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END SEMESTER EXAMINATION, JUNE- 2024

M. B. A. Semester - II

Course Name: Legal Aspects of Business **Course Code: MBA205**

Time allotted: 03 Hours **Max. Marks: 100**

Note: Read all the instructions carefully.

Q.1	**VERY SHORT ANSWER QUESTIONS** – ***Attempt All.***		**(10x2 = 20 Marks)**
a.	What is Indemnity?		CO1
b.	What is standing offer?		CO1
c.	A minor , by misrepresenting his age , borrows some money he .... be sued for the fraud		CO1
d.	What is Pawnor?		CO1
e.	"In a bailment, the transfer of possession of goods from the ___________ (bailor/bailee) to the ___________ (bailor/bailee) is temporary and for a specific purpose, with the understanding that the goods will be returned or disposed of as agreed upon."		CO1
f.	Explain Subsidiary company.		CO2
g.	Explain the partied involved in the contract of indemnity		CO2
h.	Explain Equity Shares		CO2
i.	Explain Specific goods		CO2
j.	Explain government company.		CO2
Q.2	**SHORT ANSWER QUESTIONS** – ***Attempt any Five.***		**(5x4 = 20 Marks)**
a.	"All contracts are agreements, but all agreements are not contracts". Comment.		CO3
b.	State the difference between Sale and Agreement to sell		CO3
c.	Explain the classification of the companies as per the Companies Act, 2013.		CO3
d.	Explain how Article of Association is different from Memorandum of Association		CO3
e.	Explain the differences between the Bailment & Pledge with suitable examples.		CO4
f.	Explain the rights of the unpaid seller		CO4
g.	Define Capacity of parties with its legal provisions.		CO4

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Q.3	STRUCTURED QUESTIONS – *Attempt any Three.* (3x10 = 30 Marks)			
	a.	What do you mean by a company? Explain its characteristics and types with examples.		CO4
	b.	R gives his umbrella to M during raining season to be used for two days during Examinations. M keeps the umbrella for a week. While going to R's house to return the umbrella, M accidently slips and the umbrella is badly damaged. Who bear the loss and why?		CO4
	c.	Explain the legal provisions related to the contract of Indemnity.		CO5
	d.	Explain the term Remedies for breach of a contract with all the legal provisions regarding the same.		CO5

Q.4	Case Analysis/ Situation Based QUESTIONS – *Attempt any Two.* (2x15 = 30 Marks)			
	a.	Explain the different essentials required for a valid contract.		CO4
	b.	What do you mean by termination of agency? Explain different modes of termination of any agency with examples.		CO5
	c.	Explain different types of contract with suitable examples.		CO5

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END SEMESTER EXAMINATION, JUNE- 2024

M. B. A. Semester - II

Course Name: Operations Management | **Course Code: MBA207**

Time allotted: 03 Hours | **Max. Marks: 100**

Note: Read all the instructions carefully.

Q.1	**VERY SHORT ANSWER QUESTIONS –** ***Attempt All.***	**(10x2 = 20 Marks)**
a.	List structural decisions of production and operations.	CO1
b.	Define operations.	CO1
c.	What is "Fixed order Quantity"? Explain with example.	CO1
d.	What do you mean by variety in operations management?	CO1
e.	Explain customization	CO1
f.	What is productivity?	CO1
g.	What is MRP.	CO1
h.	Explain Netting step	CO1
i.	What is formula for flow rate	CO1
j.	What are features of Repetitive Processes	CO1

