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FACULTY OF BUSINESS MANAGEMENT  
MBA III – SEMESTER REGULAR EXAMINATIONS, MAR- 2023

**OPERATIONS RESEARCH**

**PAPER – III**

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Write Business Applications of OR.
2. State the General Linear Programming Problem.
3. Write the steps for North-West corner method.
4. Explain Assignment Problem.
5. What is Single Channel Queuing model?

Section – B

(5x8=40)

Answer the following questions in not more than **FOUR** pages each:

6. a) Express LPP Formulation. State any three of its applications.

(OR)

- b) Solve the following LPP by the Graphical Method.

$$\text{Max } Z = 90x_1 + 50x_2$$

$$\text{subject to } 5x_1 + 2x_2 \leq 1000$$

$$3x_1 + 2x_2 \leq 900$$

$$x_1 + 2x_2 \leq 500$$

$$\text{and } x_1, x_2 \geq 0$$

7. a) Solve the following LPP by using Simplex Method.

$$\text{Max } Z = 4x_1 + 10x_2$$

$$\text{subject to } 2x_1 + x_2 \leq 50,$$

$$2x_1 + 5x_2 \leq 100,$$

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

$$\text{and } x_1, x_2 \geq 0$$

(OR)

- b) Discuss Degeneracy? What are the steps to resolve Degeneracy?

8. a) Find an Initial Basic Feasible Solution to the Transportation Problem by LCM.

	I	II	III	IV	Supply
1	45	64	56	58	140
2	48	55	53	60	260
3	52	65	60	62	360
4	50	60	55	61	220
Demand	200	320	250	210	

(OR)

- b) Write the procedure for optimality test using Modi method.

9. a) Discuss formulation of the assignment problem. Explain the different between the transportation problem and an assignment problem.

(OR)

b) Define Simulation? Explain process and applications of Simulation in different management problems.

10. a) What is Queue? Briefly explain the important characteristics of Queuing System?

(OR)

b) Write short notes on

(i) Kendal's Notations.

(ii) Exponential Service rate.

Section – C (Compulsory)

(1x10=10)

There are three factories A, B and C which supply goods to four dealers  $D_1$ ,  $D_2$ ,  $D_3$  and  $D_4$ . The production Capacities of these factories are 1000,700 and 900 units per month respectively. The requirements from the dealers are 900,800,500 and 400 units per month respectively. The per unit return (excluding transportation cost) are Rs.8, Rs.7, and Rs.9 at the three factories. The following table gives the unit transportation costs from the factories to the dealers.

	$D_1$	$D_2$	$D_3$	$D_4$
A	2	2	2	4
B	3	5	3	2
C	4	3	2	1

Determine the Optimum solution to maximise the total returns.

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FACULTY OF BUSINESS MANAGEMENT  
MBA III – SEMESTER REGULAR EXAMINATIONS, MAR- 2023  
OPERATIONS MANAGEMENT  
PAPER – I

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than ONE page each:

1. What is the role of operations management in decision making?
2. State the objectives of scheduling and routing.
3. What is quality control? What are its objectives and benefits?
4. Define the term 'work study' and state its objectives.
5. Outline the objectives of material management.

Section – B

(5x8=40)

Answer the following questions in not more than FOUR pages each:

6. a) Define the term process planning. Distinguish between process design and operations design.

(OR)

- b) Explain the classification of production system based on quantity of production.

7. a) "PPC being a service function, it is not possible to measure its effectiveness" Comment.

(OR)

- b) What are the types of replacement policies? Discuss equipment replacement policy.

8. a) What is statistical quality control? What are its advantages?

(OR)

- b) Discuss the steps in constructing control charts and variable charts.

9. a) Why do Time-Study analysts break jobs into elements? Define actual time, normal time, standard time.

(OR)

- b) Define work measurement. What are the benefits? Explain the steps in work measurement.

10. a) How is stock verification conducted? Explain stores layout system.

(OR)

- b) Define the terms Stores, Storage. Bring out the functions of store keeping.

