

April-2017/1

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P. E. Society's
Modern Institute of Business Management (MIBM)
Internal Examination (MBA-II)
(April - 2017)

Subject: - (201) (Marketing Management)

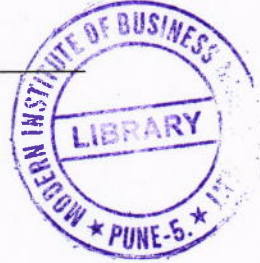
Date: - 10/04/2017

Time: - 2 hr.

Marks: -50

Instructions:-

- i) *Each question carries 50 marks.*
- ii) *All the questions are compulsory.*
- iii) *Draw diagrams wherever necessary.*



Q.1) Describe the different steps involved in 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. Pressed fruit 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) Explain the process of setting price.

OR

Q.2) Design a pricing policy for new brand of Formal Shirts to be launched in highly competitive Indian Market

Q.3) Define marketing channels. Give various functions of marketing channel and explain the channel flows.

OR

Q.3) A Delhi based branded furniture manufacturer wants to sell furniture in the southern markets. It has two options in distribution. Alternative one: Hire 10 new sales representatives who will operate from the Bangalore, Chennai & Hyderabad offices. They would receive Salary plus commission and company 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. Suggest which option will be best in the first year of its operation.

Q.4) Explain the concept of Integrated Marketing Communication. What are the various communication mix elements?

OR

Q.4) Suggest the communication strategies for a new local newspaper to be introduced in Pune by a press company.

Q.5) What is marketing audit? Describe the contents of marketing audit in brief.

OR

Q.5) Solac Inc. is planning to launch branded solar lantern in rural parts of Maharashtra. Prepare a marketing plan for the launch.

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Internal Examination (MBA-I)

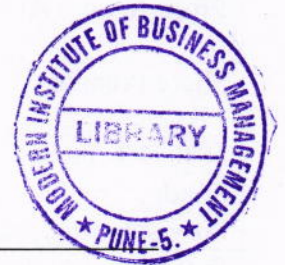
(April - 2017)

Subject: - (202) Financial Management

Date: -11/4/2017

Time: - 2 hr.

Marks: -50



Instructions:-

- i) *Each question carries 10 marks.*
- ii) *All the questions are compulsory.*
- iii) *Use of Simple Calculator is allowed*

Q.1) Define the Term 'Financial Management'. 'Wealth Management Objective is much better than Profit Maximization', Do you agree?

OR

Q.1) How Financial Management is related to other disciplines of Management?

Q.2) Excel Industries has assets of Rs. 160000/- which have been financed with Rs. 52000/- of debt and Rs. 90000/- of equity and also general reserve of Rs. 18000/- The firm's total profit after interest and tax for the year ended 31st March 2016 was Rs. 13500/- It pays 8% interest on borrowed funds and is in 50% tax bracket. It has 900 equity shares of Rs. 100/- each, selling price at market is Rs.120/- per share.

Find out Weighted Average Cost of Capital.

OR

Q.2) CL and OL of a company are 2.5 and 1.25 respectively. Cost of borrowings is Rs. 1,00,000 pa.

Prepare Income statement assuming P/V ratio is 25% and Tax rate is 30 %

Q.3) Following are the Balance Sheets of XYZ Ltd

Liabilities	31.3.2015 Rs	31.3.2014 Rs	Assets	31.3.2015 Rs	31.3.2014 Rs
Equity Share Capital	600000	500000	Goodwill	15000	20000
General Reserve	55000	50000	Land	40000	20000
Profit & Loss Account	80000	40000	Building less Depreciation	124000	120000
Share Premium	25000	0	Machinery Less Depreciation	449600	500000
10% Debentures	250000	300000	Investments	70000	100000
Sundry Creditors	12000	91000	Inventories	250000	200000
Provision for Taxation	50000	50000	Sundry Debtors	60000	42000
Provision for Proposed Dividend	90000	75000	Cash & Bank	80000	50000
			Loans & Advances	66400	42000
			Preliminary Expenses	7000	12000
Total	1162000	1106000	Total	1162000	1106000

OR

Q.3) From the following information, Prepare Balance sheet with as many as details possible

- 1) Current Ratio 2:5
- 2) Acid Test Ratio 1.50
- 3) Working Capital 60000
- 4) Reserve & Surplus 40000
- 5) Bank Overdraft 10000
- 6) Fixed Assets to Proprietor's Funds Ratio 0.75

Assume that there are no fictitious and intangible assets.

