

FACULTY OF MANAGEMENT
MBA (CBCS) III - Semester Examination, February 2024
Subject: Business Feasibility & Analysis
Paper No. : MB-304 : Elective - Entrepreneurship

Time: 3 Hours

Max. Marks: 70

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. What is Project Development Cycle?
2. What is Plant Layout?
3. What is Demand Forecasting?
4. What is Sensitivity Analysis?
5. What is Project Crashing?

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 10 = 50 Marks)

6. (a) Briefly explain the components of a business plan.
(OR)
(b) Discuss the need and importance of feasibility studies in project planning and formulation?
7. (a) What are the various aspects of Technical Appraisal? Explain.
(OR)
(b) Explain any two methods of demand forecasting in detail?
8. (a) What are the key indicators used in financial appraisal?
(OR)
(b) Explain the following: (i) Risk Analysis (ii) Cash Inflow.
9. (a) What are the financial statements required for project financing? Explain.
(OR)
(b) Explain the approaches of SCBA?
10. (a) Explain difference between PERT and CPM?
(OR)
(b) What are the various forms of organizations? Describe.

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FACULTY OF MANAGEMENT
MBA (CBCS) III - Semester Examination, February 2024
Subject: Compensation Management
Paper: MB-304 : Elective - HRM

Time: 3 Hours

Max. Marks: 70

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. What are compensable factors?
2. Define salary matrix.
3. What are compensation committees?
4. Define Fringe benefits.
5. Define Social Comparison theory.

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 10 = 50 Marks)

6. (a) What are the determinants of Intra and Inter-Industry compensation differentials?
Explain with suitable examples.
(OR)
(b) Write a brief note on (i) Human Capital theory and (ii) Labour theory of Value.
7. (a) Which compensation strategies you find are most suitable for manufacturing and service industry and why?
(OR)
(b) What is job evaluation? Enlist its objectives in the context of compensation.
8. (a) Reflect on the salient features of The Minimum Wages Act, 1948.
(OR)
(b) What is the role of Pay commissions in determining the compensation?
9. (a) What are the components of Discretionary benefits? Discuss its benefits and costs?
(OR)
(b) Describe the legal environment of Fringe benefits in India.
10. (a) Write a brief note on Tournament Theory.
(OR)
(b) Discuss the various approaches to compensation management in International context.

FACULTY OF MANAGEMENT
MBA (CBCS) III - Semester Examination, February 2024
Subject: Database Management Systems
Paper MB-304 : Elective - System

Time: 3 Hours

Max. Marks: 50

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 2 = 10 Marks)

1. Write in short notes about ER Model.
2. Write about the features of SQL3 Server.
3. Discuss B-Trees.
4. Define Authentication.
5. Write about different Set Operations.

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 8 = 40 Marks)

6. (a) What is DBMS? Explain about different models in DBMS.
(OR)
(b) What are different types of Integrity Constraints used in designing DBMS?
7. (a) What is Normalization? Explain its Normal forms.
(OR)
(b) Explain the Features of ORACLE and DB2.
8. (a) Discuss Query Processing and Write the steps involved in Query Processing.
(OR)
(b) Write about Query Optimization Algorithms.
9. (a) Discuss about Serializability with examples.
(OR)
(b) Write in short notes about Locking and Time Stamp Based Schedulers.
10. (a) Define String Functions. Explain them with examples.
(OR)
(b) Discuss about built in functions in SQL with examples.

FACULTY OF MANAGEMENT
MBA (CBCS) III - Semester Examination, February 2024
Subject: Investment Management
Paper No. : 304 - IV : Elective - Finance

Time: 3 Hours

Max. Marks: 70

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Explain the concept of expected and realized return
2. Write about the separation theorem
3. What are deep discount bonds? How are they valued?
4. What are the features of common stock?
5. What is Treynor's reward to volatility index?

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 10 = 50 Marks)

6. (a) Describe the investment decision process. What are the sources of investment information?

(OR)

- (b) Explain the three forms of Efficient Market Hypothesis.

7. (a) Explain the theory and assumptions of CAPM Model.

(OR)

- (b) Stock A has an expected return of 12% and a standard deviation of 30%. Stock B has an expected return of 7% and a standard deviation of 20%. What is the portfolio return and risk when correlation between A and B is 0, +0.2 and -0.4 and proportion of investment in Stock A is 50% and Stock B is 50%?

8. (a) Explain the features and types of Bonds.

(OR)

- (b) Explain the concept of term structure of interest rates and the underlying theories.

9. (a) Explain the concept of Portfolio. Explain the Modern Portfolio theory of Harry Markowitz.

(OR)

- (b) You have a portfolio with four stocks: Stock P, Stock Q and Stock R and Stock S. The information for each stock is as follows:

- (i) Stock P has a beta of 1.1
- (ii) Stock Q has a beta of 0.8
- (iii) Stock R has a beta of 1.5
- (iv) Stock S has a beta of 0.9

The risk-free rate (R_f) is 3% and the market risk premium ($E(R_m) - R_f$) is 10%. The portfolio weights are as follows:

Stock P: 20%
Stock Q : 30%
Stock R : 25%
Stock S : 25%

Calculate the expected return of the portfolio based on the Security Market Line (SML).

10.(a) Give an overview of the regulation of mutual funds in India.

(OR)

(b) Explain the classification of mutual funds. How is NAV calculated?

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FACULTY OF MANAGEMENT
MBA (CBCS) III - Semester Examination, February 2024
Subject: Marketing Engineering
Paper No. : MB-304 : Elective - Marketing

Time: 3 Hours

Max. Marks: 70

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Define Customer Value and its importance to Marketing
2. Describe Product Life Cycle
3. Explain Qualitative Response Models
4. Write about steps in Ad Design
5. Define Revenue Management Process?

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 10 = 50 Marks)

6. (a) Elaborate the Concepts of Marketing Engineering and explain concern models in it.
(OR)
(b) Define Marketing Decision Environment and elaborate with examples.
7. (a) How to achieve Product Positioning through Brand Linkage? Discuss.
(OR)
(b) Explain various Market and Product Analysis Methods.
8. (a) Discuss different Aggregate Response Models.
(OR)
(b) Write about the importance of Shared Expenditure models in detail.
9. (a) Briefly explain Media Decisions.
(OR)
(b) Define Strategic Market Analysis and Discuss its importance in current scenario.
10. (a) Explain Geo-Demographic Analysis with examples.
(OR)
(b) Discuss the importance of Competitive Bidding Price.

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