

Internal April
2014
Sem II



Modern Institute of Business Management (MIBM)

Internal Examination (MBA-I)

(April- 2014)

Subject: -(201) (Marketing Management)

Date: -01/04/2014

Time: - 2 hr.

Marks: -50

Instructions:-

- i) *Each question carries 10marks.*
- ii) *All the questions are compulsory.*
- iii) *Draw diagrams wherever necessary.*

Q.1) A Company ABC is a market leader in Indian readymade soup market and has a successful brand in the category. Research shows that there is a need for a soup with unique taste which could be consumed before Indian as well as any other cuisine. The company has called for ideas from the team for new flavors. Elaborate the new product development process that should be followed for a successful launch of the new flavor.

OR

Q.1) Firms change their marketing strategies as per change in the stage of Product Life Cycle." Do you agree? Justify your answer.

Q.2) Discuss the pricing techniques/methods applicable to FMCG products being launched in a highly competitive market.

OR

Q.2) Describe the six steps to be followed by a marketer while setting the price for flat screen television in changing technological environment.

Q.3) Briefly explain the various channel options available to marketers. Enumerate the considerations a marketer will take while deciding on suitable channel of distribution for diamond embedded wrist watches.

OR

Q.3) A Kolkata based branded furniture manufacturer wants to sell furniture in the southern markets

Alternative one: Hire 10 new sales representatives who will operate from the Bangalore, Chennai & Hyderabad offices. They would receive Salary plus commission and company also has to bear the cost of setting office.

Alternative two: Use Bangalore based industrial distributor dealing in furniture in offices in Chennai & Hyderabad. It has 30 sales representatives who would receive commission on sales. Evaluate both alternatives and justify your answer.

Q.4) What are the different promotion tools that can be recommended for a) Premium Sedan cars & b) Educational Wooden Toys?

OR

Q.4) How companies currently develop effective communication? Describe all the steps with appropriate examples.

Q.5) Write short notes on

a). Branding

b). Packaging and Labeling

OR

Q.5) How all the global firms today initiate & manage price changes to stay more competitive?

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Subject: - (202) Financial Management

Date: - 1/4/2014

Time: - 2 hr.

Marks: -50

Instructions:-All questions are compulsory and Each question carries equal marks.

Q.1) Define "Financial Management" and also explain the objective of maximization of profit as well as maximization of wealth of share holders

OR

Q.1) "Role of Finance Manager is very indispensable in today's business world" Explain.

Q.2) The actual ratios of a company compared to industry standard are given below, comment on each ratio and indicate the action to be taken by the company

Ratio	Industry Standard	Actual
Current Ratio	2.2	2.7
Debtors Turnover Ratio	6	8
Stock Turnover Ratio	10	3
Net Profit Ratio	5%	2.4%
Total Debt to Total Assets	7.5 %	40%

OR

Q.2) From the following information prepare Fund Flow Statement

Liabilities	Rs. 2012	Rs. 2013	Assets	Rs. 2012	Rs. 2013
Equity Share Capital	450000	450000	Fixed Assets	400000	320000
General Reserve	300000	310000	Investment(NonCurrent)	50000	60000
P & L Account	56000	68000	Inventory	240000	210000
Creditors	168000	134000	Sundry Debtors	210000	455000
Provision for Taxation	75000	10000	Bank	149000	197000
Mortgage Loan	-	270000			
Total	1049000	1242000	Total	1049000	1242000

Additional Information

- 1) Investments Costing Rs. 8000 were sold for Rs. 8500 during the year.
- 2) Provision for taxation made during the year Rs. 9000.
- 3) During the year a part of Fixed Assets having book value Rs. 10,000 was sold for Rs. 12000.
- 4) Dividend paid during the year was Rs. 40000.

Q.3) Write a short notes on (Any 2)

- 1) Limitations of Ratio Analysis
- 2) EPS
- 3) IRR
- 4) Types of Working Capital

OR

Q.3) Give a format of Cash Flow Statement and also distinguish between Fund Flow Statement and Cash Flow Statement

Q.4) Define the term Working Capital and explain in brief various factors affecting working capital requirement.

OR

Q.4) From the following information calculate working capital requirement.

