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**3808**

**M.B.A. Examination**

**ORGANISATIONAL EFFECTIVENESS, CHANGE AND  
ORGANISATIONAL DEVELOPMENT**

Paper : 201

Time : Three Hours]

[Max. Marks : { Regular : 60  
ICDEOL : 100

*The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.*

**Note :** Attempt *five* questions, selecting *one* question from each Unit. All questions carry equal marks.

**UNIT-I**

1. What are the special features of change adept organisation ? How does the leaders of such an organisation facilitate the movement of change with their skills.
2. "Change does not occur in vacuum. There are a number of factors operating both within and outside the organisation which cause the change to take place." Discuss the relevance of this statement in the light of forces impacting the organisation.

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[P.T.O.]

## UNIT-II

3. Discuss the methods used to obtain diagnostic information. How can the process of data collection be made more effective ?
4. What is Organisational Stress ? Explain why stress management has come to be concern of organisational development.

## UNIT-III

5. What is an O.D. Intervention ? How does it fit into development process ? What are the key considerations while deciding on an intervention ?
6. Why is Action Research described as a cyclical process of systematic scientific inquiry ? Discuss the steps involved in this process to bring about effective changes in the organisational system.

## UNIT-IV

7. Discuss the value of life and career planning for the organisation. What are the issues involved in career planning and how can these be achieved through the career planning activities ?
8. What are the features of typical learning organisations ? How do these features enhance the capacity to learn in a learning organisation ?

## UNIT-V

9. How does MBO as an OD intervention relate to goal-setting and performance review ? Discuss the steps comprising MBO.
  10. Evaluate process consultation– when should it be used and how does it apply to Organisational Development.
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**3810**

**M.B.A. Examination**

**MANAGEMENT SCIENCE – (ii)**

**Paper : 202**

**(New Syllabus)**

Time : Three Hours]

[Max. Marks : { Regular : 60  
ICDEOL : 100

*The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.*

**Note :** Attempt *one* question from each unit. All questions carry equal marks.

**UNIT-I**

1. (a) Cost function of a commodity is given by

$$c(x) = 6x^2 + 8x + 510,$$

where  $x$  shows the units produced. Find (i) total fixed cost, (ii) variable cost per unit, (iii) total cost of producing 16 units.

(b) If  $f(x) = x^2 + x + 2$  and  $g(x) = 2x^2 - 7$ , verify that  
 $(fg)(2) = f(2)g(2)$ . 7,5(12,8)

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[P.T.O.]

2. (a) Differentiate  $\frac{3x + 2}{(x + 5)(2x^2 + 3x) + 8}$  w.r.t.  $x$ .
- (b) Find the maximum and minimum values of the function  $2x^3 - 21x^2 + 36x - 20$ . 6,6(10,10)

### UNIT-II

3. What are Inequalities ? What is their relevance ? Draw the graph of the solution set of  $x - y \geq 1$ ;  $4x + y \leq 8$  and  $y \leq 0$ . 12(20)

4. (a) Integrate  $\frac{x^2 - x}{\sqrt{x + 1}}$  w.r.t.  $x$ .
- (b) Integrate  $\frac{(\sqrt{x} + \sqrt[3]{x^2})^2}{x}$  w.r.t.  $x$ .

### UNIT-III

5. Explain the characteristics and methodology of OR.
6. Why is model building considered central element in OR methods ? Explain and illustrate analogue and iconic models.

### UNIT-IV

7. Solve the following LPP using Simplex method :
- Maximize  $Z = 30x_1 + 40x_2 + 35x_3$

subject to

$$3x_1 + 4x_2 + 2x_3 \leq 90$$

$$2x_1 + x_2 + 2x_3 \leq 54$$

$$x_1 + 3x_2 + 2x_3 \leq 93$$

$$x_1, x_2, x_3 \geq 0.$$

8. Obtain the optimal solution to the following transportation problem for minimising the total transportation cost :

Plants	Warehouses				Supply
	W <sub>1</sub>	W <sub>2</sub>	W <sub>3</sub>	W <sub>4</sub>	
P <sub>1</sub>	7	3	8	6	60
P <sub>2</sub>	4	2	5	10	100
P <sub>3</sub>	2	6	5	1	40
Demand	20	50	50	80	

