

April-2016 /-1

P. E. Society's
Modern Institute of Business Management
Internal Examination (MBA-I)
(April- 2016)

Subject: - (201) (Marketing Management)

Date: 11-04-2016

Time: - 2 hr.

Marks: -50

Instructions:-

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

Q.1) A Company ATC Ltd 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) How do firms change their marketing strategies as per change in the stage of Product Life Cycle?

Q.2) Explain the concepts of Price Discounts and allowances.

OR

Q.2) Describe the six steps to be followed by a marketer while setting the price for Wireless Home Music System 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 organic food products.

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 is Integrated Marketing Communication? Explain the various elements of Promotion Mix.

OR

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

Q.5) Explain the various components of Marketing Plan.

OR

Q.5) Describe the various types of Marketing Control with examples?



April 2016/2

Modern Institute of Business Management (MIBM)

Internal Examination (MBA-I)

(April- 2016)

Subject: - (202) Financial Management

Date: -11/04/2016

Time: - 2 hrs.

Marks: -50

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

Use of scientific calculator is not allowed

Working notes will be part and parcel of your answer

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

OR

Q.1) Explain three major financial decisions taken by the organization under Modern Approach.

Q.2) From the following information prepare the Balance Sheet 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 and Surplus 40,000/-
- 5) Bank Overdraft 10,000/-
- 6) Fixed Assets to Proprietor's Fund Ratio 0.75:1

OR



Q.2) Write a Short Note on (any 2)

- 1) Limitations of Ratio Analysis
- 2) EPS
- 3) Debt Equity Ratio
- 4) Advantages of Analysis and Interpretation of Financial Statement
- 5) PE Ratio

Q.3) From the following information prepare Funds Flow Statement

Liabilities	Rs. 2014	Rs. 2015	Assets	Rs. 2014	Rs. 2015
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

Increase in working capital is Rs. 297000

Additional Information

- 1) Investments Costing Rs. 8,000 were sold for Rs. 8500 during the year 2015.
- 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. 12,000.
- 4) Dividend paid during the year was Rs. 40,000.

OR

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

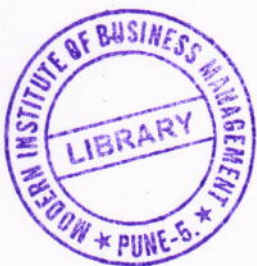
Q.4) Adlabs Company is examining a proposal to purchase a machinery for which expected Gross Yield is as follows

Year	Gross Yield (Rs.)	PV @ 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 the Machine works out to be Rs. 2,00,000/- and Depreciation will be provided under Straight Line Method, Life of the Machine is 5 years, Cost of raising capital 14% and Income Tax rate is 50%

Advice management regarding purchase of machinery based on NPV and PI

OR



Q.4) ABC Company is considering two mutually exclusive projects namely Project X and Project Y and their Costs are Rs. 30,000/- and Rs. 36,000/- respectively. The probability distribution for each project is given below:

Project X		Project Y	
NPV Estimate	Probabilities	NPV Estimate	Probabilities
3000	0.1	3000	0.2
6000	0.4	6000	0.3
12000	0.4	12000	0.3
15000	0.1	15000	0.2

Calculate

- 1) Expected values for both the Projects
- 2) Which project is more risky and why based on Standard Deviation

Q.5) Patanjali Ltd has following Capital Structure:

Particulars	Amount
Equity Share Capital (Number of Shares: 2,00,000)	40,00,000/-
6% Preference Share Capital	10,00,000/-
8% Debentures	30,00,000/-
Total	80,00,000/-



Additional Information:

- 1) Market Price of Equity Share is Rs. 20/- It is expected that company will pay current equity dividend of Rs. 2 per share, which will grow at 7%
- 2) Tax Rate is 50%

Find out weighted Average Cost of Existing Capital Structure.

OR

Q. 5) ABC Ltd has an average selling price of Rs. 150/- P.U., Variable Cost Rs. 105/- P.U. and Fixed Cost Rs. 12,00,000/- It finances all its assets by equity funds. It Pays 35% tax on its income.

XYZ Ltd is identical to ABC Ltd except in respect of pattern of financing. The later finances its assets by Equity 50 % and by Debt 50%. Interest on debt is Rs. 3,00,000/-

Determine degree of OL, FL and CL assuming sales for both companies are Rs. 1,05,00,000/-



Total No. of Questions: 5

SEAT NO. :

P. E. Society's

Modern Institute of Business Management**Internal Examination – MBA-I_SEM-II– 2016****(2013 Pattern)****Subject: - Human Resource Management (HRM-203)****Date: -12/04/2016****Time: - 2hr.****Marks: - 50****Instructions to the candidates:-**

- 1) All questions are compulsory.
- 2) Each question has an option.
- 3) Each question carries 10 marks.
- 4) Figurers to the right indicate marks for that question / sub – question.
- 5) Your answer should be specific and to the point.
- 6) Support your answer with suitable live examples.
- 7) Draw neat diagrams and illustrations supportive to your answer.



Q 1) Define HRM. Discuss the importance of HRM. [10]

OR

Q.1) What do you understand by Strategic functions of HRM. Discuss various SHRM functions with the help of examples. [10]

Q 2) What do you understand by Recruitment? Explain various types of recruitment sources. [10]

OR

Q 2) What is HRP? Explain the process of HRP. [10]

Q 3) Describe Training and Development. Explain the process of T & D. [10]

OR

Q 3) Prepare a training program for newly appointed sales manager of FMCG Company. [10]

Q 4) Explain the meaning of Performance management and give its importance. [10]

OR

Q 4) Enlist the methods of performance appraisal. Describe any two methods in detail. [10]

Q 5) Why is it necessary to have good relationship with your employees and how you can build the same? [10]

OR

Q 5) Describe the concept of Flexible Time and Flexible Work arrangement with its advantages and disadvantages. [10]