



# INSTITUTE OF MANAGEMENT AND SCIENCE

(Approved by AICTE Govt. of Maharashtra &  
Affiliated to North Maharashtra University Jalgaon)

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Website : www.imssakegaon.org E mail : imssakegaon@rediffmail.com

**N.H. No.6, SAKEGAON - BHUSAWAL, DIST. JALGAON (M.S.) India 425 201**

**Mr. Pandurang D. Saraf**  
President

**Mr. Sanjay P. Ingale**  
Jt. Secretary

Ref. No. : IOMS / /

Date :

## Academic Calendar 2022-2023 MBA-II (SEM-III)

Serial no	Activity	Date
1	Registration for MBA-II Yr (SEM-III)	06/10/2022 to 07/10/2022
2	Commencement of classes (MBA-II) (SEM-III)	06/10/2022
3	Submission of 408 (Project Report) Outline	09/11/2022 to 12/11/2022
4	Internal Exam (ISE-I) & TGS Meeting-I	09/11/2022 to 12/11/2022
5	Display of ISE-I Result (SEM-III)	18/11/2022
6	Induction & Training & Placement activity	19/11/2022
7	Project Outline presentation (408)	21/11/2022 to 22/11/2022
8	Expert Lecture / Workshop (Under MBASA)	25/11/2022
9	Industrial visit	30/11/2022
10	Internal Examination (ISE-II) & TGS Meeting-II	07/12/2022 to 10/12/2022
11	Add On Course	12/12/2022 to 16/12/2022
12	Mid SEM Feedback	12/12/2022 to 14/12/2022
13	Display of Internal Examination II result (SEM-III)	15/12/2022
14	Alumni Interaction	17/12/2022
15	Assignment Submission (M.B.A-II)	17/12/2022
16	Internal Exam (ISE-III) & TGS Meeting-III	21/12/2022 to 24/12/2022
17	Tree Plantation activity	26/12/2022
18	Display of ISE-III Results (SEM-III)	26/12/2022
19	Expert Lecture / workshop (Under MOU)	31/12/2022
20	End of Term	07/01/2023
21	University Theory Examination (Tentatively) as per KBC NMU Circular	10/01/2023 onwards



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KAI. YASHODABAI DAGADU SARAF CHARITABLE TRUST'S

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Jt. Secretary

Ref. No. : IOMS / /

Date :

## Academic Calendar 2022-23 MBA-I (SEM-I)

Serial no	Activity	Date
01	Opening of college for students and their registration for MBA-I (SEM-I)	10/11/2022
02	Commencement of classes	11/11/2022
03	Induction Program	10,12,19, 26/11/2022 & 03/12/2022
04	Induction and Training and Placement Activity	19/11/2022
05	Expert Lecture/ workshop (Under MBASA)	25/11/2022
06	Industrial Visit	30/11/2022
07	Add on Course	12/12/2022, 16/12/2022
08	Internal Examination (ISE-I) & TGS Meeting-I	17,19,20, 21/12/2022
09	Alumni Interaction	17/12/2022
10	Group Discussion under AC-101	23/12/2022, 24/12/2022
11	Display of Internal Examination-I Result	23/12/2022
12	Tree Plantation activity under AC 101	26/12/2022
13	Expert Lecture/ Workshop (Under MOU)	31/12/2022
14	Feedback From Students	6/01/2023 to 7/01/2023
15	Assignment Submission (MBA-I)	14/01/2023
16	Internal Exam (ISE-II) & TGS Meeting-II	20,21, 23/01/2023 to 24/01/2023
17	Poster Presentation under AC-101	24/01/2023 to 25/01/2023
	Feedback from students	04/01/2023
	End of Term MBA-I Sem-I	15/01/2023
	KBC NMU Examination tentatively MBA-I Sem-I	16/01/2023
20	Internal Exam (ISE-III) & TGS Meeting-III	01/02/2023 to 04/02/2023
21	Biz talk	04/02/2023
22	Display of ISE-III Result	06/02/2023
23	End of term	09/02/2023
24	I Social Activity	11/02/2023
25	University Theory Examination (Tentatively) as per KBC NMU Circular	13/02/2023 onwards



  
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Ref. No. : IOMS / /

Date :

**Academic Calendar 2022-23**

**MBA-I & II (SEM-II &IV)**

Serial no	Activity	Date
01	Registration of students MBA I & II	26/12/2022
02	Commencement of Classes MBA I & II	28/12/2022
03	Event / Program	16/01/2023
04	ISE-I	04/02/2023 to 08/02/2023
05	Display of ISE-I Result	11/02/2023
06	Event/ Workshop	20/02/2023
07	ISE-II	20/03/2023 to 23/03/2023
08	Display of ISE-II Result	28/03/2023
09	Parents Meet	29/03/2023
10	Project Presentation (SIP)	05/04/2023
11	Expert Lecture / Student Training under T&P Cell of Dept	08/04/2023
12	Feedback from students	12/04/2023
13	End of Term	17/04/2023
14	University Theory Examination (Tentatively) as per KBC NMU Circular	02/05/2023



  
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DATE:-18/03/2023

**Notice**

**(Second Internal Examination)**

All the students are hereby inform that your Second internal exam for Second semester of **MBA** will be started from **20 Mar 2023 to 23 Mar 2023**

The time table is given below.

**Time-Table**

Time	Date	Day	Subject Name	Block - I Supervisor	Block - II Supervisor
11.00AM to 12.00PM	20//03/2023	Monday	MBA-201 Business Ethics & CSR	YAR	LSP
01.00PM to 02.00PM	20//03/2023	Monday	MBA-202 Business Research Methods	LSP	DCK
11.00AM to 12.00PM	21/03/2023	Tuesday	MBA-203 Indian Economy & Policy	YAR	DCK
01.00PM to 02.00PM	21/03/2023	Tuesday	MBA-204 Marketing Management	LSP	YAR
11.00AM to 12.00PM	22/03/2023	Wednesday	MBA-205 Financial Management	YAR	LSP
01.00PM to 02.00PM	22/03/2023	Wednesday	MBA-206 Computer Application in Business	DCK	LSP
11.00AM to 12.00PM	23/03/2023	Thursday	MBA-207 Business Analytics	YAR	DCK



  
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**2<sup>nd</sup> Internal Exam (Semester-II)**  
**Subject-201–Business Ethics & CSR**

Marks- 15

Time: 11.00AM to 12.00PM

Date: 20/03/2023

- Attempt Any Three Questions. (Each question carries equal marks)
- 1. Explain the Factors affecting Business Ethics.
- 2. Difference between Code of Ethics and Code of Conduct.
- 3. Define Ethical Consistency and Explain the Ethical Dilemma.
- 4. Explain the Ethics in Marketing.
- 5. Explain the Scope of Corporate Social Responsibility.