Section – C (Compulsory)

(1x10=10)

Samples of 4 each were taken for study. Draw a control chart for Mean ( $A_2=0.73$  for sample size 4)

Sample No.	Measurement in mm
1	20,22,25,24
2	18,23,20,26
3	24,25,22,20
4	23,21,26,24
5	24,25,24,21

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**FACULTY OF BUSINESS MANAGEMENT**  
**MBA III – SEMESTER REGULAR EXAMINATIONS, MAR- 2023**  
**STRATEGIC MANAGEMENT**  
**PAPER – IV**

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Responsibilities of strategist.
2. Need of Value Chain analysis.
3. What are Horizontal Strategies?
4. Significance of Turnaround Strategy.
5. What do you mean by Bench Marking?

Section – B

(5x8=40)

Answer the following questions in not more than **FOUR** pages each:

6. a) Explain the distinction between Vision statement and Mission statement.  
(OR)  
b) Discuss in detail the factors that shape Company's Strategy.
7. a) Discuss the components of external environment.  
(OR)  
b) What is industry analysis? Explain the demographic factors that influence the business.
8. a) What is a Merger? Explain the circumstances under which the mergers are appropriate.  
(OR)  
b) What is BCG's Growth Share Matrix? Explain how the portfolio matrix is helpful in strategy formulation.
9. a) Discuss broad classification of industries.  
(OR)  
b) Elucidate the process of strategy formulation.
10. a) Describe various phases involved in Strategy Implementation.  
(OR)  
b) What is strategic control? Elucidate the actions that are needed to implement strategic control successfully.

SECTION – C

(1x10=10)

CASE STUDY

In a market dominated by behemoths like SAIL, and TISCO, finding a niche is of crucial importance for a small player. What could a Lloyds do with a merger annual capacity of making six lakh tones of HR coils while SAIL sold over 2500 lakh tones in the same time? Should Lloyds follow the market leader or adopt its own unique approach to its business strategy? It is in the context of such questions that Lloyds' attention came to rest on the manufacturing process.

Almost all steel producers adopt the blast furnace technology. In this, the process starts with a clear differentiation among the ultimate products to be manufactured. So, manufacturing batch size has to be large enough to take up customized orders. The raw material, iron ore, has to pass through several complex stages of manufacturing. Lloyds looked for an alternative technology that could suit its requirements.

The solution lay in the Electric Arc Furnace technology where the unique feature was that initial manufacturing stages need not differentiate among different products. Such a differentiation came at a much later stage. Translated into a business proposition, what it meant was that Lloyds could operate with a much smaller batch size of, say 100 tones and deliver quickly. For instance, a 1,000-tonnes small order of specialized product custom-made to buyer's specification could be delivered in as little as 15 days. Such a quick delivery schedule would not be possible for a large, integrated steel manufacturer. In this manner, analogous to small gunboats that could effectively torpedo a large, slow-moving ship, Lloyds carve out a niche in the highly competitive steel market.

**Questions:**

Comment on the nature of the business strategy of Lloyds. What are the conditions in which such a strategy would succeed?

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FACULTY OF BUSINESS MANAGEMENT  
MBA III – SEMESTER REGULAR EXAMINATIONS, MAR- 2023  
**ORGANISATIONAL BEHAVIOUR**  
PAPER – II

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Define organizational behavior. What is the need for studying OB?
2. What is personality? What are its major determinants?
3. Explain relationship between group's cohesiveness and productivity
4. Write notes on verbal communication
5. What are the major external and internal forces for change in organization?