### UNIT-V

9. Explain the meaning, assumptions and applications of Game theory. What are its limitations ?
10. Solve the following game :

Player A	Player B			
	B <sub>1</sub>	B <sub>2</sub>	B <sub>3</sub>	B <sub>4</sub>
A <sub>1</sub>	25	27	35	-02
A <sub>2</sub>	20	16	08	08
A <sub>3</sub>	14	12	15	13
A <sub>4</sub>	30	14	19	00

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**3812**

**MBA Examination**

**HUMAN RESOURCE MANAGEMENT**

Paper : 203

(New Syllabus)

Time : Three Hours] [Max. Marks : { Regular : 60  
Pvt./ICDEOL : 100

*The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.*

**Note :** Attempt *five* questions in all, selecting *one* question from each unit. All questions carry equal marks.

**UNIT-I**

1. Define the term 'Human Resource Management'. Describe the evolution of HRM functions over a period of time during the industrial and economic development.

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[P.T.O.

2. What do you understand by Interview ? Mention the types of interview in detail. State the benefits and limitations of interview.

### **UNIT-II**

3. Discuss in detail regarding the various Performance appraisal techniques used in the organisations.
4. State the need for training employees. State the measures used for the evaluation of training effectiveness.

### **UNIT-III**

5. Describe the various methods of Job evaluation.
6. Briefly describe the following terms :
  - (a) Wage determination.
  - (b) Wage differentials.

### **UNIT-IV**

7. Describe the various social security and welfare practices in India.
8. Briefly describe the following terms :
  - (a) Separation techniques.
  - (b) Health and safety measures.



## UNIT-V

9. Explain the importance of Executive development programme in development of employees in International organisations. How does it help in employee behaviour modification ?
  
  10. What are the various sources of recruitment for International organisations ? How do internal sources of recruitment help in effective planning and human retention in an organisation ?
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**3813**

**M.B.A. Examination**

**FINANCIAL MANAGEMENT**

Paper : 204

Time : Three Hours] [Maximum Marks : { Regular : 60  
ICDEOL : 100

*The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/ continuation sheet will be issued.*

**Note :** Attempt *five* questions in all selecting at least *one* question from each unit. All questions carry equal marks.

**UNIT-I**

1. "Wealth maximization objective provides an operationally appropriate decision criterion". Comment.
2. What do you mean by Financial management ? Explain the objectives and functions of Financial management.

**UNIT-II**

3. Explain and illustrate any two modern techniques of capital budgeting along with their advantages and disadvantages.

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4. Define cost of Capital. Explain and illustrate the procedure of calculating the cost of equity and cost of retained earnings.

### **UNIT-III**

5. Define capital structure, financial structure and optimum capital structure. Explain the factors affecting the capital structure of a Business organization.
6. Explain and illustrate the MM Approach to capital structure. What are the limitations of this approach ?

### **UNIT-IV**

7. What is Dividend policy ? Why the stability of dividend policy is preferred by investors ? Discuss the factors influencing the dividend policy of a company.
8. Critically evaluate and compare the Walter's Model and Gordon's Model of dividend policy.

### **UNIT-V**

9. Define Working capital. What factors would into take into consideration in estimating the requirements of a Business organization ?
10. Write a detailed note on analysis and control of working capital. What are the various methods of working capital analysis ?

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**3814**

**M.B.A. Examination**  
**MARKETING MANAGEMENT**  
Paper : 205

Time : Three Hours]      [Maximum Marks : { Regular : 60  
ICDEOL : 100

*The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.*

**Note :** Attempt *five* questions in all, selecting *one* question each from all the units. All questions carry equal marks.

**UNIT-I**

1. "Marketing is no longer the responsibility of a simple department – it is a company wide effort that drives the company's vision, mission and strategic planning". Comment on the statement.
2. How effective is market survey as a tool of marketing research ? Explain with the help of suitable examples.

**UNIT-II**

3. How do consumers make purchasing decisions ? How consumer characteristics influence their buying behaviour ?

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4. Identifying and satisfying the right market segments is often the key to marketing success. Discuss the statement.

### **UNIT-III**

5. A Key to competitive advantage is product differentiation. Do you agree ?
6. What do you mean by :
  - (a) Premium Pricing.
  - (b) Pricing for Rural Markets.