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**2<sup>nd</sup> Internal Exam (Semester-II)**  
**Subject- 202: Business Research Methods**

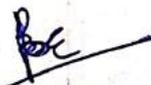
Marks- 15

Time: 01.00PM to 02.00PM

Date: 20/03/2023

- Attempt Any Three Questions. (Each question carries equal marks)
- 1. What Is Types & Sources of Data: & Methods of Primary Data Collection
- 2. Explain the Scaling Techniques?
- 3. What is the Sampling Design? Write Probability Sampling?
- 4. What is Factors Affecting Research Design?
- 5. Short Note on:-
  - a) Interview
  - b) Observation



  
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2<sup>nd</sup> Internal Exam (Semester-IV)  
**Subject- 203 Indian Economy and Policy**

Marks- 15

Time: 11.00 AM to 12.00 PM

Date: 21/03/2023

Attempt Any Three Questions. (Each question carries equal marks)

1. Explain components of Balance of Payment.
2. Explain effects of globalization.
3. Explain functions and objectives of world bank.
4. Discuss the features of liberalization with reference to Indian Economy.
5. Explain effects of globalization.



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2<sup>nd</sup> Internal Exam (Semester-II)  
**Subject-204- Marketing Management**

Marks- 20

Time: 1.00 PM to 2.00 PM

Date: 20/03/2023

- Attempt Any Four Questions. (Each question carries equal marks)
1. Explain the Customer relationship management process & customer life time value?
  2. What is the nature and importance of Marketing Channels & Integrated Marketing Communication (IMC) process explain it?
  3. Explain the concept Online Marketing domain & global marketing- levels of involvement?
  4. Explain Human centric marketing, Predictive marketing?



  
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2<sup>nd</sup> Internal Exam (Semester-IV)  
**Subject- 205 Financial Management**

Marks- 15

Time: 11.00 AM to 12.00 PM

Date: 22/03/2023

Attempt Any Three Questions. (Each question carries equal marks)

1. Jio Fortune attains sale of Rs. 6,00,000 at 80% capacity. It provides the following details :

<b>Fixed Expenses:</b>	
Office salaries	Rs. 90,000.
Depreciation	Rs. 07,500.
Rates & Taxes	Rs. 08,750.
Wages	Rs. 15,000.
<b>Variable Expenses:</b>	
General Expenses	2% of sales
Administration	8% of sales
Travelling Expenses.	3% of Sales
Selling Expenses.	5% of Sales
Rent	1% of Sales
Other Expenses.	4% of Sales

Draw a flexible Budget at 90% and 100% capacity.

2. Prepare Funds Flow Statement:

**Balance Sheet**

<b>Liabilities</b>	<b>2009</b>	<b>2010</b>	<b>Assets</b>	<b>2009</b>	<b>2010</b>
Share Capital	70,000	74,000	Cash	90,000	7,800
Debentures	12,000	6,000	Debtors	14,900	17,700
Creditors	10,360	11,840	Stock	49,200	42,700
Profit & Loss A/C	10,740	11,360	Goodwill	10,000	5,000
			Land	20,000	30,000
<b>Total</b>	<b>1,03,100</b>	<b>1,03,200</b>	<b>Total</b>	<b>1,03,100</b>	<b>1,03,200</b>

- a) Dividends of Rs. 4,000 were paid.  
b) Land was purchased for Rs. 15,000.
3. Give a detailed note on Causes and Disposition of Variances.  
4. Explain the structure of Cash Flow Statement as per AS-3.  
5. Write short notes on the following.  
a) Nominal Interest Rate Vs. Real Interest Rate  
b) Concept of Risk and Return.



  
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2<sup>nd</sup> Internal Exam (Semester-II)  
Subject- 206 Computer Applications in Business

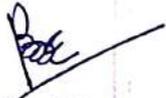
Marks- 15

Time: 01.00PM to 02.00PM

Date: 22/03/2023

- Attempt Any Three Questions. (Each question carries equal marks)
  1. Write short note on Operating system.
  2. Explain E-Commerce business model.
  3. What is Electronic Retailing and E-Banking?
  4. Explain the features of I.T. Act, 2000.
  5. What is Goods and Services?



  
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**2<sup>nd</sup> Internal Exam (Semester-II)**  
**Subject-207-Business Analytics**

**Marks- 15**

**Time: 11.00AM to 12.00PM**

**Date: 23/03/2023**

- **Attempt Any Three Questions. (Each question carries equal marks)**
- 1. Explain the Degree of Correlation.
- 2. Explain the Scatter Diagram Method.
- 3. Define Business Analytics and Explain the Need of Business Analytics.
- 4. Explain the Analytical Decision-Making Process.
- 5. Explain the concept of Insights.



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DATE:- 18/03/2023

**Notice**

**(Second Internal Examination)**

All the students are hereby inform that your Second internal exam for Forth semester of **MBA** will be started from **20 Mar 2023 to 23 Mar 2023**

The time table is given below.

**Time-Table**

Time	Date	Day	Subject Name	Block - I Supervisor	Block - II Supervisor
11.00AM to 12.00PM	20//03/2023	Monday	MBA-401 Design Thinking and Innovation Management	YAR	LSP
01.00PM to 02.00PM	20//03/2023	Monday	MBA-402 Entrepreneurship and Project Management	KLT	DCK
11.00AM to 12.00PM	21/03/2023	Tuesday	MBA-403 Indian Commercial Law	YAR	DCK
01.00PM to 02.00PM	21/03/2023	Tuesday	(404 A to 404 H) (21244A to 21244H)	DCK	YAR
11.00AM to 12.00PM	22/03/2023	Wednesday	(405 A to 405 H) (21245A to 21245H)	KLT	DCK
01.00PM to 02.00PM	22/03/2023	Wednesday	(406 A to 406 H) (21246A to 21246H)	DCK	LSP



  
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2<sup>nd</sup> InternalExam (Semester-IV)  
Subject- 401: Design Thinking and Innovation Management

Marks- 15

Time: 11.00AM to 12.00PM

Date: 20/03/2023

- Attempt Any Three Questions. (Each question carries equal marks)
1. What is Concept of Innovation? Write Characteristics of innovation
  2. What are the Levels and Types Innovation.
  3. Explain the Sources of innovation .
  4. What is Effective innovation management explain Performance evaluation.
  5. Write Steps of Opportunity identification.