Raw Material	Rs. 3.00
+ Labour	Rs. 0.50
+ Overheads	Rs. 1.00
= Cost	Rs. 4.50
+ Profit	Rs. 0.50
= Selling Price	Rs. 5.00

Additional Information

- 1) Production is 60,000 Units
- 2) Material in Hand 2 months requirement
- 3) Production time is 1 month
- 4) Finished Goods in stores 3 months
- 5) Credit for material is 2 months
- 6) Credit allowed to customers is 3 months
- 7) Cash Balance is Rs.20,000/-
- 8) Wages & Overheads are paid in 1 month delay.
- 9) All materials are charged at the initial stage and Wages & Overheads accrue evenly

Q.5) A company is considering an investment proposal to install a new machine. The project will cost Rs. 50,000 and will have a life of 5 years and no salvage value. The company's tax rate is 35% and no investment allowance is allowed. This firm uses straight line method of depreciation. **The estimated net income before depreciation and tax from the proposed investment proposal and PV Factors at 10 % are as follows:**

Year	Net income before depreciation & tax (Rs.)
1	10,000
2	11,000
3	14,000
4	15,000
5	25,000

Year	P.V. Factors at 10%	Year	P.V. factors at 10%
1	0.909	4	0.683
2	0.826	5	0.621
3	0.751		

Compute the following:

- a) Payback Period.
- b) Average Rate of Return.
- c) Net present value at 10% discount Rate.
- d) Profitability index at 10% discount Rate.

OR

Q.5) Write a short notes on (Any 2)

- 1) Factors affecting working capital
- 2) NPV
- 3) Turnover Ratios

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Subject: - 203- Human Resource Management

Date: -02/04/2014

Time: - 2 hr.

Marks: -50

Instructions:-

- i) *Each question carries equal marks.*
- ii) *Make necessary assumptions to support your answer.*

Q.1)What do you understand by HRM and SHRM? As a HR manager which HR functions you will apply in your organization.

OR

Q.1)Explain the concept of Devanna et. al – strategic human resource management “Matching Model”.

Q.2)Explain the concept of Job analysis and elaborate the process with the example of various posts of an IT company.

OR

Q.2)What is Job design? Explain job characteristic model of Hackman and Oldham.

Q.3)Illustrate HRP with the help of aHotel industry.

OR

Q.3)Axis Bank is planning to open 4 new branches in Pune area. As a Head of HR department how will you perform HRP?

Q.4)An Automobile company wants to conduct recruitment process in the organization for the post of service technicians. Which source/sources of recruitment you will suggest to company. Justify your answer. Also design an advertisement for the same.

OR

Q.4)As a HR manager of Creative Media solutions, advertising firms, after implementing recruitment procedure you have received 130 applications for 10 posts of “Creative team leader”. Draft a selection procedure for the same.

Q.5) Design a training program for the post of customer service executives of Bharti Airtel Telecom Pvt. Ltd. Write necessary assumptions to support your answer.

OR

Q.5) Rahul Malhotra is working as a management trainee in a marketing department of a FMCG company, because of his excellent performance; company has decided to promote him on the post of territory manager. Which method of training and development you will suggest as an HR manager? Justify your answer.

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Modern Institute of Business Management (MIBM)

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Subject: -204- Decision Science

Date: -02/04/2014

Time: - 2 hr.

Marks: -50

Instructions:- 1. Use simple calculator

Q.1) Two kinds of food for children, F1 and F2, are being considered to be purchased. Food F1 costs Rs. 20 a unit while food F2 is available at Rs. 40 per unit. The nutrient contents of these foods are as follows:

Nutrients	Nutrient Content	
	Food F1	Food F2
N1	40	20
N2	3	12
N3	18	3

The minimum requirement of three nutrients is respectively 200, 36 and 54 units
Draft this as an LPP and find out graphically the quantities of food units which should be brought in order that the costs are minimized satisfying the given constraints. [10]

OR

Q.1)A company manufactures two kinds of machines, each requiring a different manufacturing technique. The deluxe machine requires 18 hours of labour, 9 hours of testing, and yields a profit of Rs.400. The standard machine requires 3 hours of labour, 4 hours of testing, and yield a profit of Rs. 200. There are 800 hours of labour and 600 hours of testing available each month. A marketing forecast has shown the monthly demand for the standard machine to be no more than 150. The management wants to know the numbers of each model to produce monthly that will maximize total profit. Formulate and solve graphically this as a linear programming problem.[10]

Q.2)Tenders are received by Indian Airlines from three major oil companies for supplying aviation fuel at four major airports vis. Bombay, Madras, Delhi and Calcutta. The oil companies have offered to deliver IAL this fuel subject to the following available quantities in all

Oil Company	A	B	C
Kilo Liters/day	300	500	600

Daily requirements at these airports are:

Airport	Bombay	Madras	Delhi	Calcutta
Kilo liters/day	500	100	200	200