

**OR**

**Q.1) Define Financial Planning. What are the merits & demerits of Financial Planning?**

**SECTION I**

**Q.2) Write a short notes on: (any two)**

- a) Limitations of ratio analysis
- b) IRR
- c) Factors affecting capital structure
- d) Merits & Demerits of equity share capital

**Q.3) What is overcapitalization? Why it arise? Explain the corrective remedies for it.**

**Q.4) How do you calculate cost of capital in respect of...**

1. Debenture
2. Equity shares
3. Preference share

**Q.5) Discuss in detail the procedure and legal formalities involved in the payment of dividend.**

## SECTION II

**Q.6)** A company is examining a proposal for machine form which expected profit before depreciation and tax is as follows:-

Year	Gross Yield	PV factor @ 14%
1	80,000	0.88
2	80,000	0.77
3	90,000	0.67
4	90,000	0.59
5	75,000	0.52

Cost of machine works out to Rs. 2 lacs and the depreciation will be provided under straight line method. Considering life of machine is 5 years and assuming income tax rate is 50%, cost of raising capital 14%. Advise management whether to purchase machine or not? Give your comment analysis based on:

- 1) Payback Period
- 2) Net Present Value
- 3) Profitability Index

**Q.7)** from the following prepare Fund Flow Statement:

Liabilities	2012 (Rs.)	2013 (Rs.)	Assets	2012 (Rs.)	2013 (Rs.)
Equity share capital	4,50,000	4,50,000	Fixed Assets	4,00,000	3,20,000
General Reserve	3,00,000	3,10,000	Investment (Non Current)	50,000	60,000
P & L A/c	56,000	68,000	Inventory	2,40,000	2,10,000
Sundry Creditors	1,68,000	1,34,000	Sundry Debtors	2,10,000	4,55,000
Provision for taxation	75,000	10,000	Bank	1,49,000	1,97,000
Mortgaged loan	-----	2,70,000			
<b>Total</b>	<b>10,49,000</b>	<b>12,42,000</b>	<b>Total</b>	<b>10,49,000</b>	<b>12,42,000</b>

### Adjustment:

1. Investment costing Rs. 8,000 were sold during the year 2013 for Rs.8,500
2. Provision for taxation made during the year Rs. 9,000
3. During the year a part of fixed asset having book value Rs. 10,000 was sold for Rs. 12,000
4. Divided paid during the year was Rs. 40,000

**Q.8)** From the following information prepare balance sheet of XYZ Ltd. on 31<sup>st</sup> March 2013 with as many details as possible;

1. Current Ratio = 2.5:1
2. Acid Test Ratio = 1.50:1
3. Working Capital = 60,000
4. Reserve & Surplus = 40,000
5. Bank Overdraft = 10,000
6. Fixed assets to proprietors Fund = 0.75

(Note: Company does not have any fictitious assets as well as long term loan)

**Q.9)** Meghana Construction Pvt. Ltd. is a manufacturer of cement. Annual Accounts gives following information.

Customers were allowed 3 months credit period. Wages are paid after 15 days when they are due. Advertising expenses are paid 6 months in advance. Manufacturing expenses are paid after a month. Suppliers of manufacturing items allow 1 month's credit. Administrative expenses are paid with an average time lag of one month. The cash balance is Rs. 50,000. Finished goods are kept in stock for one and half months whereas raw material stock is kept for two months. Contingency margin is 10 %. Other details:

Particulars	Rs. In Lacs
Sales	20.00
Raw Material	6.00
Manufacturing Expenses	6.00
Wages	4.80
Administrative expenses	2.40
Advertising Expenses	1.00

Compute Working Capital requirement.

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**M.B.A. (SEM – II)**

**Subject: - HUMAN RESOURCES MANAGEMENT (203)**  
**Time: 3.00 Hrs]**

**Date:- 3/04/2013**  
**[Max Marks: 70**

**Instructions:**

- 1) Solve any five questions.
- 2) Each question carries equal marks.

- Q.1) Define Human Resource Management. Discuss the role of HR manager. [14]
- Q.2) Define manpower planning. Explain various steps involved in manpower planning. [14]
- Q.3) Discuss the concept of Performance Appraisal Management System. Elaborate various methods of Performance Appraisal. [14]
- Q.4) what is training and Development? Give various methods of on the job and off the job training. [14]
- Q.5) Explain in detail model of Grievance Procedure. [14]
- Q.6) Write a detail note on the various separation schemes used by organization. [14]
- Q.7) Short Notes (Any Two) [14]
- a) Succession planning.
  - b) Discharge & Dismissal.
  - c) Kaizen.
  - d) MBO.
  - e) Golden Hand Shake.

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**M.B.A. (SEM – II)**

**Subject: - Manufacturing & Operations Management (204)**  
**Time: 3 Hrs]**

**Date: - 4/04/2013**  
**[Max Marks: 70**

**Instructions:**

1. Solve any 5 questions.
2. Each question carries equal marks (14).

**Q.1) a) Describe the history of Operations Management from Manufacturing Management. (7)**

**b) What is the contribution made by E. Deming & Philip Crosby in the field of operations management? (7)**

**Q.2) What is Plant Location? Discuss the major factors affecting location decision for**

- i). Cement Factory. (14)**
- ii). Wine Industry. (14)**

**Q.3) Explain the various types of Maintenance management in detail. (14)**

**Q.4) What is an Operation Characteristics Curve? Describe how an OC curve is plotted. (14)**

**Q.5) State the types of manufacturing systems and explain the characteristics of each. (14)**

**Q.6) What is Production Planning and Control? Give the importance and functions of it. (14)**

**Q.7) The activities of an IT project and estimated time in weeks for each activities are given below – (14)**

<b>Activity</b>	<b>Duration In weeks</b>
1-2	3
2-3	4
2-4	4
2-5	5
3-7	4
4-5	2
4-7	2
5-6	3
6-7	2

- a) Draw the network diagram.**
- b) Determine the total time required for completing the project.**
- c) Determine the critical path**

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**M.B.A. (SEM – II)**

**Subject: -MATERIALS AND LOGISTICS MANAGEMENT (205)**

**Time: 3 Hrs]**

**Date: - 5/ 04/ 2013**

**[Max Marks: 70**

**Instructions:**

1. Attempt any five questions.
2. All questions carry equal marks.
3. Draw suitable diagrams wherever necessary.

- Q.1. What is selective inventory control? Name the various types of selective inventory control techniques and explain any two types in detail.
- Q.2. What is "Material requirement planning?" Discuss the various inputs and outputs of MRP system and also state potential benefits of MRP.
- Q.3. What is meant by Location of stores? Discuss the basic factors that must be taken into account to determine the best location for stores.
- Q.4. Describe basic EOQ model and EOQ with discounts model.
- Q.5. What is Master schedule in MRP? Why is it important? What information is required in producing the master schedule?
- Q.6. A diesel Engine manufacturer buys an item in lots of 500 units which is a three month requirement. The cost per unit is Rs. 90 and the ordering cost is Rs. 180 per batch per order. The inventory carrying cost is estimated at 20 % of the average inventory investment.
- a. What is the annual total cost of the existing inventory policy?
  - b. How much money can be saved by using economic order quantity?
- Q.7. Write short notes on (any two):
- a. Worldwide sourcing
  - b. Value analysis and Value engineering
  - c. Vendor rating
  - d. Contents of purchase order
  - e. Types of buying