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2<sup>nd</sup> InternalExam (Semester-IV)  
Subject-402– Entrepreneurship & Project Management

Marks- 15

Time: 01.00PM to 02.00PM

Date: 20/03/2023

- Attempt Any Three Questions. (Each question carries equal marks)
1. Explain the Financial Management in Enterprises?
  2. Explain the Developing business ideas?
  3. Describe the Role of Central & state Government in promoting Entrepreneurship with various incentives?
  4. Short Notes on :-  
a)Essential Marketing Mix of Services      b) Sources of finance



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2<sup>nd</sup> InternalExam (Semester-IV)  
Subject-403–Indian Commercial Law

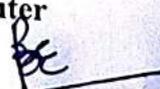
Marks- 15

Time: 11.00AM to 12.00PM

Date: 21/03/2023

- Attempt Any Three Questions. (Each question carries equal marks)
1. Explain the Cyber Law- Information Technology Act 2000.
  2. Explain the Retention of Electronic Records.
  3. Definition: - Information, Electronic Form, Computer Network, Computer Resources.
  4. Explain the Enforcement and Penalties under Act.
  5. Explain the Right of third Party



  
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2<sup>nd</sup> Internal Exam (Semester-IV)  
Subject-404 A – Financial Derivatives

Marks- 15

Time: 01.00PM to 02.00 PM

Date: 21/03/2023

- Attempt Any Three Questions. (Each question carries equal marks)
1. Explain the types of future contracts.
  2. Explain the types of Options.
  3. Distinction between options and futures contracts.
  4. Explain the strategies of option trading
  5. Explain the types of Swaps.



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2<sup>nd</sup> Internal Exam (Semester-IV)  
Subject-404 B–Marketing Research and Business

Analytics

Marks- 15

Time: 01.00PM to 02.00PM

Date: 21/03/2023

- Attempt Any Three Questions. (Each question carries equal marks)
1. Define & Explain the Interviewing errors and Interview for qualitative research?
  2. Explain and meaning the types of Market Survey ?
  3. Describe the meaning and objective of Market Survey?
  4. Explain the quality control & sampling control?
  5. Short Notes-
    - a) Supervisions of fieldworker
    - b) Conducting consumer satisfaction survey



  
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2<sup>nd</sup> Internal Exam (Semester-IV)  
**Subject- 404 C – Performance & Compensation Management**

Marks- 15

Time: 1.00PM to 02.00PM

Date: 21/03/2023

- Attempt Any Three Questions. (Each question carries equal marks)
1. Write Concept & Classification of competencies.
  2. Explain the Competency mapping
  3. What are Factors affecting employee's compensation
  4. Explain Framework of Compensation Policy



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2<sup>nd</sup> Internal Exam (Semester-IV)  
**Subject-404 D–Industrial & Productivity Management**

Marks- 15

Time: 01.00PM to 02.00PM

Date: 21/03/2023

- Attempt Any Three Questions. (Each question carries equal marks)
1. Explain Means of increasing productivity.
  2. Describe Causes and Remedies of wastage.
  3. Describe Theory of Constraints (TOC)
  4. Explain Scrap Disposal and Surplus
  5. Explain Causes and Remedies of wastage



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2<sup>nd</sup> Internal Exam (Semester-III)  
**Subject-404 E– ASP.NET**

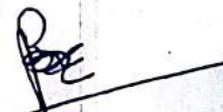
Marks- 15

Time: 01.00PM to 02.00PM

Date: 21/03/2023

- Attempt Any Three Questions. (Each question carries equal marks)
1. What are internal control? Explain the HTML Server Controls
  2. Explain the List bound controls:
  3. Explain the properties Web Designing
  4. Write a Short note: - a) Web Server Controls b) Data Grid,



  
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2<sup>nd</sup> Internal Exam (Semester-IV)  
**Subject-405 A – Goods and Services Tax**

Marks- 15

Time: 11.00 AM to 12.00 PM

Date: 22/03/2023

- Attempt Any Three Questions. (Each question carries equal marks)
- 1. Explain the types of supply under GST Regime.
- 2. Explain the term Tax Deduction at source (TDS) under GST.
- 3. Explain the term Interstate and Intrastate Supply.
- 4. Explain the Doctrine of Unjust Enrichment Penalties.
- 5. Explain the General Principles for imposing penalties.



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2<sup>nd</sup> Internal Exam (Semester-IV)  
**Subject-405 B – Retail Management and E-tailing**

Marks- 15

Time: 11.00PM to 12.00PM

Date: 08/04/2022

- Attempt Any Three Questions. (Each question carries equal marks)
- 1. Explain the Space Allocated to Merchandise Categories?
- 2. Explain the Concept of Supply Chain Management?
- 3. Describe Innovation in SCM - VMI , Cross Docking?
- 4. Explain the cloud based POS solution for multi-location retailers?
- 5. Short Notes:
  - a) Supply Chain Integration
  - b) Store site selection and types



  
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2<sup>nd</sup> Internal Exam (Semester- IV)

Subject- 405 C – International Human Resource  
Management

Marks- 15

Time: 11.00AM to 12.00PM

Date: 22/03/2023

- Attempt Any Three Questions. (Each question carries equal marks)
- 1. Explain Concept & characteristics of International Joint Venture
- 2. What is Motives & Extent of Merger & Acquisitions
- 3. Write Role & impact of Culture in International Joint Venture
- 4. What is International Division of Labour



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2<sup>nd</sup> Internal Exam (Semester-IV)

Subject-405 D: International Quality Management

Marks- 15

Time: 11.00PM to 12.00PM

Date: 22/03/2023

- Attempt Any Three Questions. (Each question carries equal marks)
- 1. Explain Concept, Six Sigma Terminology?
- 2. Describe DMAIC Model?
- 3. Explain ISO 9000-2000 system?
- 4. Describe Kaizen Strategy in detail?
- 5. Write Short Notes:  
c) ISO 14000 Series.