Q.2	**SHORT ANSWER QUESTIONS –** ***Attempt any Five.***	**(5x4 = 20 Marks)**
a.	The Loan-verification process in the bank consists of three steps. Each step is performed by single employee from the different departments. The step 1 requires 1 hour per loan application to arrange the documents and data entry into the system. The step 2 requires 3 hours per application to register the application and verify the data with database. The step 3 requires 2 hours to prepare the final loan document. If the bank operates for 9 hours a day, determine: **a.** What is the capacity of process in terms of application per day? **b.** Which step is bottleneck step and why?	CO4
b.	Briefly explain the different approaches applied to understand the production and operations concept.	CO1
c.	What are various aggregate planning strategies?	CO3
d.	The machine at Amay Dairy is designed to pack 1,000 bags per hour of 25 mg Buttermilk. The machine operates for 16 hours per day. Due to preventive maintenance and meal breaks the, the machine is idle for 1.5 hours daily. Further, many time it happens that due to delays in materials and quality issues the machine is not running for 1 hours per day. Determine the Design, Effective, and Actual capacities of the machine. Also determine System capacity efficiency and utilization of the machine.	CO3
e.	What are various measures of Capacity? Explain types of capacities for manufacturing firm?	CO2
f.	A store purchases specialized LED strips from a Taiwanese manufacturer. The store operates 5 days per week, 52 weeks per year. Only when it is open for business can orders be received. Management wants to reevaluate its current inventory policy, which calls for order quantities of 540 LED strips. The following data are estimated for the mixer: Average daily demand = 120 units Lead time = 8 days Holding cost = Rs. 10/unit/year Ordering cost = Rs. 250/order Determine Annual demand, EOQ, reorder level, Annual ordering cost, annual carrying cost, and annual total cost. Which is better order quantity 540 units or EOQ.	CO1
g.	Explain steps of New product development.	CO2

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Q.3 **STRUCTURED QUESTIONS –** ***Attempt any Three.*** **(3x10 = 30 Marks)**

a. Manager of ABC limited compiles monthly productivity for board of directors. The data for the April and May months is given in following table: CO4

Month	Output (units)	Labor (Hours)	Material (units)	Electricity (KWH)
April	200,000	160	1500	70
May	250,000	180	1550	73

The labor rate is Rs. 10 per hour. The Material cost is Rs. 50 per unit. The Energy rate is Rs. 55 per KWh. Determine:

- **a.** Labor productivity (units per Rs.) for two months
- **b.** materials productivity (units per Rs.), for two months
- **c.** energy productivity (units per Rs.), for two months
- **d.** multifactor productivity (units per Rs), for two months
- **e.** Depending on the above productivities measures, in which month the company has performed better?

b. What are various manufacturing plant layouts and service layouts? CO3

c. Discuss various objectives of operations management. According to you which objective is most important for organizations like (1) Dominos (home delivery service) (2) Packed food manufacturing? CO2

d. The Rawat Ltd. is considering three locations for building its manufacturing unit. Following table provides cost structure for various location alternatives. CO3

Location Alternatives	**Meerut**	**Dehradun**	**Haldwani**
Fixed cost per year (Rs.) (in thousand)	800	600	300
Variable cost per unit (Rs.)	1.5	2.5	4

i. Determine total cost equation for each location alternatives.
ii. Plot total cost line on Cost-Volume graph considering maximum production volume of 200 units (in thousand).
iii. Determine low-cost production volume range for each location alternative.

Q.4 **Case Analysis/ Situation Based QUESTIONS –** ***Attempt any Two.*** **(2x15 = 30 Marks)**

a XYZ Inc. is planning to meet the demand of Product A. The product A requires 3 units of B, 2 units of item C and 1 unit of item D. Product B requires 1 unit of item C and 4 unit of item D. The demand for item A is given as follows: CO5

Item	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**
A						100	200	

Inventory details of items are as follows:

Item	**A**	**B**	**C**	**D**
Lot Size	L4L	L4L	L4L	FOQ = 1000
Lead Time	1	2	1	2
Scheduled Receipt	None	200 in Week 1	None	1000 in week 1
Beginning inventory	10	0	500	500

- Prepare Bill of Material for product A
- Prepare MRP table for product A
- Depending on the order releases of product A, prepare MRP table for item B, C and D
- Prepare planned order release table for all the product.

b You are planning to locate your New Food Processing factory what are the factors you will consider while choosing the right facility location. CO6

c The Uniyal Ltd. makes packed pizza on order. Its bakery facility has a work cell dedicated to making pizzas. The Demand for the pizza is 200 units per day. Single 8-hour shift is operated per day. The tasks, times, and predecessor relationships are as follows: CO6

Activity	Predecessor	Duration (minute)
A	None	2
B	A	1
C	B	2
D	C	0.75
E	C	1
F	D, E	1.5
G	F	0.5

- **a.** Draw Network representation diagram of assembly line
- **b.** Determine cycle time and number of workstation required
- **c.** Determine assignment of tasks to workstations
- **d.** Determine efficiency of assigned workstations

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END SEMESTER EXAMINATION, JUNE- 2024

M. B. A. Semester - II

Course Name: Financial Management **Course Code: MBA204**

Time allotted: 03 Hours **Max. Marks: 100**

Note: Read all the instructions carefully.