Q.4) A Company is examining a proposal for machine for which expected gross yield is given:

Year	Gross Yield	PV @14%
1	80000	0.88
2	80000	0.77
3	90000	0.67
4	90000	0.59
5	75000	0.52

Cost of the machine works out to be Rs. 200000 and the depreciation will be provided under straight line method. Assume Income Tax rate at 50%, life of the machine is 5 Yrs and cost of raising funds is 14%.

Advice management regarding purchase of machine based on 1) Pay-back Period Method 2) ARR 3) NPV 4) Discounted Pay-back Period 5) Profitability Index

OR

Q.4) X Ltd is considering to purchase a new machine in order to produce new product in huge quantity. It is expected that the new product would generate sales of Rs. 1500000 per year for the first few years. The material cost required for this production is expected to be Rs. 450000 pa, Labour Rs. 550000 pa and other expenses Rs. 150000 pa.

The cost of the machine is Rs. 500000 with expected scrap value NIL and with the expected life of 5 years. Company uses straight line method of depreciation. Income Tax Rate is 50% and Cost of capital is 12%

The machine also requires an additional investment of working capital Rs. 75000 which will be recovered at the end of the 5th year.

Suggest whether company should purchase machinery based on NPV.

Q.5)) From the following information compute the Working Capital requirement considering 10% contingencies. Estimated cost per unit is as under:

Particulars	Rs.
Raw Material	80 PU
Direct labour	30 PU
Overheads (excluding depreciation of Rs. 10 PU)	60 PU
Total	170



Additional Information:

- 1) Selling Price is Rs. 200/-
- 2) Production and Sales are 104000 units p.a.
- 3) Raw material is in stock for average four weeks

- 4) WIP is in stock for two weeks (WIP = 50% completed for conversion cost and 100% for material cost)
- 5) Finished goods are in stock for average 4 weeks
- 6) Credit allowed by suppliers of raw material is 4 weeks
- 7) Credit allowed to debtors to debtors is 8 weeks
- 8) Lag in payment of wages 1.5 weeks
- 9) Cash at bank expected Rs. 25000

OR

Q.5) Prepare Statement Showing Working Capital Requirement from the following

- 1) Estimated Output is 60000 units
- 2) Cost Price is Rs. 90 P.U. consisting of Raw Material, Labour and Overheads in the ratio of 3:2:1
- 3) Raw Material and Finished Goods will remain in stock for 20 days and 10 days respectively
- 4) WIP will be for an average 15 days for which labour and overheads are to be considered at 60% and 50% completion stage respectively
- 5) Goods are sold on 1 month credit
- 6) 20% of purchases are made by advance payment of 1 month, 20% on cash basis and remaining 60% purchases are on 2 months credit
- 7) Wages are paid on monthly basis
- 8) Overheads are paid with 20 days time lag
- 9) Management wants to maintain minimum cash balance of Rs.1,00000

April - 2017 - (3)

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

(April - 2017)

Subject: - 203- Human Resource Management (HRM)

Date: - 12/04/2017

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) How organizational strategies are closely linked with HR strategy? Discuss.

OR

Q.1) Discuss the importance of HRM and explain HRM functions & objectives with example.

Q.2) Define recruitment. Explain in detail the process of recruitment and selection.

OR

Q.2) Elaborate the term Succession planning in detail with its process.

Q.3) Define Training and explain the significance and steps of training need assessment.

OR

Q.3) Explain concept of training evaluation. Describe Kirk Patrick's model.

Q.4) Explain the advantages and problems of linking compensation with performance.

OR

Q.4) What do you understand by performance management? Elaborate any 3 methods of performance evaluation.

Q.5) "Flexi work time enhance the employee performance" Discuss with suitable example.

OR

Q.5) Explain in detail model of Grievance Procedure.

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Modern Institute of Business Management (MIBM)

Internal Examination (MBA-I)

(April 2017)



Subject: -(204) Decision Science

Date: -13/4/2017

Time: - 2hr.

Marks: -50

Instructions to the candidates

1. Attempt Five questions
2. Each question has an internal option
3. Each question carries 10 marks
4. Figures to the right indicate marks for question
5. Graph will not be provided, draw neat diagram on answer sheet only, if required
6. Non scientific calculator is permitted

Q.1) 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.1) 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]

Q.2) 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.2) a. 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%) [5]

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

Number of persons arriving	0	1	2	3	4	5	6	7
Frequency	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 [5]

Q.3) 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. [8]

b. solve the following game

Player Y
1 2 3 4 5