Section – B

(5x8=40)

Answer the following questions in not more than **FOUR** pages each:

6. a) Discuss various approaches to studying and understanding organizational behaviour  
(OR)  
b) What kind of characteristics is important in selecting an individual for an overseas assignment?
7. a) Describe type A and type B behaviour patterns.  
(OR)  
b) "People's responses are always based on their perception" - Examine.
8. a) What are the basic types groups in organization? Which type of group do you think is most significant and why?  
(OR)  
b) Discuss advantages and disadvantages of teams.
9. a) Define communication. Distinguish between oral and written communication  
(OR)  
b) Outline the basic theory of managerial grid. Do you advocate grid training for modern manager?
10. a) "Resistance to change is a normal part of the process of change" -Discuss.  
(OR)  
b) Bring out the impact of stress on performance and satisfaction of employees.

Section – C (Compulsory)

(1x10=10)

Mahindra & Co., is the third largest automobile manufacturing in India. It also has a Marine division that manufactures engines for a variety of industrial applications. In recent years, this division has been going downhill and is under tremendous pressure to increase sales and profits. An outside consultant was hired who initiated a close scrutiny of the division's operations and made the following observations:

1. The division had no mechanism for identifying target customers. Feedback from sales people was not being utilized
2. Management was in a pure hierarchical order and all direction came from the top rather than through participation of different subordinates throughout the organization.

3. Senior management had little understanding of promotion and its use.

The consultant concluded that the major weakness in the company was lack of or poor communication. He advised greater participation in the communication process at all levels in the organization. The result was that feedback was solicited from dealers and distributors and based on such feedback a well-defined and well-structured marketing programme was developed. The communication among sales, planning, production, information technology and advertising units increased.

The attention to communication problems resulted in a new mood of optimism because everyone in the organization felt the importance of participation in the decision-making process. Everyone felt that his views were sufficiently important to be solicited and this resulted in improved motivation. The sales increased, profits increased and product availability was better than ever. It was noted that better communication was the key to organizational success.

**Question:**

1. Do you think communication was the only problem? In your opinion what could be any other problem that existed?

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FACULTY OF BUSINESS MANAGEMENT  
MBA III – SEMESTER REGULAR EXAMINATIONS, MAR-2023  
SECURITIES ANALYSIS AND PORTFOLIO MANAGEMENT  
PAPER – V (a)

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Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Investment initiatives
2. Capitalization of dividends
3. Bond convexity
4. Arbitrage pricing theory
5. Managed portfolios

Section – B

(5x8=40)

Answer the following questions in not more than **FOUR** pages each:

6. a) Discuss the various forms of investment alternatives and recent developments.  
(OR)
- b) Investment and speculation are somewhat different and yet similar in certain respect. Explain.
7. a) Discuss the relationship between fundamental analysis and EMH.  
(OR)
- b) Discuss on the EIC analysis in Fundamental approach to investment valuation.  
(OR)
- b)  $D_0 = \text{Rs.}2.75$   
 $g = 5\%$  for 3 years and  $6\%$  afterwards  
 $P_0 = \text{Rs.}125$   
Holding period is 5 years,  
Compute the value of share.
8. a) Explain the features and types of debt instruments.  
(OR)
- b) A bond of Rs.10000 was issued for 6 years ago at a coupon rate of 7%. The bond had a maturity period of 10 years and as of today, therefore, 5 more years are left for final repayment at par. The present market interest rate is 12%. Determine the value of bond?
9. a) How would you evaluate a security with the help of CAPM theory?  
(OR)
- b) What is meant by leveraged portfolio? How is it constructed?
10. a) Distinguish between Treynor and Sharpe indices of portfolio performance.  
(OR)
- b) Evaluate the following portfolios with Sharpe Index and rank them.

Portfolios	Rp	B	$\sigma_p$
X	35.48	0.23	4
Y	35.21	0.56	9
Z	35.11	0.59	3

Risk free interest rate is 10 %.

Section – C (Compulsory)

(1x10=10)

The investor has got the following information from the capital market analysis regarding his favourite stock X, Y &amp; Z.

Market Condition	Probability	Returns		
		X	Y	Z
Boom	0.25	20%	25%	15%
Normal	0.50	16%	21%	17%
Recession	0.25	14%	12%	15%

Find each stock's expected rate of return, standard deviation and co-efficient of variation. If he invests, one third on each security what would be his portfolio return?