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2<sup>nd</sup> Internal Exam (SEMESTER: IV)

Subject-405 E– Information System Audit

Marks- 15

Time: 11.00AM to 12.00PM

Date: 22/03/2023

- Attempt Any Three Questions. (Each question carries equal marks)
- 1. Discuss the Classification of Information Assets.
- 2. Explain the Planning Function and Staffing Function
- 3. Explain the Information System Audit Professionalism
- 4. Explain the network security control access
- 5. Write short note on information security policy



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**2<sup>nd</sup> Internal Exam (Semester-IV)**  
**Subject-406 A – Case studies in Finance**

**Marks- 15**

**Time: 01.00PM to 02.00PM**

**Date: 22/03/2023**

Attempt All Questions. (Each question carries equal marks)

• **Case No. 1) Ratio Analysis**

The financial statistics pertaining to profitability of Asian Paints (India) Limited for years 16 are tabulated below:

Particular's	Year, March 31					
	1	2	3	4	5	6
EBIT	107.06	120.77	125.82	163.47	177.20	194.99
Interest	21.68	19.58	22.33	20.29	22.12	14.59
EBT	85.38	100.19	103.49	143.18	155.08	180.40
Tax Provisions	30.00	33.00	24.00	45.75	49.50	66.09
EAT	55.38	67.19	79.49	97.43	105.58	114.31
Sales	938.11	1046.80	1158.38	1383.55	1526.01	1659.72
Total Assets	534.49	647.66	685.84	771.09	882.20	893.52
Average Total Assets (ATA)	-----	591.07	666.75	728.46	826.64	887.86
Equity Funds	226.41	260.50	304.51	357.41	411.20	410.56
Average Equity Funds (AEF)	-----	243.45	282.50	330.96	384.30	410.88
Net Fixed Assets	194.28	256.68	306.87	333.29	382.95	375.76
Inventory (Finished Goods)	72.66	81.60	86.58	106.50	114.50	88.26
Sundry Debtors	66.92	80.74	79.95	86.67	121.65	118.96
Average Fixed Assets	-----	225.48	281.77	320.08	358.12	379.35
Average Inventory	-----	77.13	84.09	96.54	110.50	101.38
Average Debtors	-----	73.83	80.34	83.31	104.16	120.30

From the above financial information, you are required to prepare a disaggregate analysis related to ROA and ROE (Both on pre-tax and post-tax basis) and interpret the results.



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**Case No. 3**

ABC Ltd., manufactures three products P, Q and R. The unit selling prices of these products are Rs. 100, Rs. 80 and Rs. 50 respectively. The corresponding unit variable costs are Rs. 50, Rs. 40 and Rs. 20. The proportions (Quantity wise) in which these products are manufactured and sold are 20%, 30% and 50% respectively. The total



fixed costs are Rs. 14,80,000. Given the above information, you are required to work out the over-all break-even quantity and the product wise break up of such quantity.

• **Case No. 2) Working Capital Management**

Strong Cement Company Ltd., has an installed capacity of producing 1.25 lakh tonnes of cement per annum its present capacity utilization is 80%. The major raw material to manufacture cement is limestone which is obtained from the company's own mechanized mine located near the plant. The company produces cement in 200 kgs bags. From the information given below, determine the net working capital (NWC) requirement of the company for the current year.

Cost Structure per bag of cement (Estimated)	
Gypsum	Rs. 025
Limestone	Rs. 015
Coal	Rs. 030
Packing material	Rs. 010
Direct Labor	Rs. 050
Factory Overhead (including depreciation of Rs. 10)	Rs. 030
Administrative overheads	Rs. 020
Selling Overheads	Rs. 025
Total Cost	Rs. 205
Profit Margin	Rs. 045
Selling Price	Rs. 250
Add : Sales Tax (10% of Selling Price)	Rs. 025
Invoice price to consumers	Rs. 275

**Additional Information:**

- 1) Desired holding period of raw materials: Gypsum, 3 months, Limestone, 1 month, Coal, 2.5, months and Packing material, 1.5 months.
  - 2) The product is in the process for a period of 0.5 month (assume full units of materials, namely gypsum limestone and coals are required in the beginning: other conversion costs are to be taken at 50%).
  - 3) Finished goods are in stock for a period of 1 month before they are sold.
  - 4) Debtors are extended credit for a period 3 months.
  - 5) Average time lag in payment of wages is approximately 0.5 month and of overheads, 1 month.
  - 6) Average time lag in payment of sales tax is 1.5 months.
  - 7) The credit period extended by various suppliers are:  
Gypsum, 2 months, Coal, 1 month, and Packing material, 0.5 month.
  - 8) Minimum desired cash balance is Rs. 25 lakh.
- You may state your assumptions, if any.



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2<sup>nd</sup> Internal Exam (Semester-IV)  
Subject- 406 B Case Studies in Marketing

Marks- 15

Time: 01.00PM to 02.00PM

Date: 22/03/2023

- Attempt Any Three Questions. (Each question carries equal marks)

Zomato is a popular Food Service Aggregators in India (FSAs) known for its online delivery and user-friendly interface. Recently, in an attempt to improve business, Zomato introduced some heavy discounts for its client base. The new Zomato Gold was part of this campaign.

Customers who subscribed to Zomato Gold could access free meals, drinks, and discounts in certain restaurants. The company partnered with numerous eateries to execute this plan. However, 15th August 2019, hundreds of restaurants decided to log out of this marketing campaign. This was because the heavy discounts led to a loss of revenue and profits.

Zomato co-founder, Deepinder Goyal tried to appease the partners by launching a new model. This response was soon rejected as the core issue of discounts remained unresolved. The led to an impasse between the two parties, leaving Zomato vulnerable to takeovers.

- This was just a gist of the case study on Zomato's deep discounting strategy. Read through the details of the report, analyze the stats, and establish your take on the situation.
- Q1. Talk about why and how the discount strategy affects restaurant owners?
- Q2. Explain what Zomato Gold includes?
- Q3. Summarize the central problem (Zomato's loss of partners)?
- Q4. Reinstatement the given facts (the discount strategy) ?
- Q5. Explain and Establish the main objectives of the case study ?



