MBA 2nd Sem Reab/ Library

Roll No. .... **Total Pages : 04**

OMSS/M-26 27290

OPTIMIZATION MODELS FOR BUSINESS DECISIONS

Time : Three Hours] [Maximum Marks : 70

Note : The question paper shall consist of nine questions. Question No. **1** is compulsory and will contain five short answer type questions carrying 4 marks each. The remaining eight questions are long answer type questions carrying 10 marks each, out of which, attempt any *five* questions.

(Compulsory Question)

1. Explain briefly : **5×4=20**

(a) What are the advantages and limitations of Operations Research ?

(b) Explain the steps involved in constructing a PERT network.

(c) Define balking and reneging in queuing systems.

(d) What is dominance rule in game theory ?

(e) What is stockout ? How can it be prevented ?

2. Solve the following linear programming problem using the simplex method :

Maximize $Z = 25x_1 + 40x_2$

Subject to the following constraints :

$$3x_1 + 5x_2 \leq 150$$

$$4x_1 + 3x_2 \leq 160$$

$$x_1, x_2 \geq 0$$

10

3. Explain the concept of Operations Research. Describe its role in managerial decision-making. Discuss the various phases of Operations Research methodology in detail and explain, how it helps in improving efficiency and optimizing resources in an organization with suitable examples. **10**

4. Two firms, A (winner/row player) and B (loser/column player) compete in a market. The payoff matrix (profits of A in lakhs) is :

	B1	B2	B3	B4
A1	6	2	7	4
A2	3	5	1	8

Strategies of Player A (Winner/Maximizer)

A1 – Aggressive Market Expansion : A increases advertising, expands distribution, and tries to capture maximum market share.

A2 – Cost Leadership Strategy : A focuses on reducing production cost and offering competitive pricing.

Strategies of Player B (Loser/Minimizer)

B1 – Heavy Discounting : Reduces price aggressively to attract customers.

B2 – Moderate Discounting : Offers limited seasonal discounts to retain customers.

B3 – Product Differentiation Focus : Competes through quality and branding instead of price cuts.

B4 – Aggressive Marketing Spend : Invests heavily in advertising to counter A's expansion.

Use the graphical method to determine (a) Optimal mixed strategy of A, (b) Optimal mixed strategy of B, (c) Value of the game. **10**

5. A manufacturer has three factories (F1, F2, F3) and must distribute goods to three markets (M1, M2, M3). The cost per unit (in ₹), supply, and demand are given :

	M1	M2	M3	Supply
F1	4	8	5	15
F2	7	6	8	25
F3	6	3	7	10
Demand	20	15	15	

Check whether the problem is balanced or not. Find the initial feasible solution using Least Cost Method. Compute the total transportation cost. State whether any improvement is possible. **10**

6. Describe the Economic Order Quantity (EOQ) model. What assumptions are made in this model, and how does it help in minimizing total inventory cost ? **10**

7. What is the critical path in a PERT/CPM network ? Explain how delays in critical and non-critical activities affect the overall project completion time. **10**

8. A company has 5 workers (A – E) and 5 jobs (J1 – J5). The cost matrix is as follows :

	J1	J2	J3	J4	J5
A	8	6	10	9	7
B	9	7	4	8	6
C	3	4	2	7	8
D	5	8	6	4	3
E	7	6	8	5	4

Find the optimal assignment using the Hungarian method. **10**

9. Describe different types of queuing models. How are arrival rate and service rate used in analyzing these systems ? **10**

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Roll No. .... Total Pages : 03

MMS/M-26 27246

BUSINESS RESEARCH METHODOLOGY
(Non NEP for All Inst.)

Time : Three Hours] [Maximum Marks : 70

Note : Attempt *Six* questions in all, Question No. **1** comprising of five short answer type questions of **4** marks each shall be compulsory and remaining eight questions will be of **10** marks out of which a student is required to attempt any *Five* questions.

Compulsory Question

1. Short Answer Type Questions :

(a) What is the scope of research in the Indian corporate sector?

(b) Define multivariate analysis.

(c) What is meant by survey research ?

(d) Mention two differences between qualitative and quantitative research.

(e) What do you understand by factor analysis ?

2. Define research and explain the different types of business research in detail, along with the role and significance of research in corporate decision-making and improving business performance.

3. What is hypothesis testing in business research? Explain in detail the steps involved in the process and elaborate on the role and importance of hypothesis testing in drawing valid research conclusions.