FACULTY OF BUSINESS MANAGEMENT  
MBA III – SEMESTER REGULAR EXAMINATIONS, MAR- 2023  
**PRODUCT AND BRAND MANAGEMENT**  
PAPER – V (b)

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Distinguish between consumer and industrial products.
2. Explain BCG matrix in brief.
3. What are the idea generation techniques for new product development?
4. Develop brand identity map for Kalyan Jewellery.
5. What is meant by brand positioning? Discuss its importance.

Section – B

(5x8=40)

Answer the following questions in not more than **FOUR** pages each:

6. a) Discuss product mix. Give the product mix of ITC, LG companies.

(OR)

- b) What are the responsibilities of product manager?

7. a) Discuss GE and Porter's model with example.

(OR)

- b) Explain the importance of sales forecasting.

8. a) Explain the stages in new product development.

(OR)

- b) What is positioning strategy? Explain the positioning strategies adapted in health drinks.

9. a) What are the advantages and disadvantages of branding?

(OR)

- b) Write notes on brand loyalty. What are requisites of a good brand name?

10. a) Discuss the challenges and opportunities of single versus umbrella branding with one example.

(OR)

- b) What is meant by brand positioning? Discuss its importance in terms of success of any brand

Section – C (Compulsory)

(1x10=10)

John Symon and company Limited is a fast- moving consumer goods company. The company is in business for the last 20 years. Due to keen competition in major cities and big towns, they had planned at the beginning of 2009 to expand their business in smaller towns on all -India basis. To set up the basic infrastructure they decided to computerize their distribution. The total number of distributors were approximately 200. The implementation was to be completed by middle of 2010.

P.T.O

The purpose of computerization was to get information from distributors regarding product sales, collections, outstanding, etc. On a more-frequent basis. The information was to be uploaded into the ERP package for consolidation and analysis and then proposed to be sent twice a week to the Head office through e-mail.

This major initiative was headed by Mr. Krishnan, the finance head and Mr. Patil, the logistics head. The programme was to be developed by the I.T. department along with the logistics department. The internal needs of the organization were assessed and the programme developed for implementation at the distributors. The distributors were informed by means of a letter about the implementation schedule and asked to purchase the computer, printer and get an e mail connection. The zonal sales managers were similarly informed.

The big distributors were also dealing with other products. Many of them had a computer which was used for financial accounting and keeping track of all their business. Many of them had a computer which was used for financial accounting and keeping track of all their businesses. Some of the small distributors had a computer but it was not compatible for the implementation of the new software. The distributors also complained about lack of back-up support and infrastructural problems. Software had bugs, which were not noticed before. The project was delayed and distributors' requirement was growing. At the end of 2010, the heads of concerned departments sat down to get the project back on stream.

**Questions**

1. Do the SWOT analysis of the project.
2. Where did the team go wrong?

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FACULTY OF BUSINESS MANAGEMENT  
MBA III – SEMESTER REGULAR EXAMINATIONS, MAR- 2023  
**ORGANIZATIONAL DEVELOPMENT AND CHANGE MANAGEMENT**  
PAPER – V (c)

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Explain nature and concept of organizational development.
2. What do you mean by structural intervention?
3. Define total quality management.
4. Explain how cross-cultural diversity in teams can be managed?
5. What are the benefits of resistance?

Section – B

(5x8=40)

Answer the following questions in not more than **FOUR** pages each:

6. a) Briefly explain the classification of organization development.  
(OR)  
b) Define organizational development and explain its characteristics.
7. a) Discuss the characteristics of several structural interventions and the applicability of organization development.  
(OR)  
b) What are the purposes of team building? Explain the features of an effective team.
8. a) What do you mean by leadership? Discuss the role of leadership in creating a high performance work culture.  
(OR)  
b) Discuss the types of leadership styles.
9. a) Outline the various steps in managing change effectively.  
(OR)  
b) Discuss the factors of a successful company in continuously adapting to change. Illustrate.
10. a) Explain the Burkey litwin model of organizational change.  
(OR)  
b) Describe few methods of managing resistance to change.