  
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2<sup>nd</sup> Internal Exam (Semester- IV)  
Subject- 406 C - Case Studies in Human Resource Management

Marks- 15

Time: 01.00PM to 02.00PM

Date: 22/03/2023

**HRM Case Study 1**

Harsha and Franklin both of them are postgraduates in management under different streams from the same B-School. Both of them are close to each other from the college days itself and the same friendship is continuing in the organization too as they are placed in the same company, Hy-tech technology solutions. Harsha placed in the HR department as employee counsellor and Franklin in the finance department as a key finance executive. As per the grade is concerned both are at the same level but when responsibility is concerned Franklin is holding more responsibility being in core finance.

By nature, Harsha is friendly in nature and ready to help the needy. Franklin is silent in nature ready to help if approached personally and always a bit egoistic in nature. They have successfully completed 4 years in the organization. And management is very much satisfied with both of them as they are equally talented and constant performers.

Harsha felt that now a day's Franklin is not like as he used to be in the past. She noticed some behavioural changes with him. During general conversations, she feels that Franklin is taunting her that she is famous among the employees in the organization, on the other hand, he is not even recognized by fellow employees.

One morning Mr. Mehta General Manager Hy-tech technology solutions shocked while going through the mail received from Franklin about his resignation. Mr. Mehta called Harsha immediately and discussed the same as she is close to Franklin. By hearing the news Harsha got stunned and said that she does not know this before she also revealed her current experience with him. Mr. Mehta who does not want to lose both of them promised her that he will handle this and he won't allow Franklin to resign.

In the afternoon Mr. Mehta took Franklin to Canteen to make him comfortable after some general discussion he starts on the issue. Franklin, after some hesitation, opened his thinking in front of Mr. Mehta. The problem of Franklin is

1) when he comes alone to canteen the people from others don't even recognize him but if he accompanied by Harsha he gets well treated by others.

2) one day Both of them entered the company together the security in the gate wished them but the next day when he came alone the same security did not do so.

3) Even in meetings held in the office, the points raised by Harsha will get more value so many times he keeps silent in the meeting.



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It happens to Franklin that he has to face such degradation in each day of work which totally disturbs him. Franklin also questioned that " Harsha and myself have the same qualification, from the same institute, passed out in the same year both with first class. We have the same number of experiences in this organization. Moreover, the responsibilities with me are more valuable than those of Harsha. After all these things if I am been ignored or unrecognized by the fellow employees my ego does not allow me to continue here".

By listening to this statement Mr.Metha felt that it is not going to be very difficult to stop his resignation. Mr. Mehta explained Franklin the reasons for such partial behaviour of the employees. After listening to Mr. Mehta Franklin said sorry for his reaction and ready to take back his resignation. And he called Harsha and spoke with like before.

### Questions for HRM Case Studies: Case Study 1

Find the reason that Mr. Mehta would have given to Franklin.

### HRM Case Study 2

Watson Public Ltd Company is well known for its welfare activities and employee-oriented schemes in the manufacturing industry for more than ten decades. The company employs more than 800 workers and 150 administrative staff and 80 management-level employees. The Top-level management views all the employees at the same level. This can be clearly understood by seeing the uniform of the company which is the Same for all starting from MD to floor level workers. The company has 2 different cafeterias at different places one near the plant for workers and others near the Administration building. Though the place is different the amenities, infrastructure and the food provided are of the same quality. In short, the company stands by the rule of **Employee Equality**.

The company has one registered trade union. The relationship between the union and the management is very cordial. The company has not lost a single man day due to strike. The company is not a paymaster in that industry. The compensation policy of that company, when compared to other similar companies, is very less still the employees don't have many grievances due to the other benefits provided by the company. But the company is facing a countable number of problems in supplying the materials in the recent past days. Problems like quality issues, mismatch in packing materials (placing material A in the box of material B) incorrect labelling of material, not dispatching the material on time, etc...

The management views the case as there are loopholes in the system of various departments and hand over the responsibility to the HR department to solve the issue. When the HR manager goes through the issues he realized that the issues are not relating to the system but it relates to the employees. When investigated he come to know that the reason behind the casual approach by employees in work is

- The company hired new employees for a higher-level post without considering the potential internal candidates.
- The newly hired employees are placed with higher packages than that of existing employees in the same cadre. **Questions:**

1. Narrate the case with a suitable title for the case. Justify your title.



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2<sup>nd</sup> Internal Exam (Semester-IV)  
**Subject- 406 D – Case Studies in Operations Management**

Marks-  
15

Time: 01.00PM to 02.00PM

Date: 22/03/2023

- Attempt Any Three Questions. (Each question carries equal marks)
- Q1. Explain TQMEX Model?
  - Q2. Describe quality control circle?
  - Q3. Compare between kaizen and innovation?
  - Q4. Explain benefits of Six Sigma?
  - Q5. Describe business process of Re-engineering?



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**Subject-406 E– Software Testing**

Marks- 15

Time: 01.00PM to 02.00PM

Date: 22/03/2023

- Attempt Any Three Questions. (Each question carries equal marks)
1. Discuss the Unit Testing and Load Testing
  2. difference between Validation and Verification
  3. Explain the Basic Metrics.
  4. Write short note on System Testing



  
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National Assessment and Accreditation Council (NAAC) Awarded 'B' Grade

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DATE:- 02/02/2023

**Notice**

**(First Internal Examination)**

All the students are hereby inform that your First internal exam for Forth semester of **MBA** will be started from **04 Feb 2023 to 08 Feb 2023**

The time table is given below.

**Time-Table**

Time	Date	Day	Subject Name	Block - I Supervisor	Block - II Supervisor
11.00AM to 12.00PM	04/02/2023	Saturday	MBA-401 Design Thinking and Innovation Management	DCK	LSP
01.00PM to 02.00PM	04/02/2023	Saturday	MBA-402 Entrepreneurship and Project Management	LSP	YAR
11.00AM to 12.00PM	06/02/2023	Monday	MBA-403 Indian Commercial Law	KLT	LSP
01.00PM to 02.00PM	06/02/2023	Monday	(404 A to 404 H) (21244A to 21244H)	LSP	DCK
11.00AM to 12.00PM	07/02/2023	Tuesday	(405 A to 405 H) (21245A to 21245H)	SDM	KLT
01.00PM to 02.00PM	07/02/2023	Tuesday	(406 A to 406 H) (21246A to 21246H)	DCK	KLT



  
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Subject-401 – Design Thinking and Innovation Management

Marks- 15

Time: 11.00AM to 12.00PM

Date: 04/02/2023

- Attempt Any Three Questions. (Each question carries equal marks)
1. Discuss the Prototyping.
  2. Explain the Emergence of design thinking.
  3. Describe Design Thinking Cultures.
  4. Explain the Process of Design Thinking.
  5. Explain the Business Model Design.