Q.1	**VERY SHORT ANSWER QUESTIONS** – ***Attempt All.***		**(10x2 = 20 Marks)**
	a.	What is combined leverage?	CO1
	b.	What are the theories of capital structure?	CO1
	c.	Discuss the advantages of raising funds by issue of equity shares.	CO1
	d.	What is the significance of corporate financial structure?	CO1
	e.	Define dividend policy.	CO1
	f.	What are the forms of dividend?	CO2
	g.	Explain the concept of cost of capital.	CO2
	h.	Explain any two long term sources of finance.	CO2
	i.	Explain the concept of working capital.	CO2
	j.	What are unlevered company?	CO2
Q.2	**SHORT ANSWER QUESTIONS** – ***Attempt any Five.***		**(5x4 = 20 Marks)**
	a.	What is the role of debt-equity ratio in capital structure planning?	CO3,4
	b.	Explain briefly the factors which are to be taken into consideration while planning the working capital requirement of a firm.	CO3,4
	c.	Explain the meaning of undercapitalization.	CO3,4
	d.	Explain the meaning of indifference point	CO3,4
	e.	How does financial leverage affect a company's risk and return?	CO3,4
	f.	What is the relevance theory of dividend policy?	CO3,4
	g.	Define capital rationing.	CO3,4
Q.3	**STRUCTURED QUESTIONS** – ***Attempt any Three.***		**(3x10= 30 Marks)**
	a.	*Financial Management* is something more than an art of *Accounting* and *Bookkeeping*". Explain with suitable illustrations. Describe the three broad areas of financial decision making.	CO4,5
	b.	What re the essential factors determining *Capital Structure*? Discuss the role of Debt-Equity Ratio in *Capital Structure Planning* using imaginary figures.	CO4,5
	c.	A company produces and sells 10000 shirts. The selling price per shirt is Rs.500 variable cost is Rs.200 per shirt and fixed cost is Rs.2500000. i. Calculate operating leverage. If sales are up by 10%, then compute the impact on EBIT.	CO4,5
	d.	Explain the Walter's approach for corporate dividend policy. What are the basic assumptions?	CO4,5

Q.4	Case Analysis/ Situation Based QUESTIONS – *Attempt any Two.*	(2x15 = 30 Marks)

a A choice is to be made between two competing projects which require an equal investment of Rs.50000 and expected to generate net cash flows as under: (CO3,5)

year	Project I	Project II
1	25000	10000
2	15000	12000
3	10000	18000
4	0	25000
5	12000	8000
6	6000	4000

The cost of capital of the company is 10% per annum.
Calculate NPV and which project proposal should be chosen and why?

b XYZ Ltd. has given the following particulars. You are required to prepare a cash budget for three months ending 31st December 2009. (CO4)

Months	Sales	Materials	Wages	Overheads
August	40000	20400	7600	3800
September	42000	20000	7600	4200
October	46000	19600	8000	4600
November	50000	20000	84000	4800
December	60000	21600	9000	5000

Credit terms are:
(a) Sales/Debtors - 10% sales are on cash basis. 50% of the credit sales are collected next month and the balance in the following months.
Creditors - Materials 2 months, Wages 1/2 month, Overheads 1/2 month.
(b) Cash balance on 1st October, 2009 is expected to be Rs. 8,000.
(c) A machinery will be installed in August, 2009 at a cost of Rs. 1,00,000. The monthly installment of Rs. 5,000 is payable from October onwards.
(d) Dividend at 10% on preference share capital of Rs. 3,00,000 will be paid on 1st December, 2009.
(e) Advance to be received for sale of vehicle Rs. 20,000 in December.
(f) Income-tax (advance) to be paid in December Rs. 5,000.

c A company needs Rs. 31,25,000 for the construction of new plant. The following three plans are feasible: (CO5,6)

- **i)** The company may issue 3, 12,500 equity shares of Rs 10 each.
- **ii)** The company may issue 1,56,250 equity shares of Rs10 each and 15,625 *debentures* of Rs. 100 each bearing a 8% rate of *interest.*
- **iii)**The company may issue 1,56,250 equity shares of Rs10 each and 15,625 *preference share* of Rs. 100 each bearing a 8% rate of *dividend.*

If EBIT are Rs 2, 50,000, Rs 3,75,000 and Rs, 6,25,000, compute the EPS under each financial plans. *Corporate Tax Rate* being 40%. Also prepare the income statement for each level of EBIT.