4. Write comprehensive notes on observation studies and test markets, highlighting their methodologies, uses, advantages, and limitations in business research.

5. Explain the various sources of data used in business research, both primary and secondary, and discuss their merits and demerits with examples to show how they impact the quality of research findings.

6. What is multidimensional scaling ? Explain its concept and applications, and describe how it is used in marketing research to understand consumer perceptions and positioning of products.

7. Explain in detail the process of analyzing and interpreting data in business research, and describe the different tools and techniques available for effective data interpretation and reporting.

8. Describe the format and structure of a good business research report, and explain the essential features and evaluation criteria used to judge the quality and credibility of such a report.

9. Define and elaborate on advanced statistical techniques such as conjoint analysis and cluster analysis; explain their use and application in solving complex business problems with suitable examples.

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Roll No. .... Total Pages : 02

MMS/M-26 27247

PRODUCTION AND OPERATIONS MANAGEMENT

(Non NEP for Aff. Inst.)

Time : Three Hours] [Maximum Marks : 70

Note : Attempt *Six* questions in all. Q. No. **1** is compulsory.

1. Short answer type questions :

(a) How can efficient operations help a company reduce costs and improve competitiveness ? Explain briefly.

(b) How does the Product-Process Matrix help in selecting an appropriate production process ?

(c) Compare Product Layout and Process Layout on the basis of flexibility and cost.

(d) What are the key assumptions of the EOQ model ?

(e) How does the Master Production Schedule (MPS) act as an input to the Material Requirements Planning (MRP) system ? Explain briefly. **5×4=20**

2. What are the major factors influencing plant location decisions ? How should a firm balance cost and market access while selecting a location ? **10**

3. What is the concept of trade-offs in operations management ? In what situations should a firm prioritize flexibility over efficiency ? **10**

4. Describe different types of facility layouts. How does layout choice affect production flow and efficiency ? **10**

5. What are the different qualitative (judgmental) forecasting methods used in operations management ? In what situations are these methods more useful than quantitative forecasting techniques in operational decision-making ? **10**

6. Explain the continuous review inventory model (Q system). How does it ensure timely replenishment of stock ? **10**

7. What do you understand by the concept of agile supply chain ? How does it help firms respond to uncertain and changing demand ? **10**

8. What are the key stages of project management ? How can proper planning and control improve project success ? **10**

9. What are the major tools used in quality management ? How do these tools help organizations maintain consistent quality standards and support sustainable operations management ? **10**

Roll No. .... **Total Pages : 03**

MMS/M-26 **27248**

CORPORATE FINANCE
(Non NEP For Aff. Inst)

Time : Three Hours] [Maximum Marks : 70

Note : Attempt *Five* questions in all. Q. No. **1** is compulsory. All questions carry equal marks.

1. Explain briefly the following :

(a) How does equity financing differ from debt financing ?

(b) What is the role of retained earnings in financing a business ?

(c) What is the payback period method used for in investment decisions ?

(d) What is financial leverage and how does it impact profitability ?

(e) How does the maturity of a company affect its dividend decisions ?

2. How does corporate finance align with strategic business goals and what role does it play in long-term value creation for shareholders ?

3. How would the time value of money influence a company's decision to invest in new technology *versus* improving existing assets ?

4. A company is evaluating two potential projects and needs to determine which one offers a better return based on the Profitability Index. The projects are as follows :

   Project A :

   Initial Investment : \$100,000

   Expected Cash Inflows : \$30,000/year for 5 years

   Discount Rate : 10%.

   Project B :

   Initial Investment : \$150,000;

   Expected Cash Inflows : \$50,000/year for 5 years

   Discount Rate : 10%.

   Calculate the Profitability Index PI for both projects and advise the company which project to choose based on the PI.

5. In what ways does sensitivity analysis help in understanding the potential risks and returns of an investment project ?

6. Why is it important to separate the cost of equity and cost of debt when calculating the overall cost of capital for a firm ?

7. How does the trade-off theory of capital structure provide a framework for determining the optimal level of debt in a company's capital structure ?

8. What strategies can a company use to optimize its cash conversion cycle and improve its working capital efficiency ?

9. How does financial modeling help in predicting a company's performance under various economic scenarios, and why is it crucial for decision-making ?

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Roll No. .... Total Pages : 03

MMS/M-26 27249

LEGAL ENVIRONMENT

(Non NEP For Aff. Inst.)

