Master of Business Administration
Third Semester Main Examination, December 2021
Tax Planning and Management [MBA303F]

Time: 3:00   **Max Marks 80**

Note : (i) Attempt any five questions.

(ii) All question carry equal marks.

Q.1   Explain how residential status affects tax liability of individuals. ?

Q.2   Discuss various provisions of income from house property. .

Q.3   Write as short note on capital Gain in IT act.

Q.4   Which deductions are allowed from total income ? Explain with suitable example.

Q.5   Write about various deductions allowed in income form business and profession .

Q.6   Write a short note on any two
(i) PF   .
(ii) Gratuity
(iii) Tax free income

Q. 7   Explain rules for calculating house rent allowance while calculating income from salary.

Master of Business Administration
Third Semester Main Examination, December-2021
Industrial Relations and Labour Laws [MBA303H]

Time: 3:00   **Max Marks 80**

Note: Attempt any five questions.
All question carry equal marks.

Q.1   What do you mean by industrial Relations.

Q.2   What is Employee Empowerment? Discuss its impact on quality of work life.

Q.3   What is grievance management machineries industrial disputes Act.

Q.4   What is Board of Conciliation and cour of equine.

Q.5   Write short note on : (i) Qualities of work life (ii) Industrial Relationship

Q.6   Discuss the history and structure of trade union in India. Give reference of fragmentation of TU in India.

Q.7   Explain in detail Conflict vs Collaboration Model in (IR) Industrial Relations.

Master of Business Administration
Third Semester Main Examination, December-2021
Object Oriented Programming using C++ [MBA303I]

Time: 3:00   **Max Marks 80**

Note : Attempt any five questions.
All question carry equal marks.

Q.1 What is computer system? Discuss all units of compare system and its function.

Q.2 What do you mean by E-Business? Discuss the frame work of e-business.

Q.3 What is E-Payment? Discuss the different types of E-payment system with suitable example.

Q.4 Write comparison between virtual function and pure virtual functions.

Q.5 Discuss between
(a) RAM and ROM

(b) Application system software and system software.

Q.6 What is an object oriented programming language. Explain the various characteristics of OOPS.

Q.7 Write short note on :
(a) Number system

(b) www

(c) Inheritance

Master of Business Administration
Third Semester Main Examination, December-2021
Product Policy Management [MBA303M]

Time: 3:00   **Max Marks 80**

Note : (i) Attempt any five questions.
(ii) All question carry equal marks.

Q.1   Describe the product management process.

Q.2   Discuss the strategic management by brands.

Q.3   How idea generation can be useful in new product development product.

Q.4   Explain various product positioning strategies.

Q.5   Explain New product development process and its evolution.

Q.6   Explain various stoges of product planning.

Q. 7   Discuss the characteristics and the strategies a marketer may adopt with regards to convenience, shopping and specialty goods.

Master of Business Administration
Third Semester Main Examination, December-2021
Strategic Material & Supply Chain Management [MBA301C]

Time: 3:00   **Max Marks 80**

Note : Attempt any five questions.
All question carry equal marks.

Q.1 Explain concept and importance supply chain management.

Q.2 Discuss the role of network in SCM and factors asserting network design.

Q.3 Write a brief note on: Retailer supplier partnerships.

Q.4 Define the various role of materials management in the context of interface and external in reface to a materials management system.

Q.5 Define SC performance model (SCOR)

Q.6 What is the role to transportation in supply chain? Why it critical.

Q.7 What is inventory model? Explain with example.

Master of Business Administration
Third Semester Main Examination, December 2021
Strategic Technology Management [MBA303P]

Time: 3:00   **Max Marks 80**

Note : Attempt any five questions.
All question carry equal marks.

Q.1   What is the importance of technology change ? How it should be addressed in the organization.

Q.2   Explain various methods of technology forecasting. Write merits and limitations of these methods. ?

Q.3   What factors should be considered by licensor of technology for transforming the technology ?

Q.4   Explain impact of information Technology on technology support system ?

Q.5   Discuss policies which affect technological environment.

Q.6   Discuss national and international linkage which affect transfer of technology ?

Q.7   What do you understand by technology absorption and diffusion ? Explain in detail.

Master of Business Administration
Third Semester Main Examination, December-2021
Financial Systems and Services [MBA304F]

Time: 3:00   **Max Marks 80**

Note: Attempt any five questions.
All questions carry equal marks.

Q.1   What do you understand by call money marked and treasury bills market.

Q.2   Describe the origin of venture capital in India.

Q.3   Distinguish between ceasing and hire purchase.

Q.4   How is a debit card, Different from credit card.

Q.5   Write a brief note on. zero coupon bends.

Q.6   What do you mean by Floating ratio bonds.

Q. 7   Explain: Global Depository Receipts.

Master of Business Administration
Third Semester Main Examination, December-2021
Human Resource Development & Audit [MBA304H]

Time: 3:00   **Max Marks 80**

Note : Attempt any five questions.
All question carry equal marks.

Q.1   What is HRD. Explain challenges & goals of HRD.

Q.2   Explain stating with suitable examples .

Q.3   What should be chrematistics of HRD professional.

Q.4   Explain system approach in HRD with diagram.

Q.5   Explain mentoring at work palace and its importance in development of employees.

Q.6   What is organizational change? How HRD is helpful in facing is it.

Q.7   What is HRD audit? Explain process for HRD audit.

Master of Business Administration
Third Semester Main Examination, December 2021
Management Information System [MBA304I]

Time: 3:00   **Max Marks 80**

Note : Attempt any five questions. All questions carry equal marks.