Determine the *financial indifference points* between Plan 1 & Plan 2 and Plan1 &Plan 3

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END SEMESTER EXAMINATION, JUNE- 2024

M. B. A. Semester - II

Course Name: International Business **Course Code: MBA208**

Time allotted: 03 Hours **Max. Marks: 100**

Note: Read all the instructions carefully.

Q.1	**VERY SHORT ANSWER QUESTIONS –** ***Attempt All.***	**(10x2 = 20 Marks)**
a.	What is one of the primary drivers of globalization? a) Protectionist trade policies b) Technological advancements c) Nationalization of industries d) Limited access to international markets	CO1
b.	Why is international business important for multinational corporations? a) It allows them to avoid competition b) It provides opportunities for diversification and growth c) It limits their exposure to global markets d) It reduces their need for innovation	CO1
c.	Which statement best reflects the relationship between international business and economic development? a) International business can hinder economic development by limiting domestic production. b) International business fosters economic development by creating employment opportunities and facilitating technology transfer. c) Economic development is independent of international business activities. d) International business primarily benefits developed countries and has little impact on developing nations.	CO1
d.	When a company sells its products to customers in foreign markets without establishing a physical presence in those markets, it is engaging in: a) Licensing b) Exporting c) Joint venture d) Direct investment	CO1
e.	Which mode of international entry involves partnering with a local company in a foreign market to share ownership and control? a) Exporting b) Licensing c) Franchising d) Joint venture	CO1
f.	What is a key advantage of joint ventures as a mode of international entry? a) Full control over operations b) Limited risk exposure c) Low initial investment d) Limited access to local expertise	CO1
g.	Define horizontal FDI.	CO2
h.	Mention any two social factors affecting International Business.	CO2
i.	Explain the essential conditions for globalization of business.	CO2
j.	Differentiate franchising and licensing.	CO2

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Q.2	SHORT ANSWER QUESTIONS – *Attempt any Five.*	(5x4 = 20 Ma
a.	Explain how international business is different from Domestic Business.	CO2
b.	Discuss the demographic factors which a firm legal should study while entering a foreign market.	CO2
c.	Compare and contrast between green field investment and acquisition as modes of international entry.	CO2
d.	Why is it necessary to study the political- environment in international business?	CO3
e.	Mention the different levels of regional integration with suitable examples.	CO3
f.	Elaborate upon the role of WTO in promoting international business	CO3
g.	Differentiate between exporting and franchising giving suitable examples.	CO3

Q.3	STRUCTURED QUESTIONS – *Attempt any Three.*	(3x10 = 30 Marks
a.	Differentiate between trade creation and trade diversion and analyze the role of regional economic integration in trade creation	CO3
b.	Analyse the different ways a company can adopt to make an entry into the international market. Give suitable examples.	CO3
c.	Explain the concept of FDI discuss the various forms of FDI.	CO4
d.	Critically analyze the role of regional economic integration in international business.	CO4