Paper :

Time : Three Hours] [Maximum Marks : 70

Note : Attempt *Six* questions in all. Q. No. **1** is compulsory.

1. Short answer the questions :

(a) Explain the relationship between law and business and discuss why managers must understand legal systems.

(b) What is Consideration ? Explain its role in contract formation with examples.

(c) Differentiate between bailment and pledge, with suitable illustrations.

(d) What is crossing of a cheque ? Explain its types and significance.

(e) Explain consumer rights and briefly discuss their importance in protecting buyers.

2. Business laws provide a framework for operations. Explain the nature and scope of business law and evaluate its importance in ensuring fair business practices.

3. Contracts must be properly executed. Discuss the performance and discharge of contracts and analyze different modes of discharge with examples.

4. Quasi-contracts prevent unjust enrichment. Explain the concept of quasi-contracts and analyze their significance in business transactions.

5. Agency law governs delegated authority. Explain different types of agents and analyze how agency relationships are terminated in business situations.

6. Negotiable instruments are widely used in commerce. Discuss endorsement and crossing of negotiable instruments and analyze their role in secure transactions.

7. Sales transactions involve legal obligations. Explain the conditions and warranties in the sale of goods and evaluate their importance in protecting buyers.

8. Consumer and competition laws protect market fairness. Analyze the role of consumer protection and competition laws in regulating business practices in India.

9. Protection of intellectual property is crucial. Critically examine different types of IPR and evaluate the challenges faced in enforcing intellectual property laws in India.

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MBA 4th sem Reapp/ Library

Roll No. .... **Total Pages : 02**

MMS/M-26 27239

INTERNATIONAL MARKETING

(For Aff. Inst.)

Time : Three Hours] [Maximum Marks : 70

Note : Q. No. **1** is compulsory (4 marks each). Attempt any *Five* questions from remaining eight questions carrying 10 marks each.

Compulsory Question

1. Write notes on the following : **5×4=20**

(a) Green barriers

(b) Piggyback arrangement

(c) Competitor positioning

(d) Field audits

(e) Market Growth and Market Share Matrix.

2. 'Markets with geographic proximity are not always the most preferred markets.' Critically justify this statement and explain the various steps involved in the process of international marketing. **10**

3. What types of non-tariff barriers are commonly used by countries ? How are these more rigid than tariff barriers ? **10**

4. Discuss the micro variables of segmentation. How ignorance of these variables lead to failure of new products in foreign countries ? Explain with the help of suitable examples. **10**

5. Explain the different stages of IPLC. Give its relevance for technology products in different markets. **10**

6. Explain brand name decisions. What problems are faced by Indian brands in international market ? Also discuss the scope for Indian brands in foreign markets. **10**

7. Discuss the various terms of sales which can be quoted in price quotation. What are the risks associated with them ? **10**

8. What types of intermediaries are available in distribution channel ? Explain the intermediaries both for manufacturer as well as buyer. **10**

9. Discuss the various components of international media strategy. Which factors influence these decisions ? **10**

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MMS/M-26 27254

BEHAVIORAL FINANCE

(for Aff. Inst.)

Time : Three Hours] [Maximum Marks : 70

Note : Question No. **1** is compulsory and contains five short answer type questions of 4 marks each. Out of the remaining eight questions of 10 marks each, attempt any *five* questions.

1. Explain briefly :

(a) Who are the key contributors to behavioral finance ?

(b) What is the nature of behavioral finance ?

(c) Can behavioral finance predict market behavior ?

(d) What is herding behavior in markets ?

(e) What is the winner's curse ?

2. Explain the conceptual foundations of behavioral finance and how it differs from traditional finance.

3. Discuss whether behavioral finance replaces or complements traditional finance. Explain the scope of behavioral finance in corporate decision-making.

4. Explain how beliefs and attitudes influence investor decision-making. Discuss the role of learning in shaping investor behavior.

5. How do investor over-confidence and excessive optimism distort asset pricing and trading volume in financial markets, and why do these behavioural biases persist despite repeated market feedback and losses ?

6. In what ways do real investor decisions deviate from Expected Utility Theory, and what behavioural explanations account for such systematic inconsistencies ?

7. Explain the concept of accounting-based anomalies in financial markets. Discuss how accruals anomaly challenges the Efficient Market Hypothesis (EMH) with suitable examples.

8. Explain the January effect in stock markets. Evaluate the tax-loss selling hypothesis and its relevance in explaining this anomaly.