### **UNIT-IV**

7. Comment on the following :
  - (a) Factors involved in Advertising media selection.
  - (b) Measuring advertising effectiveness.
8. What do you mean by Direct marketing and what are the benefits of Direct marketing ?

### **UNIT-V**

9. Why do companies go abroad ? What are the modern day compulsions which guide more companies to launch their products in outside markets ?
10. What steps a company can take to become more environment friendly and green ?

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**3815**

**M.B.A. Examination**

**OPERATIONS MANAGEMENT**

Paper : 206

Time : Three Hours]      [Maximum Marks : { Regular : 60  
ICDEOL : 100

*The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.*

**Note** : Attempt *five* questions in all, selecting *one* question from each unit. All questions carry equal marks.

**UNIT-I**

1. Describe the operations of any service sector company and also describe the functions of Operations Manager in it. How operations of a service company are different from a production company ?
2. Explain various Manufacturing Processes with suitable examples and diagrams.

## UNIT-II

3. (a) What are differences in purchasing activities of Traditional and JIT Purchasing System ?  
(b) What are the different types of costs associated with Inventory management ?
4. What is Value Engineering ? How is it done in medium automobile engineering plant ?

## UNIT-III

5. (a) What is a role of Production Manager in a large mobile manufacturing plant ?  
(b) How the variations in the processes be categorized based on the reasons or sources of such variations ?
6. Name different project scheduling techniques ? What are the pre-assumptions before their use ?

## UNIT-IV

7. What are the different tools and techniques for Quality Control ? Explain their usage with the help of suitable examples.
8. What is acceptance sampling plan ? How does it work ? What factors must be it considered in designing it ? What costs are incurred in using it ?

## UNIT-V

9. What are the various types of plant layouts ? Explain with the help of suitable diagrams.
  
  10. Write notes on the following :
    - (a) Work Study.
    - (b) Method Study.
    - (c) Lead Time.
    - (d) Internal Customer.
    - (e) Productivity vs. Efficiency.
    - (f) Functions of Production Manager.
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**3816**

**M.B.A. Examination**  
**RESEARCH METHODOLOGY**  
Paper : 207  
(Old Syllabus)

Time : Three Hours]      [Maximum Marks : { Regular : 60  
ICDEOL : 100

*The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/ continuation sheet will be issued.*

**Note** : Attempt *five* questions in all, selecting *one* question from each unit. All questions carry equal marks.

**UNIT-I**

1. Explain the steps in Research Process.
2. Differentiate between business research and research in physical sciences. Elaborate the significance of research in decision-making.

## **UNIT-II**

3. Explain the characteristics of exploratory research. Give Examples.
4. Explain the characteristics of descriptive research. Give Examples.

## **UNIT-III**

5. Examine the merits and limitations of the observation method in collecting data. Give examples.
6. Explain few Motivational Research Techniques.

## **UNIT-IV**

7. Explain the following :
  - (a) Hypothesis Testing through Chi-square test.
  - (b) Cluster and Stratified sampling.
8. Explain Probability and Non-Probability sampling. Give Examples.

## **UNIT-V**

9. Explain Discriminant analysis and its suitability of use.
10. Explain Factor loading in factors analysis.

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**3817**

**M.B.A. Examination**

**RESEARCH METHODOLOGY**

Paper : 207

(New Syllabus)

Time : Three Hours]

[Maximum Marks : { Regular : 60  
ICDEOL : 100

*The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/ continuation sheet will be issued.*

**Note :** Attempt *five* questions in all, selecting *one* question from each Unit. All questions carry equal marks.

**UNIT-I**

1. Explain the Research Process.

OR

2. Elaborate the significance of research in decision-making.  
Give examples.

## **UNIT-II**

3. Explain with examples the characteristics of exploratory research.

OR

4. Explain with examples the characteristics of descriptive research.

## **UNIT-III**

5. Explain with examples the limitations of the observation method in Collecting Data.

OR

6. What are the various techniques of Motivational Research ?

## **UNIT-IV**

7. Explain the following :
  - (a) Hypothesis Testing.
  - (b) Stratified Sampling.

OR

8. Explain Non-probability Sampling. Give Examples.

## **UNIT-V**

9. Define Discriminant analysis. Elaborate its utilization.

OR

10. Explain the phenomenon of Factor loading.