Q.4	Case Analysis/ Situation Based QUESTIONS – *Attempt any Two.*	(2x15 = 30 Marks
a	**Read the following case-let and answer the questions that follow:** Two-wheeler major to sharpen focus on premium bikes, revamp product portfolio India's largest two-wheeler maker Hero Moto Corp has formulated a two-pronged strategy to grow its international presence and volumes in the coming years. This comes at a time when two-wheeler exports from India have been registering a significant growth due to the growing acceptance of India-made two-wheelers across geographies. "With our new strategy called R4 (Revitalize, Recalibrate, Revive and Revolutionize), the focus on our Global Business is very clear. Hero Moto Corp continues to invest in the development of new products for our international markets and we are determined to expand our global footprint. Our goal is to develop new markets and strengthen our market share in the existing ones by delivering superior products and enhanced customer experiences," said Pawan Munjal, Chairman of the company, in the company's latest annual report. The company aims to strengthen its focus on the premium motorcycles and scooters segment in Bangladesh, Nepal and Latin America, while In the African markets it is revamping its product portfolio, growing the network and establishing its brand presence. Hero Moto Corp ended FY21 with its highest-ever exports in any single month. The company exported 1,91,609 units in FY21, an increase of 7.5% over FY20 despite the impact of Covid-19. The company terms its entry into Mexico, a key motorbike and scooter market, as a significant milestone in its global journey. With the Mexico entry, Hero Moto Corp's global footprint reached 41 markets outside India. "With Grupo Salinas as our partner, this has enabled us to form one of the largest retail sales channels in the country. Our expectation is that Mexico will become a key international market for us in the foreseeable future," he said. The company has also appointed new distributor partners in Honduras and Nicaragua, while it has introduced a new product called Hunter in Nigeria. "The initial results are extremely promising, and we expect to gain significant market share in Nigeria," added Munjal.	CO5

During this fiscal, Hero Moto Corp plans a big push across key markets –Nigeria, Kenya, and Uganda in Africa – with a revamped product line up, network expansion and sales promotions activities. It will also scale up market share in Colombia, Guatemala and Peru through network expansion, investments

(i) Analyse the international strategy of Hero Moto Corp. **(08)**

(ii) Discuss reasons for the success of Hero Moto Corp **(07)**

b Tesla first expanded into international markets in 2009, one year after the launch of their first car, by opening a showroom in London in June 2009 and a store in Munich in September 2009. Today, Tesla has stores and galleries in 32 countries, as well as service centers in 35 countries. Tesla employs a strategy of direct selling. All stores and service centers worldwide are directly owned by the company, which stands in stark contrast to the traditional franchise dealership model automotive companies normally use. The company states that they follow this approach to have a better service coverage, to inform customers better about the cars, and because existing franchise dealers have a conflict of interest between selling gasoline-powered and electric cars. On an international level, the strategy of Tesla is a transnational one. This means they are present in a number of different countries and benefit from Tesla's global structure but can adapt the product and sales approach to local requirements. Tesla cars were originally only produced in their factory in Fremont, California. As previously mentioned, to achieve a high level of vertical integration and cost savings, almost all steps of the production process are located there. CO5

At the end of 2012 Tesla opened its European distribution center in Tilburg in the Netherlands, where final assembly and distribution of vehicles for the European market takes place. However, production would still fully stay in the United States for a few years. In 2016 Tesla started production of their power packs at Tesla Giga Nevada (Gig factory 1). The next production plant, Tesla Giga New York (Gigafactory 2), started producing solar panels for their subsidiary Solar City in 2017.

The first step into production in foreign countries happened in 2019, when Tesla started production at Tesla Giga Shanghai (Gigafactory 3). While for now only final assembly is done at the factory in Shanghai, by 2021 full production of cars will begin, especially for the growing Chinese market. In order to better cover the European market, a fourth Gig factory, Tesla Gig factory Berlin-Brandenburg is currently being constructed in Grünheide, Germany. Production should start in late 2021. This way, Tesla is continuing its approach of retaining almost complete control over the production process, by having designated, fully owned factories in the two markets they currently have the strongest presence in (aside from the US), Europe and China. In addition to the US, Europe and China Tesla is currently present in the Middle East.

In 2017, CEO Elon Musk announced that they would be expanding into the region, starting with Dubai in the United Arab Emirates. The reasoning behind this was that the UAE, despite its wealth coming mostly from oil, has announced it will heavily invest into green technologies in the next years.

Tesla's international expansion is a fascinating business case, as seldom a company manages to retain as much control over their operations and vertical integration while internationalizing effectively.

i. Discuss the international strategy of TESLA **(08)**

ii. Explain the factors responsible for the success of TESLA. **(07)**

c Differentiate between domestic and international business and elaborate upon the role of international business in promoting globalization. **(15)** CO5

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END SEMESTER EXAMINATION, JUNE- 2024

M. B. A. Semester - II

Course Name: Human Resource Management **Course Code: MBA206**

Time allotted: 03 Hours **Max. Marks: 100**

Note: Read all the instructions carefully.