9. What is Behavioral Corporate Finance ? Explain, how psychological biases of managers and investors influence corporate financial decisions, with suitable examples ?

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Roll No. .... Total Pages : 02

MMS/M-26 27256

INSURANCE AND RISK MANAGEMENT

(For Aff. Inst.)

Time : Three Hours] [Maximum Marks : 70

Note : Attempt *Six* questions in all, selecting *one* question from each Unit. Q. No. **1** is compulsory.

Compulsory Question

1. Answer the following short answer type questions : **4 each**
   (a) Define risk and uncertainty.
   (b) What is insurable interest ?
   (c) State the principle of indemnity.
   (d) What is reinsurance ?
   (e) Define premium in insurance.

2. Explain the evolution and growth of insurance sector in India. Discuss its role in economic development. **10**

3. Discuss the various principles of insurance with suitable examples. **10**

4. Explain life insurance : features, types and importance. **10**

5. Discuss fire insurance and marine insurance in detail. **10**

6. Explain risk management process and techniques used for risk control. **10**

7. Discuss the role of insurance companies in financial stability and nation building. **10**

8. Explain insurance pricing and factors affecting premium determination. **10**

9. Discuss recent trends and challenges in insurance sector in India. **10**

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Roll No. .... Total Pages : 03

MMS/M-26 27257

PRIVATE EQUITY AND WEALTH MANAGEMENT

(For Aff. Inst.)

Time : Three Hours] [Maximum Marks : 70

Note : Attempt *Six* questions in all. Q. No. **1** is compulsory. Attempt remaining *five* questions from remaining eight questions.

1. Attempt the following questions in brief : **5×4=20**

(i) Discuss history of private equity.

(ii) Discuss various categories of assets.

(iii) Explain alternative investment vehicles.

(iv) State legal aspects of financial planning.

(v) Explain Pricing mechanism of Insurance.

2. Give an overview of private equity industry. Discuss types of private equity strategies. **10**

3. Discuss the process of managing portfolio company over the life of investment upto exit. **10**

4. What do you mean by financial crisis ? Discuss the impact of financial crisis. Briefly state current issues in financial regulation. **10**

5. Write a comprehensive note on evaluating private equity firms in financial markets today. **10**

6. What is personal financial planning ? Explain process and legal aspects of financial planning. **10**

7. Explain meaning and features of insurance contract. Discuss main insurance policies. **10**

8. What is time value of money ? Explain techniques of time value of money. **10**

9. Explain health and household Insurance. Discuss advantages of health and household Insurance. **10**

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Roll No. .... **Total Pages : 03**

MMS/M-26 27272

CROSS–CULTURAL AND GLOBAL MANAGEMENT

(For Aff. Inst.)

Time : Three Hours] [Maximum Marks : 70

Note : Attempt *Six* questions in all, selecting *one* question from each Unit. Q. No. **1** is compulsory.

Compulsory Question

1. Short Answer Questions :

(a) Define culture and explain its key components, highlighting how they influence managerial behavior in global organizations.

(b) Explain Hofstede's cultural dimensions and briefly discuss their managerial relevance in international business.

(c) What is cross-cultural communication ? Identify key barriers and suggest ways to overcome them.

(d) Define expatriate management and explain its importance in multinational organizations.

(e) What is ethics in international business ? Explain how cultural differences influence ethical decision-making.

Unit I

2. Human and cultural variables shape organizational behavior globally. Explain some of the prominent cultural variables and analyze how cross-cultural differences create managerial challenges in multinational organizations.

3. Understanding culture requires systematic study. Discuss cross-cultural research methodologies and critically evaluate Hofstede's Hermes study in explaining cultural differences.

Unit II

4. Organizations evolve structurally in global contexts. Explain different structures of global organizations (global, multinational, transnational) and analyze their advantages and limitations.

5. Leadership varies across cultures. Analyze cross-cultural leadership styles and explain how cultural differences influence decision-making in international organizations.

Unit III

6. Communication and negotiation are critical in global business. Explain cross-cultural communication processes and also analyze negotiation challenges in multicultural environments with examples.

7. Managing global workforce is complex. Explain selection criteria and sources for international assignments and evaluate challenges faced during expatriate selection.

Unit IV

8. Compensation practices differ globally. Analyze international compensation systems and evaluate the challenges in designing equitable compensation packages across countries.

9. Global business involves ethical dilemmas. Critically examine ethical issues in international business and compare Western and Eastern management philosophies in resolving them.

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