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Subject-402 – Entrepreneurship & Project Management

Marks- 15

Time: 01.00PM to 02.00PM

Date: 04/02/2023

- Attempt Any Three Questions. (Each question carries equal marks)
6. Discuss the functions and characteristics of entrepreneur.
  7. Explain the E-Entrepreneur
  8. Describe the Entrepreneurial Development and Training.
  9. Explain the Entrepreneur vis-à-vis Professional Manager.
  10. Explain the Opportunities & Challenges of Women Entrepreneur.



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Subject-403 – Indian Commercial Law

Marks- 15

Time: 11.00AM to 12.00PM

Date: 06/02/2023

- Attempt Any Three Questions. (Each question carries equal marks)
1. Difference between Unfair Trade Practices and Restrictive Trade Practices.
  2. Explain the Consumers Protection Act 1986.
  3. Definition: - Appropriate Laboratory, Complainant, Consumer & Consumer dispute.
  4. What is mean by Company Law? Explain the types of Company.
  5. Explain the Corporate Social Responsibility.



  
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Subject-404 A–Financial Derivatives

Marks- 15

Time: 01.00PM to 02.00PM

Date: 06/02/2023

- Attempt Any Three Questions. (Each question carries equal marks)
1. Define financial derivatives and evolution of derivatives market.
  2. Explain the participants in derivatives markets.
  3. Explain the different types of derivatives.
  4. Explain the different uses of derivatives.
  5. Explain the critiques of derivatives.



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Subject-404 B–Marketing Research and Business

Analytics

Marks- 15

Time: 01.00PM to 02.00PM

Date: 06/02/2023

- Attempt Any Three Questions. (Each question carries equal marks)
1. Define the Marketing Research and Marketing Management ?
  2. Explain the Scope, purpose, uses, & limitation to Marketing Research ?
  3. Describe the Marketing Intelligence System ?
  4. Explain the Locating and Evaluating Secondary data?
  5. Define & Explain the types of measurement scales of data collection ?



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Subject-404 C– Performance and Compensation

Management

Marks- 15

Time: 01.00PM to 02.00PM

Date: 06/02/2023

- Attempt Any Three Questions. (Each question carries equal marks)
6. Discuss the Performance Management Process.
  7. Explain the Scope & Importance of Performance Management.
  8. Describe Challenges to Performance Management.
  9. Explain the Meaning & Characteristics of Performance appraisal.
  10. Explain the Functions & Characteristics of Performance Management System.



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**Subject-404 D-Industrial & Productivity Management**

Marks- 15

Time: 12.00PM to 01.00PM

Date: 06/02/2023

- Attempt Any Three Questions. (Each question carries equal marks)
1. Explain Means of increasing productivity.
  2. Describe Causes and Remedies of wastage.
  3. Describe Theory of Constraints (TOC)
  4. Explain Scrap Disposal and Surplus
  5. Explain Causes and Remedies of wastage



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**Subject-404 E- ASP.NET**

Marks- 15

Time: 01.00PM to 02.00PM

Date: 06/02/2023

- Attempt Any Three Questions. (Each question carries equal marks)
1. Write short note on Internet computing infrastructure.
  2. Explain the HTTP Modules and HTTP Handlers.
  3. Explain the Features of .NET framework.
  4. Explain the Desktop Computing vs. Internet Computing.



  
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Subject-405 A–Case Studies in Finance

Marks- 15

Time: 11.00 AM to 12.00 PM

Date: 07/02/2023

Attempt Any Three Questions. (Each question carries equal marks)

1. Explain the Need and Genesis of GST.
2. Explain the term CGST.
3. Explain the term SGST.
4. Explain the term UTGST.
5. Explain the term IGST.



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Subject-405 B– Retail Management and E-tailing

Marks- 15

Time: 11.00 AM to 12.00 PM

Date: 07/02/2023

• Attempt Any Three Questions. (Each question carries equal marks)

1. Explain the function and retail equation of Retail Management?
2. Explain the factors affecting the growth of retail in India?
3. Describe the Merchandise Planning Systems?
4. Explain the Importance and elements of Visual Merchandizing?
5. Describe Evaluating merchandise performance?



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Subject-405C– International Human Resource Management

Marks- 15

Time: 11.00AM to 12.00PM

Date: 07/02/2023

• Attempt Any Three Questions. (Each question carries equal marks)

1. What is International Human Resource Management.
2. Explain the Domestic Vs International HRM.
3. Describe the Barriers to effective Global HRM.
4. Explain the Religions and Economic Implications.
5. Explain the Multiculturalism.



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1<sup>st</sup> Internal Exam (Semester-IV)  
**Subject-405 D: International Quality Management**

Marks- 15

Time: 11.00PM to 12.00PM

Date: 07/02/2023

- Attempt Any Three Questions. (Each question carries equal marks)
- 1. Explain Concept, Six Sigma Terminology?
- 2. Describe DMAIC Model?
- 3. Explain ISO 9000-2000 system?
- 4. Describe Kaizen Strategy in detail?
- 5. Write Short Notes:
  - a ISO 14000 Series.



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**Subject-405 E- Information System Audit**

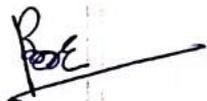
Marks- 15

Time: 11.00AM to 12.00PM

Date: 07/02/2023

- Attempt Any Three Questions. (Each question carries equal marks)
- 1. Discuss the Nature Of Controls.
- 2. Explain the Types Of Audit Procedures.
- 3. Explain the Effects Of Computers On Auditing.
- 4. Explain the Steps In An Audit.
- 5. Write short note on Foundations Of Information System Audit.



  
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Subject-406 A-Case Studies in Finance

Marks- 15

Time: 01.00PM to 02.00PM

Date: 07/02/2023

- Attempt Any Three Questions. (Each question carries equal marks)
- 1. Explain the Capital Budgeting .
- 2. Explain the Marginal Costing.
- 3. Explain the Ration Analysis.
- 4. Explain the Working Capital Management.
- 5. Explain the Cash flow Statement.