Q.1 VERY SHORT ANSWER QUESTIONS – *Attempt All.* **(10x2 = 20 Marks)** **CO**

a.	What does Green HRM aim to address?	1
b.	What is job shadowing?	1
c.	Define apprenticeship.	1
d.	List one source of recruitment.	1
e.	What is the basis for promotion in most organizations?	1
f.	Describe the benefits of Human Resource Planning.	2
g.	How does workforce diversity benefit an organization?	2
h.	What is e-learning?	2
i.	What is career development?	2
j.	Define internal recruitment.	2

Q.2 SHORT ANSWER QUESTIONS – *Attempt any Five.* **(5x4 = 20 Marks)** **CO**

a.	What are selection errors? Explain any one type of selection error.	3
b.	What is mentoring? Describe one benefit it offers to mentors and mentees.	3
c.	What is Promotion? Describe one criterion used for making promotion decisions.	3
d.	Explain the role of simulations in training. How do they differ from traditional training methods?	3
e.	What is job rotation? Explain how it can enhance employee skills.	4
f.	Discuss the criteria used for wage fixation. How do these criteria ensure fairness?	4
g.	What are the best global practices in executive compensation? Describe one practice.	4

Q.3 STRUCTURED QUESTIONS – *Attempt any Three.* **(3x10 = 30 Marks)** **CO**

a.	What does Strategic Human Resource Management involve? Explain its significance in linking HR practices with an organization's strategic goals.	4
b.	Define Recruitment. Explain the internal and external sources of recruitment, highlighting their advantages and limitations.	4
c.	Define Diversity Training. Explain its importance in modern organizations and describe key elements that should be included in an effective diversity training program.	5
d.	Explain the Management by Objectives (MBO) approach to performance appraisal. Discuss how it aligns employee objectives with organizational goals and the benefits of this alignment.	5

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Q.4 CASE ANALYSIS/ SITUATION BASED – *Attempt any Two.*	(2x15 = 30 Marks)	CO
a. Discuss how Job Analysis and Job Design contribute to organizational efficiency and employee satisfaction in a high-tech industry. Emphasize the role of HR in aligning these processes with broader business strategies to enhance productivity.		5
b. Explain the distinction between training and development. How can an organization effectively use both to enhance employee skills and prepare for future leadership roles? Highlight the role of HR in conducting training needs assessment to tailor programs that meet both immediate and long-term organizational goals.		6
c. Vertex Pharmaceuticals, aiming to enhance its global competitiveness, plans to overhaul its training and development framework to address gaps in employee competencies and leadership readiness. How should Vertex Pharmaceuticals approach the redesign of its training programs to ensure they are effective across different cultural contexts? Discuss the necessary steps, potential hurdles in evaluating the effectiveness of such diverse training programs, and strategic solutions, highlighting HR's role in managing these initiatives.		6

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END SEMESTER EXAMINATION, JUNE- 2024

M. B. A. Semester - II

Course Name: Management Information Systems **Course Code: MBA202**

Time allotted: 03 Hours **Max. Marks: 100**

Note: Read all the instructions carefully.

