



march 2015

P. E. Society's  
**Modern Institute of Business Management (MIBM)**  
**Internal Examination (MBA-I)**

**(March - 2015)**

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

**Date: - 23/03/2015**

**Time: - 2 hr.**

**Marks: -50**

**Instructions:-**

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

**Q.1)** Company XYZ Ltd manufactures Smartphone in 150 countries in the world. The company has invited for new ideas for its products to be launched in India which should be unique and innovative. Find out commercially viable new product using the new product development process.

**OR**

**Q.1)** A multinational Fruit Drink company known for its organic products is planning to launch a new brand of Fruit Juices in Indian markets. Juices will be available nationwide for Health conscious adults, and for school going children. Discuss the different marketing strategies to be used by company in the Introduction stage for this product.

**Q.2)** "Marketing mix is the instrument that can keep the organization successful, though its products may rise & decline in their respective life cycles". Discuss in reference to PLC.

**OR**

**Q.2)** "It is said that packaging is the unsaid Marketing". Explain with relevant examples.

**Q.3)** Design a pricing policy for new brand of Personal Computers to be launched in Highly competitive Indian Market.

**OR**

**Q.3)** "Technology and Competition has a significant impact on Selling Prices today" Discuss with suitable examples.

**Q.4)** What are the various channel levels for Consumer Goods & Industrial Goods.

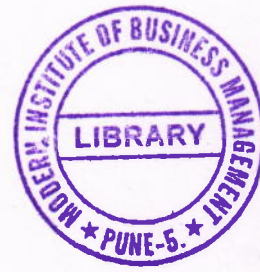
**OR**

**Q.4)** Discuss the recent trends in wholesaling & retailing in detail.

**Q.5)** What are the four market logistics Decision? Explain with suitable examples.

**OR**

**Q.5)** Define Price & Give its importance. What are the various factors that influence Price Decisions in a Company.



March-2015

P. E. Society's  
**Modern Institute of Business Management (MIBM)**  
**Internal Examination (MBA-I)**

**(March/April - 2015)**

**Subject: - (202) Financial Management**

**Date: - 24/03/2015**

**Time: - 2 hr.**

**Marks: -50**

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

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

**OR**

**Q.1)** Explain relationship of Financial Management with other related disciplines.

**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) Following is the Balance Sheet MIBM Ltd**

Liabilities	Rs.	Assets	Rs.
Equity Share Capital	1000000	Goodwill	500000
6% Preference Share Capital	500000	Plant & Machinery	600000
General Reserve	100000	Land & Building	700000
P & L Account	400000	Furniture	100000
Provision for Taxation	176000	Inventory	600000
Bills Payables	124000	Bills Receivables	30000
Bank Overdraft	20000	Debtors	150000
Creditors	80000	Bank	200000
12% Debentures	500000	Investment (Short term)	20000
<b>Total</b>	<b>2900000</b>	<b>Total</b>	<b>2900000</b>



**Calculate:**

- 1) Current Ratio
- 2) Acid Test Ratio
- 3) Debt Equity Ratio
- 4) Proprietary Ratio
- 5) Capital Gearing ratio

**Q.3 ) from the following information prepare Funds 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			
<b>Total</b>	<b>1049000</b>	<b>1242000</b>	<b>Total</b>	<b>1049000</b>	<b>1242000</b>

**Increase in working capital is Rs. 297000**

**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.

**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) “Finance Manager plays a vital role in an organization” Explain.**

**OR**

**Q.5) Explain three major financial decisions taken by the organization**

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March - 2015

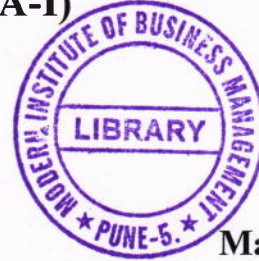
P. E. Society's  
**Modern Institute of Business Management (MIBM)**  
**Internal Examination (MBA-I)**

(March - 2015)

**Subject:** - 203- Human Resource Management

**Date:** - 25/03/2015

**Time:** - 2 hr.



**Marks:** -50

**Instructions:-**

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

**Q.1)** Discuss the importance of HRM and bring out the difference between the roles of HR Manager & Personnel Manager.

**OR**

**Q.1)** What kind of strategic functions does HRM perform in IT companies? Explain in detail.

**Q.2)** What is the importance of Job Analysis and what are its benefits. Explain with suitable example.

**OR**

**Q.2)** Job design is a result oriented tool for optimal utilization Human Resources". Discuss with example.

**Q.3)** What do you understand by HRP? Explain supply forecasting in this context.

**OR**

**Q.3)** What is 'Human Resource Planning'? Explain the objectives and process of 'Human Resource Planning'.

**Q.4)** What do you understand by recruitment. Describe various sources of recruitment.

**OR**

**Q.4)** Describe the process of selection for Software Developer.

**Q.5)** Define the term training? Explain training process in detail.

**OR**

**Q.5)** What are the different methods of training? Elaborate with the examples.



March 2015

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## Modern Institute of Business Management (MIBM)