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**Subject-406 B– Case Studies In Marketing**

Marks- 15

Time: 01.00PM to 02.00PM

Date: 07/02/2023

- Attempt Any Three Questions. (Each question carries equal marks)

Case Study-1: Raymond's experiment with khadi

Raymond is a significant textile business worldwide known for its fabric quality and fitting suits. The brand now plans to customize its fabric to suit the Indian market. For this, the market experts narrow down to the traditional Indian material- "Khadi".

Khadi is a hand-woven, light, and comfortable fabric with some rich cultural and historical significance. Raymond, in its latest marketing strategy, tried to integrate Khadi in modern fashion. The marketing team adopted innovative advertising ideas to make their product more appealing and relatable.

This case study titled "Raymond: Giving a new spin to Khadi" discusses the deal between the company and the govt. Body. Khadi Village and Industries Commission (KVIC) is an organization that overlooks the production and distribution of khadi in India.

The case study highlights how Raymond breaks the general perception of Khadi, presenting differently. It also outlines the practical challenges faced by the brand to successfully launch the khadi line.

Q.No.01 Discuss the new marketing strategy of Raymond?

Q.NO.02 Explore the deal between Raymond and KVIC?

Q.No.03 Talk about the cultural and historical importance of khadi. ?



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**Case Study:-2 Coca-Cola collaborates with App Annie.**

Coca-Cola is a beloved beverage brand enjoying worldwide recognition and profit. Other than its trademark soft drinks, the company also has several sister brands under its name. Over the years, Coca-Cola has developed into a tech-savvy, modern business, thanks to its innovation strategies.

The latest app developed by Coca-Cola includes the Coca-Cola Freestyle for customers, Coke Notify Service Request for retailers. Read the case study titled "Coca-Cola relies on App Annie to amaze and delight its customers" for more details.

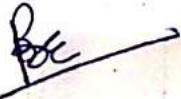
The study describes the significant challenges faced by the brand and how it overcomes them with remarkable success. Towards the end, you also learn about the future prospects of the company.

Q.No.01 Explain the background of Coca-Cola, and why is it such a relevant brand.

Q.No.02 Explain the three significant apps launched by Coca-Cola

Q.No.03 Talk about App Annie Intelligence and its benefits.



  
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**INSTITUTE OF MANAGEMENT AND SCIENCE, SAKEGAON**  
**1<sup>st</sup> Internal Exam (Semester-IV)**  
**Subject-406 C – Case Studies in Human Resource Management**

Marks- 15

Time: 01.00PM to 02.00PM

Date: 07/02/2023

### Case 1

As a 'Marketing Manager' of a company, you have recently hired Mr. Moiz Khan as 'Assistant Manager Sales' for your Karachi Office. In the Karachi Office, you have given him a small team of ten sales executives, so that he could gain the real experience of managing people. Over a period of time, you have concluded that he often relies on Mr. Akram Khan (a Senior Sales Executive) for his managerial work. Mr. Moiz positively responds to all the recommendations of the senior sales executive without going into details or any critical analysis. He believes that all the lower staff is experienced by virtue of the number of years they have spent in the company and thus considers them as the backbone of the company. The senior sales executive does not have any respect for him and considers himself as a figurehead. Some of the team members also share his views and think that Mr. Moiz does not know his job, and that Mr. Akram Khan is the real boss. According to a recent performance report Mr. Moiz's team has lower results than the other teams. Mr. Moiz has been in job for the last three months.

1. Which Leadership Style Mr. Moiz Khan exhibits?
2. As a Marketing Manager, suggest ways and means which will initiate proper senior / subordinate relationship?

### Case 2

You are a 'General Manager' of a well-known and established firm of Lahore. One day, Mr. Jawed Ikram (Regional Sales Manager, Lahore East), comes to you with a request that Mr. Gul Mohammad (Assistant Sales Manager, Project X) should be posted out of his area. He gave you the following reasons: "Mr. Gul Mohammad is known to frequently fight with his colleagues. He is conscientious and dedicated worker, only when he is doing his own job. He is friendly with seniors, but refuses to work with colleagues in a team. He is unable to take criticism, generally feels hostile and rejected. He is over-bearing and is generally a bad influence on the team."

You called your 'Area Manager, Lahore' and sought more information about Mr. Gul Mohammad. You also remember that Mr. Inam-ur-Rahman (Ex Assistant Manager, Project X) had left with you a notebook, containing his personal impression about all the employees working under him. He had described Mr. Gul Mohammad as follows: "Educationally unqualified for further promotion, total work experience 8 ½ years. Has all along been in the same area. Got a lot of problems, 1 a sick wife and a mother who is not prepared to accept his ailing wife. Too authoritative to work under anyone."



  
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1. As an Assistant Manager, what problem does Mr. Gul Mohammad have? How would you deal with Regional Sales Manager's request? How can you influence a change in Mr. Gul Mohammad's behavior?



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1st Internal Exam (Semester-IV)  
**Subject- 406 D – Case Studies in Operations Management**

Marks- 15

Time: 01.00PM to 02.00PM

Date: 07/02/2023

- Attempt Any Three Questions. (Each question carries equal marks)

- Q1. Explain TQMEX Model?
- Q2. Describe quality control circle?
- Q3. Compare between kaizen and innovation?
- Q4. Explain benefits of Six Sigma?
- Q5. Describe business process of Re-engineering?



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1st Internal Exam (Semester-IV)  
**Subject-406 E– Software Testing**

Marks- 15

Time: 01.00PM to 02.00PM

Date: 07/02/2023

- Attempt Any Three Questions. (Each question carries equal marks)
1. Discuss the White Box Testing and types of white box testing.
  2. Explain the Testing Objectives.
  3. Explain the Testing Life Cycle.
  4. Write short note on Software Testing.



  
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National Assessment and Accreditation Council (NAAC) Awarded 'B' Grade  
Phon.: 9423186660 Fax. : 02582-255125  
E-mail: [imssakegaon@rediffmail.com](mailto:imssakegaon@rediffmail.com)

DATE:-02/02/2023

**Notice**

**(First Internal Examination)**

All the students are hereby inform that your First internal exam for Second semester of **MBA** will be started from **04 Feb 2023 to 08 Feb 2023**

The time table is given below.