Q.1	**VERY SHORT ANSWER QUESTIONS** – *Attempt All.*	**(2x10 = 20 Marks)**	
a.	What is the role of information in MIS?		(CO1)
b.	What is predictive information?		(CO1)
c.	Define empirical system.		(CO1)
d.	Define iterative model.		(CO1)
e.	Explain non programmed decisions.		(CO1)
f.	List five examples of ERP software.		(CO4)
g.	Define OSS. Give examples.		(CO3)
h.	What are computer virus and worm ?		(CO4)
i.	What is the significance of MIS in decision support?		(CO2)
j.	Name a key component of MIS infrastructure.		(CO1)
Q.2	**SHORT ANSWER QUESTIONS** – *Attempt any Five.*	**(4x5 = 20 Marks)**	
a.	Describe ITES services. Explain various services which come under ITES.		(CO1)
b.	Critically evaluate the information needs of people working at various levels in the organization. Why in different levels of organizational hierarchy information needs varies.		(CO3)
c.	Determine the ethical behaviours expected from employees while using digital resources in the organization.		(CO5)
d.	Analyze the significance of ERP adoption for any business organization. Determine the challenges in ERP implementation for organizations.		(CO3)
e.	Explain diagnostic information. How marketing managers use such information in their functioning.		(CO1)
f.	Construct a suitable waterfall model. Explain each phase of water fall model.		(CO3)
g.	List five examples of ERP software. Describe usage of each mentioned software.		(CO4)
Q.3	**STRUCTURED QUESTIONS** – *Attempt any Three.*	**(3x10 = 30 Marks)**	
a.	Determine the various types of computer security threats. Suggest the remedies to tackle such threats.		(CO6)
b.	Describe information. Explain the various categories of information system.		(CO2)
c.	Evaluate the different software testing techniques. Suggest the purpose of using multiple testing techniques rather single.		(CO3)
d.	Create a RAD/spiral model of system development. Explain its each phase in detail.		(CO2)
Q.4	**Case Analysis/ Situation Based QUESTIONS** – *Attempt any Two.*	**(2*15 = 30 Marks)**	
a.	**Information System in Restaurant** A waiter takes an order at a table, and then enters it online via one of the six terminals located in the restaurant dining room. The order is routed to a printer in the appropriate preparation area: the cold item printer if it is a salad, the hot-item printer if it is a hot sandwich or the bar printer if it is a drink. A customer's meal check-listing (bill) the items ordered and the respective prices are automatically generated. This ordering system eliminates the old three-carbon-copy guest check system as well as any problems caused by a waiter's handwriting. When the kitchen runs out of a food item, the cooks send out an 'out of stock' message, which will be displayed on the dining room terminals when waiters try to order that item. This gives the waiters faster feedback, enabling them to give better service to the customers. Other system features aid management in		(CO3)

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the planning and control of their restaurant business. The system provides up-to-the-minute information on the food items ordered and breaks out percentages showing sales of each item versus total sales. This helps management plan menus according to customers' tastes. The system also compares the weekly sales totals versus food costs, allowing planning for tighter cost controls. In addition, whenever an order is voided, the reasons for the void are keyed in. This may help later in management decisions, especially if the voids consistently related to food or service. Acceptance of the system by the users is exceptionally high since the waiters and waitresses were involved in the selection and design process. All potential users were asked to give their impressions and ideas about the various systems available before one was chosen.

Questions:

I. In the light of the system, describe the decisions to be made in the area of strategic planning, managerial control and operational control? What information would you require to make such decisions?

II. What would make the system a more complete MIS rather than just doing transaction processing?

III. Explain the probable effects that making the system more formal would have on the customers and the management.

b. **Hospital Information System**

Molecular biology is one of two technologies that will shape how medicine will be practiced for future time (generation). Now-a-days, we diagnose on the basis of present symptoms which require immediate control & attention but future doctors will be able to spot the signs of any disease years before the disease actually occurs. But at the same time information is another important factor which will effect on healthcare.

Because of the vital importance & roll of information on healthcare, the number of healthcare websites in every country is increasing. In America, out of 90 mn. people with access to web more than two-third (majority) are reported to have used into it to search the health information, and as a result doctor-patient relationship has been turned upside-down. Because of the patient activism, which started in 1980 and with the help of the Internet, the role of doctors has been changing. With the help of Internet, the patients can form small groups and exchange their ideas, opinions, experience and can demand from society, doctors & pharma companies and can make independent decisions. This empowerment of consumers is one of the great benefits of electronic connectivity. As a result, patients will no longer accept medical paternalism, incompetence and arrogance and will become much more forceful about taking decisions related to their own care.

In India also because of the electronic technology break-thorough patients may demand drugs available in US. That would put pressure on Government to change their decisions on certain issues like raising the pharma budgets or allowing the patients to buy the drugs privately.

Now doctors also predict that patients will also be aware rebellion about extravagant and alarming variations in treatment procedures and will raise their voice. Doctors can't ignore & avoid the best clinical practice for treatment and rather they will forcefully have to make it standardized treatment procedure. Doctors of 2024 will have less excuses to deviate from standards, will be well equipped with latest, more sophisticated & reliable diagnostic information, data about a patient's genetic make-up and access to online guidelines & suggestions of best clinical practices, and even physician's-decision support software's will tell them what to do.