### Internal Examination (MBA-I) (March- 2015)

Subject: -204- Decision Science

Date: - 26/03/2015

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

Cost of fuel per kilo litre varies depending on the place and the supplier as per the following table:

Oil supplier company	Airport			
	Bombay	Madras	Delhi	Calcutta
A	1100	1200	1000	800
B	1300	900	1100	1100
C	900	1000	1400	1300

Suggest on the basis of the above data, what optimal quantity of fuel may be procured by IAL from each company to minimize the daily cost of fuel on the whole. [10]

OR

Q.2) A company has three plants and three warehouses. Product manufactured at these plants needs to be transported to the warehouses. Freight cost per unit for each plant-warehouse combination is given below:

Plant	Warehouse			Capacity
	W1	W2	W3	
	Freight cost/unit			
P1	150	--	300	120
P2	--	240	120	200
P3	250	150	--	180
Demand	200	150	150	

Shipment from P1 to W2, P2 to W1 and P3 to W3 is not possible because of certain constraints. Find the optimal shipping route of the product from plants to warehouse.

Q.3) Solve the following problem for maximizing the production output. The data refers to the production of an article for the given operators and machine.

Operators	Machines			
	A	B	C	D
1	10	5	7	8
2	11	4	9	10
3	8	4	9	7
4	7	5	6	4
5	8	9	7	5

[10]

OR

Q.3) Solve the following assignment problem for minimization. The costs are given below. Find all the alternative solutions, if any

	X1	X2	X3	X4	X5
A	15	29	35	20	38
B	21	27	33	17	36
C	17	25	37	15	42
D	14	31	39	21	40
E	19	30	40	19	18

[10]

Q.4) a. A self service store employs one cashier at its counter. Nine customers arrive on an average every 5 minutes while the cashier can serve 10 customers in 5 minutes. Assuming Poisson distribution for arrival rate and exponential distribution for service rate find:

- i. Average number of customers in the system
- ii. Average number of customers in queue or average queue length
- iii. Average time a customer spends in the system
- iv. Average time a customer waits before being served. [4]

b. The following table gives the arrival pattern at a coffee counter for 1 minute interval:

<b>Number of persons arriving</b>	0	1	2	3	4	5	6	7
<b>Frequency</b>	5	10	15	30	20	10	5	5

Simulate the arrival using following random numbers and find average arrival. 5, 25, 16, 80, 35, 48, 67, 79, 90, 19 [6]

OR

**Q.4)** In a city two brands of a cola are sold – Royal and Nice. For a buyer buying Royal last time, there is 0.75 chances that he will buy the same next time. For a buyer of Nice, the chance that he buys Royal next time is 0.4.

- i. develop the transition matrix
- ii. Find the probability that a customer purchasing Royal today, shall buy Nice in the next-to-next purchase.
- iii. Find the probability that three purchases from now, a customer shall buy Royal given that the present market share is Royal (60%), Nice (40%).
- iv. Find the long run market shares of the two brands, assuming the market and customer preferences remain the same. [10]

**Q.5) a.** A pair of dice is thrown. Find the probability of getting the sum of  
 i) More than nine      ii) multiple of 3      iii) divisible by 3 or 4 [3]

**b.** A Movie house is filled with 700 people of which 60% are females. 70% are seated in no smoking area including 300 females. A person is selected at random. Find probability that:  
 i) Person is a male,      ii) person is a male or non-smoker      iii) Person is a smoker, if person is known to be male [7]

OR

**Q.5) a.** The incidence of a certain disease is such that on average, 20% of workers suffer from it. If 10 workers are selected at random, find the probability that

- i) Exactly 2 workers suffer from the disease
- ii) Not more than 2 workers suffer from the disease
- iii) Atleast 9 workers suffer from the disease [5]

**b.** An automobile insurance company has found from past records that the chance of paying off on a policy during a year is just 0.1%. 500 new policies were issued in the last month. What is the chance that during the next year there will be i) No claim      ii) Exactly one claim

iii) atleast one claim. (Given  $e^{-0.5} = 0.6065$ ) [5]

----- BEST OF LUCK -----