Q.1   Explain the industrial applications of fuzzy logic in brief.

Q.2   What is MIS ? Discuss various activities performed by MIS in any organization.

Q.3   What is the business process reengineering ? Explain the need a for Reeninneening and different steps in implementing BPR in an organization.

Q.4   discuss the Decision making process and explain the role of MIS in decision making.

Q.5   Define information system for strategic advantage. What strategies are useful for improving business qualities and system implementation ?

Q.6   What is meant by system implementation form ? discuss various strategies for installing a newly developed MIS in your organization.

Q.7   Write short notes on – (any two)
(a)   Role of computer in MIS.
(b)   Explain system development life cycle.

Master of Business Administration

Third Semester Main Examination, December 2021

Advertising and Brand Management [MBA304M]

Time: 3:00   **Max Marks 80**

Note : Attempt any five questions.

All question carry equal marks.

Q.1   What do you understand by hierarchy of effects model ?

Q.2   What is brand planning & Brand vision ? Explain.

Q.3   Explain brand equity and methods to maximise it in advertising .

Q.4   Write a short note on DAGMAR.

Q.5   What are various message tactics to enhance impact of advertising? .

Q.6   What do you understand by Brand planning ? Write steps to plan brand for a product.

Q.7   Write about customer behavior and its importance in advertising.

Master of Business Administration
Third Semester Main Examination, December2021
Product Innovation and Planning [MBA304P]

Time: 3:00   **Max Marks 80**

Note : Attempt any five questions.

All question carry equal marks.

Q.1   How product mix strategy is formulated? Explain.

Q.2   Write process of new product development with suitable example.

Q.3   What do you understand by Test marketing? What are alternatives to test marketing.

Q.4   Write about various stock control techniques of inventory.

Q.5   Which factors affect process planning.

Q.6   What is aggregate production planning? Explain with example.

Q.7   Write about various factors affecting scheduling.

Master of Business Administration
Third Semester Main Examination, December-2021
Bank and Insurance Management [MBA305F]

Time: 3:00   **Max Marks 80**

Note : Attempt any five questions.
All question carry equal marks.

Q.1   What do you understand by Risk? Explain the different types of risk with example.

Q.2   Explain the function and process of Asset liability management in banks.

Q.3   Discuss the recent development in the Indian insurance sectors .

Q.4   Explain the concept of Mortality tables and Reinsurance .

Q.5   Write an overview of Banking industry in India.

Q.6   Discuss capital Adequacy norms of banks.

Q.7   What is the significance of Reinsurance.

Master of Business Administration
Third Semester Main Examination, December-2021
Social Psychology [MBA305H]

Time: 3:00   Max Marks 80

Note : Attempt any five questions.
All question carry equal marks.

Q.1   How social psychology came into existence? How it is useful for any connect The spelling .

Q.2   Explain various types of non verbal communication? How it can be used.

Q.3   What is importance of self esteem in employees? How it is helpful for motivation of employees.

Q.4   Explain impact of social influence on work culture in an organization .

Q.5   Why reference and background investigation is required in any organization.

Q.6   What is employment testing? Explain with suitable examples.

Q.7   What is safety psychology? How it is different from safety Management.

Master of Business Administration
Third Semester Main Examination, December-2021
Relational Database Management Systems using ORACLE
[MBA305I]

Time: 3:00   **Max Marks 80**

Note : Attempt any five questions.
            All question carry equal marks.

Q.1   Compare between DBMS and RDMS.

Q.2   Explain the PL/SQL block structure.

Q.3   Explain 12 Cod's rules for DBMS.

Q.4   Describe the concept of normalization process with examples.

Q.5   Explain :
            (a) Data mining

            (b) Data ware housing design

Q.6   What is OLAP database? Explain with details.

Q.7   Write short note on :-
            (a) Weak entity

            (b) Strong entity

            (c) Integration rules

Master of Business Administration
Third Semester Main Examination, December-2021
Sales and Distribution Management [MBA305M]

Time: 3:00 Hrs   Max Marks 80

Note: 1. Attempt any five questions out of seven.
2. All question carry equal marks.

Q.1   Explain the AIDAS. And buying formula the arise of selling.

Q.2   Explain the method of Sales Force Training.

Q.3   Which factors are most Critical in selecting and Distribution channel.

Q.4   How can you motivate your sales force without Monetary Benefits?

Q.5   Explain design of Distribution channels.

Q.6   What is meant by physical Distribution channels.

Q.7   Relate sales for casting and sales budgeting with examples.

Master of Business Administration
Third Semester Main Examination, December-2021
Work Study and Productivity [MBA305P]

Time: 3:00   **Max Marks 80**

Note : Attempt any five questions.
All question carry equal marks.

Q.1   Explain the concept of productivity.

Q.2   Define various Techniques to reduce work content and in effective time.

Q.3   What are Human aspects in application of work study.

Q.4   Write a details note on: classification of movements

Q.5   What is SIMO chart? Explain its uses.

Q.6   What is Analytical Estimation?

Q.7   What do you mean by Time Study.

Master of Business Administration
Third Semester Main Examination, December-2021
Project Management [MBA302C]

Time: 3:00   **Max Marks 80**

Note : Attempt any five questions.
All question carry equal marks.

Q.1   Explain characteristics and types of project management.

Q.2   What is Appropriate Techniques? What factor make technology in appropriate.

Q.3   Explain pure project organization.

Q.4   Short notes on : (a) Project life cycle (b) Project Audit

Q.5   Explain PERT and CPM.

Q.6   Explain in detail social cost benefits analysis.

Q.7   Describe the project selection process along with difference models of analysis for it.