Section – C (Compulsory)

(1x10=10)

The middle managers of a large firm were told by the corporate human resources office that a group of consultants would be calling on them later in the week. The purpose of the consultants' visit would be to analyze inter-functional relations throughout the firm. The consultants had been very effective in using an OD intervention called team building. Their particular approach used six steps. When their approach was explained to the managers, a great deal of tension was relieved. They had initially thought that team building was a lot of hocus-pocus, like sensitivity training, where people attack each other and let out their aggressions by heaping abuse on those they dislike. By the same token, these managers generally felt that perhaps the consultants were not needed. One of them put it this way: "Now that we understand what is involved in team building, we can go ahead and conduct the sessions ourselves. All we have to do is to choose a manager who is liked by everyone and put him or her in the role of the change agent/consultant. After all, you really don't need a high priced consultant to do this team-building stuff. You just have to have a good feel for human nature." The other managers generally agreed. However, the corporate human resources director turned down their suggestion. He hired the OD consultants to do the team building.

Questions:

- (i) Bring out the main features of this case.
- (ii) What is a team building approach to organization development? Do you think the managers had an accurate view of this OD technique?
- (iii) Do you think that the managers had an accurate view of the role of external consultants?

FACULTY OF BUSINESS MANAGEMENT  
MBA III – SEMESTER REGULAR EXAMINATIONS, MAR- 2023  
**CONCEPTS OF ENTERPRISE RESOURCE PLANNING (ERP)**  
PAPER – V (d)

Time: 3 Hours]

[Max. Marks: 70  
Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Return on Investment for ERP
2. ERP Life Cycle
3. Inventory Control
4. Business Intelligence
5. Benefits of ERP

Section – B

(5x8=40)

Answer the following questions in not more than **FOUR** pages each:

6. a) What is ERP? Discuss the features of ERP.  
(OR)  
b) State the major types of ERP architecture. Explain services oriented architecture.
7. a) Explain the steps involved in selecting ERP vendor.  
(OR)  
b) Briefly describe the various phases of ERP life cycle.
8. a) What are the various subsystems under the HR module?  
(OR)  
b) Is it possible to integrate CRM with ERP system? Discuss the architecture behind it.
9. a) Write notes on 1) Data warehousing 2) Data mining.  
(OR)  
b) What are the future directions in an ERP?
10. a) How will you develop a business model for an enterprise and analyze its complexity? Illustrate with a suitable example such as Core Banking Solutions, etc.  
(OR)  
b) How will you execute the gap analysis phase of ERP implementation for a very large manufacturing industry? Discuss the steps involved in this scenario.

Section – C (Compulsory)

(1x10=10)

Once upon a time, two friends launched a candy wholesale business. Then, they ran into a problem: shipping melt-prone chocolate bars during summer months. After the pals designed a heat-sensitive supply chain, other food companies turned to them for help. The duo rebranded as Green Rabbit, a supply chain logistics provider specializing in fast delivery of perishable goods.

That shift in strategy tested the company's current processes, which relied on Quick Books, Excel and email. Green Rabbit's multiple databases couldn't communicate with one another, making real-time data analysis impossible. The warehouse was often waiting on help from the IT team, too.

**Questions:**

1. Present the drawbacks of the existing system.
2. Do you think ERP can resolve the problem? Justify.
3. Explain the significant features of ERP.

FACULTY OF BUSINESS MANAGEMENT  
MBA III – SEMESTER REGULAR EXAMINATIONS, MAR- 2023  
MANAGEMENT OF FINANCIAL SERVICES  
PAPER – VI (a)

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

**Section – A**

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Briefly explain the scope of Financial Services?
2. Public Vs Private sector banks
3. What is underwriting?
4. What is Credit Rating?
5. What is Private Equity?