Questions:

1. How the use & application of computers in medical science & research can improve the standard in medical research?
2. What is the importance of databases in modern medical research?
3. How different managers in the hospital management hierarchy will use the information for their own different purposes?

(CO6)

c. Explain the problem identification process in software development. Determine the various technique used for problem identification (CO3)

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END SEMESTER EXAMINATION, JUNE- 2024

M. B. A. Semester - II

Course Name: Business Research **Course Code: MBA201**

Time allotted: 03 Hours **Max. Marks: 100**

Note: Read all the instructions carefully.

Q.1		**VERY SHORT ANSWER QUESTIONS – *Attempt All.***	**(2x10 = 20 Marks)**
	a.	Define correlation?	(CO1)
	b.	Differentiate between Experimental and Control Groups.	(CO1)
	c.	Explain the nature and functions of a hypothesis in a research process.	(CO1)
	d.	Define type I and type II error in research.	(CO1)
	e.	Differentiate between descriptive vs. experimental research.	(CO1)
	f.	Give the sources of research problem. How a problem is identified?	(CO1)
	g.	Give types of hypothesis with examples.	(CO1)
	h.	What is the meaning of measurement in research?	(CO1)
	i.	Define the term 'Research'. Enumerate the characteristics of research.	(CO2)
	j.	What is sampling error?	(CO1)

Q.2		**SHORT ANSWER QUESTIONS – *Attempt any Five.***	**(4x5 = 20 Marks)**
	a.	Explain various steps and considerations involved in questionnaire design.	(CO3)
	b.	What is research design? What are the essentials of good research design?	(CO2)
	c.	How to design a research questionnaire in research?	(CO2)
	d.	Why probability sampling is generally preferred in comparison to non-probability sampling?	(CO2)
	e.	What is the significance of Review of Literature in research? List the points to be kept in mind while carrying out literature reviews.	(CO1)
	f.	What is business research? Discuss main features of business research and its application in decision making.	(CO2)
	g.	What difference does it make whether we measure in terms of a nominal, ordinal, interval or ratio scale? Explain giving examples.	(CO2)

Q.3		**STRUCTURED QUESTIONS – *Attempt any Three.***	**(3x10 = 30 Marks)**
	a.	What do you understand by research report or thesis? Indicate the general format of research report and mention its specific category of each major Section of report.	(CO3)
	b.	Discuss research process in details.	(CO3)
	c.	Define Sampling. Explain various techniques of sampling.	(CO3)
	d.	Explain the different types of research design.	(CO4)

P.T.O./-

Q.4	Case Analysis/ Situation Based QUESTIONS – *Attempt any Two.*	(2x15 = 30 Marks)
a.	A marketing manager wants an attractive packing for brand of toothpaste. The research advisor is suggesting a research using and experimental research design, the marketing manager wonders whether a research is required for this, and if so, is an experimental research design suitable for this purpose. Questions: (a) How would you advice the marketing manager?	(CO5)
b.	Are the following nominal, ordinal, interval or ratio data? Explain your answers. (a) Temperatures measured on the Kelvin scale. (b) Military ranks. (c) Social security numbers. (d) Number of passengers on buses from Delhi to Mumbai. (e) Code numbers given to the religion of persons attempting suicide.	(CO4)
c.	Ashok Leyland, a major manufacturer of Trucks and Buses, has decided to make a foray into small passenger transport vehicles. Their product development team has developed an MUV (Multi Utility Vehicle) with 7 seats and 8 seats configuration. They found that MUVs like Toyota Innova, GM Tavera and many more other models from Mahindra and Tata Motors are doing good business in India. The company outsourced the research to find out the market potential for MUV in India to Market Research Group (MRG). MRG conducted sample market studies in Salem in Tamilnadu and Gorakhpur in Uttar Pradesh. They submitted a market potential report to Ashok Leyland, which suggested that there is good potential in the market for MUV. Based on the research report, the company launched the MUV Stile with technological collaboration with Nissan India Ltd. This product is similar to Nissan Evalia. In May 2015 Ashok Leyland took a decision to withdraw Stile due to weak sales. Questions: a) Was the research done by MRG scientific? b) What were the limitations in the research methodology? c) What could have been appropriate research method?	(CO5)

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