**Section – B**

(5x8=40)

Answer the following questions in not more than **FOUR** pages each:

6. a) Define financial service and explain different types of financial services.  
(OR)  
b) Explain the role of financial service in the economic development of a country.
7. a) What is NPA? Describe the impact of NPAs on Indian Banking.  
(OR)  
b) What is Asset Liability Management System? Briefly describe the tools of Asset Liability Management System.
8. a) Explain the operational policies for Non Banking Financial Companies.  
(OR)  
b) What is Investment Banking? Explain the challenges faced by Investment bankers.
9. a) Explain the role of IRDA in regulating the Insurance Business in India  
(OR)  
b) What is factoring? Describe classification of factoring.
10. a) What is Mutual fund? Explain the types of mutual funds.  
(OR)  
b) Explain the concept, features and stages of venture capital.

**Section – C (Compulsory)**

(1x10=10)

A firm can lease at Rs. 2,50,000 a machine for five years at Rs. 62,500. It can purchase the machine at Rs. 50,000 down payment and the balance in five equal payments at 10% interest. The firm qualifies for Rs. 20,000 tax credit in year zero if it preleased. The machine will be depreciated at straight line calculations to a book value of Rs. 50,000 at the end of the year five. The cash value at that time will be zero. The cost of debt is 10% and the cost of capital is 12%. Should machine be leased or owned?

FACULTY OF BUSINESS MANAGEMENT  
MBA III – SEMESTER REGULAR EXAMINATIONS, MAR-2023  
**CONSUMER BEHAVIOUR**  
PAPER – VI (b)

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Describe the meaning of consumer behaviour.
2. How Consumer behaviour studies are made for strategic marketing?
3. Discuss the impact of cultural factors on consumer behaviour
4. Explain the functions of communication with reference to consumer behaviour
5. What are the factors affecting online shopping?

Section – B

(5x8=40)

Answer the following questions in not more than **FOUR** pages each:

6. a) Discuss consumer behaviour models.  
(OR)  
b) What are the factors that influence consumer behaviour? What are the advantages of study of consumer behaviour?
7. a) Do you think opinion leaders can influence behaviour of a consumer? Present with example.  
(OR)  
b) What do you understand by innovation? What are various types of innovation?
8. a) Why is important for marketers to understand the role of perceptual process in marketing  
(OR)  
b) Do you find a difference in the life style variables used by individuals of the current generation and those belonging to the earlier generation. Explain with example how you arrived at the conclusion.
9. a) Define market segmentation. Explain the benefits of market segmentation.  
(OR)  
b) What are positional strategies for new products? Explain with example.
10. a) Bring out the relevance of understanding online consumer behaviour by marketers.  
(OR)  
b) How do customers respond to direct marketing? Why direct marketing is effective for customers?

Section – C (Compulsory)

(1x10=10)

Calorie Care is said to be India's first customized, calorie counted meal service, in Mumbai started by a former investment banker, Cyrus Driver in 2004. Calorie Care offers customized menus, high grade ingredients with focus on health food dressed up in a range of designer recipes, from various cuisines-all at Rs 150 a meal.

Cyrus had taken a whole year to create 150 calories counted recipes, with the help of dieticians Lisa John. Calorie Care's USP is offerings menus which addresses, the problem of weight management either for the health-conscious customers (about 20-25 percent of the customer base) and those with medical conditions like diabetes, who require special meals (about 5 percent fall in this category). However, a majority of customers are well paid professionals, hard pressed for time and willing to pay for the health and convenience.

Calorie Care's chef is Kamlesh, whose prior experience with Ambassador sky chef, an airline catering service has proved invaluable for the business. It is located on the ground floor of a certain located building in Mumbai. The kitchen has interiors along the lines of sky chef, with gleaming steel counter tops, a giant walk-in freezer and an air -conditioner packing and salad zone. The company also owns a fleet of seven vans which delivers food to customers.

P.T.O

**Use of I.T and Future plans**

Calorie Care makes use of I.T for its operation. The first step involves consultation with the dietician in person or over the phone. In the next step, the customer has to indicate his or her preference in detail. For example, "I like Indian and Chinese food but not continental. Allergic to brinjal and hate carrot. Na salad with yoghurt dressing delivery at office Monday to Friday, Saturday at home please"

There is especially developed software which will convey about the dailly aggregate orders as well as how much food needs to be packed for each individual tiffin box or dabba. Further, depending upon the dietary goal and body type there will be variations in the serving sizes.

Calorie Care already operates cafes in select gyms. It was to enter Baroda in August 2007 on a profit share basis at ahealth mall. It had also planned to set up services in Delhi and Bengaluru in 2008, following a seed fund investment by American private equity firm Culbro LLC. In order to expand their customer base, the company also plans to start a "no frills" dabba service at half of the regular prices. Says Driver, "the challenger is maintaining quality and addling variety"

**Questions:**

1. Over and above whatever is mentioned in the case, can you suggest more initiatives to increase the amount of 'trust' and 'commitment' of the 'internal customer' and 'the organizations'?
2. If 'Mom's Kitchen and 'Calorie Care' want to build up a chain of their services-across the metros, what measures should be adopted to ensure increased buying of their services, favorable word -of-mouth and enjoy customer equity?

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FACULTY OF BUSINESS MANAGEMENT  
MBA III – SEMESTER REGULAR EXAMINATIONS, MAR- 2023  
**RECRUITMENT AND SELECTION**  
PAPER – VI (c)

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Electronic resume
2. E-selection
3. Graphology
4. Physical examination
5. Induction

Section – B

(5x8=40)

Answer the following questions in not more than **FOUR** pages each:

6. a) Define recruitment? Discuss about the innovative sources of recruitment.  
(OR)  
b) What are the factors affecting recruitment.
7. a) What is an application form? Briefly explain the design of application form.  
(OR)  
b) Define selection? Explain in detail the selection procedure followed in an organization.
8. a) What is an ability test? Write about aptitude test.  
(OR)  
b) Briefly explain a) Mechanical ability test b) Mental ability test.
9. a) Define Interview? Explain the interview process.  
(OR)  
b) What are the purposes of reference checking?
10. a) What is employee orientation and write the objectives of orientation.  
(OR)  
b) What is placement? Explain its process.

Section – C (Case study)

(1x10=10)

Bhahar Restaurants is in need of Regional marketing Manager for expansion of its business across Telangana.

- a. As a HR Manager decide the sources of Hiring.
- b. Design and draft a accurate selection process to hire the most suitable candidate.

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FACULTY OF BUSINESS MANAGEMENT  
MBA III – SEMESTER REGULAR EXAMINATIONS, MAR- 2023  
**MANAGEMENT INFORMATION SYSTEM**  
PAPER – VI (d)

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Need of MIS.
2. CASE Tools.
3. Concept of Artificial Intelligence.
4. IPRs in IT services.
5. Significance of Human Resource Information System.

Section – B

(5x8=40)

Answer the following questions in not more than **FOUR** pages each:

6. a) Describe the objectives, need, purpose and structure of MIS.  
(OR)  
b) Discuss in detail about different types of networks and Information system architecture.
7. a) What is DBMS? Explain Data Models and use of SQL in Database Management.  
(OR)  
b) Write a note on different steps in System Development Life Cycle and its limitations.
8. a) Discuss the nature, significance, advantages and limitations of Decision Support System.  
(OR)  
b) Define Executive Support System? Explain the need, significance, advantages and implications of Executive Support System.
9. a) What is Digital firm? Discuss the organisation structure of Digital firm with Applications.  
(OR)  
b) Give a detailed note on Information Security and Control Quality Assurance.
10. a) Explain the functions, structure and advantages of Financial Information System?  
(OR)  
b) Describe the significance, structure and advantages of Marketing Information System.

Section – C (Case study)

(1x10=10)

Write the concepts and applications of Artificial Intelligence in IT industry and Production industry with your own examples.

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