**Time-Table**

Time	Date	Day	Subject Name	Block - I Supervisor	Block - II Supervisor
11.00AM to 12.00PM	04/02/2023	Saturday	MBA-201 Business Ethics & CSR	YAR	LSP
01.00PM to 02.00PM	04/02/2023	Saturday	MBA-202 Business Research Methods	LSP	DCK
11.00AM to 12.00PM	06/02/2023	Monday	MBA-203 Indian Economy & Policy	YAR	DCK
01.00PM to 02.00PM	06/02/2023	Monday	MBA-204 Marketing Management	LSP	YAR
11.00AM to 12.00PM	07/02/2023	Tuesday	MBA-205 Financial Management	YAR	LSP
01.00PM to 02.00PM	07/02/2023	Tuesday	MBA-206 Computer Application in Business	DCK	LSP
11.00AM to 12.00PM	08/02/2023	Wednesday	MBA-207 Business Analytics	YAR	DCK



  
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1<sup>st</sup> Internal Exam (Semester-II)  
**Subject-201–Business Ethics & CSR**

Marks- 15

Time: 11.00AM to 12.00PM

Date: 04/02/2023

- Attempt Any Three Questions. (Each question carries equal marks)
1. Explore the social issues of Casteism, corruption, black money, and sexual harassment in corporate environment, analyze their impact on society.
  2. Explain the term of Corruption.
  3. Explain the term of Casteism.
  4. Define the term Ethics. Explain the concept of Business Ethics.
  5. Explain the Morality.



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1<sup>st</sup> Internal Exam (Semester-II)  
**Subject- 202: Business Research Methods**

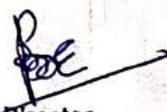
Marks- 15

Time: 01.00PM to 02.00PM

Date: 04/02/2023

- Attempt Any Three Questions. (Each question carries equal marks)
1. What do you mean by Research Methodology? Explain the research process with suitable example?
  2. What is the Formulation of Objectives in research write importance of objective
  3. Explain the Research Process
  4. What is the Hypothesis? Write importance & Types of Hypotheses
  5. What is Managerial Value of Business Research



  
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1<sup>ST</sup> Internal Exam (Semester-II)  
**Subject-203- Indian Economy and Policy**

Marks- 15

Time: 11.00 AM to 12.00 PM

Date: 06/02/2023

- Attempt Any Four Questions. (Each question carries equal marks)
  1. Explain the growth and structural changes in Indian Economy.
  2. Explain the basic structure of Indian Economy.
  3. Explain the different sectorial distribution of income.
  4. Explain the National Income and Trends in National Income.
  5. Short Notes:
    - 1) Implications of Population growth
    - 2) unemployment on Indian Economy



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1<sup>ST</sup> Internal Exam (Semester-II)  
**Subject-204- Marketing Management**

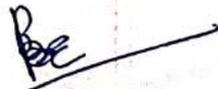
Marks- 15

Time: 1.00 PM to 2.00 PM

Date: 06/02/2023

- Attempt Any Three Questions. (Each question carries equal marks)
  1. Define marketing. Discuss the marketing environment and marketing process.
  2. What you mean by Consumer Behavior? Explain the consumer decision marketing process or new products
  3. Explain Marketing Environment & compare between the micro & Macro Environment?
  4. Explain & concept the Marketing Orientation?
  5. Explain the concept of consumer buying behavior. Also explain the types of buying decision behavior



  
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1<sup>st</sup> Internal Exam (Semester-II)  
**Subject-205–Financial Management**

Marks- 15

Time: 11.00AM to 12.00PM

Date: 07/02/2023

- Attempt Any Three Questions. (Each question carries equal marks)
1. Explain the scope of financial management.
  2. Explain the term of financial forecasting
  3. Explain the term of time value of Money
  4. Differentiate between traditional and Modern approaches of financial management.
  5. Explain the different functional area of financial management.



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1<sup>st</sup> Internal Exam (Semester-II)  
**Subject- 206 Computer Applications in Business**

Marks- 15

Time: 01.00PM to 02.00PM

Date: 07/02/2023

- Attempt Any Three Questions. (Each question carries equal marks)
1. Describe various types of computer on the basis of size and purpose.
  2. Explain the Components of DBMS.
  3. What is Computer Network? Discuss types of Computer Network.
  4. Enlist and explain components of DBMS
  5. Write a note on Network Security.



  
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**1<sup>st</sup> Internal Exam (Semester-II)**

**Subject-207–Business Analytics**

**Marks- 15**

**Time: 11.00AM to 12.00PM**

**Date: 08/02/2023**

- **Attempt Any Three Questions. (Each question carries equal marks)**
- 1. Explain the Importance and limitations of Descriptive Statistics.
- 2. Define the term: - Raw Data, Variable, Attribute, Population.
- 3. Explain the Properties and Application of Chi-square Distribution.
- 4. Definition: - Range, Coefficient of Range, Quartile Deviation, Mean Deviation.
- 5. A.) Calculate the average sales per day for the company from the data given below. Convert the ungrouped data into grouped data using classes like 1-10,11-21..... etc.:  
14,23,8,26,5,27,46,45,32,30,42,7,6,32,15,28,12,16,22,36,26,15,40,31,29.
- B) Use following data and calculate mode:

X	0-10	10-20	20-30	30-40	40-50	50-60	60-70
F	5	6	8	12	15	5	3



  
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DATE:-19/01/2023

**Notice**

**(Second Internal Examination)**

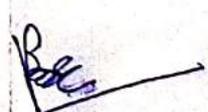
All the students are hereby inform that your Second internal exam for First semester of **MBA-I** will be started from **20 Jan 2023 to 24 Jan 2023**

The time table is given below.

**Time-Table**

Time	Date	Day	Subject Name	Block - I Supervisor	Block - II Supervisor
11.00AM to 12.00PM	20/01/2023	Friday	MBA-101 Management Science	YAR	LSP
01.00PM to 02.00PM	20/01/2023	Friday	MBA-102 Organizational Behavior	LSP	DCK
11.00AM to 12.00PM	21/01/2023	Saturday	MBA-103 Managerial Economics	YAR	DCK
01.00PM to 02.00PM	21/01/2023	Saturday	MBA-104 Human Resource Management	LSP	YAR
11.00AM to 12.00PM	23/01/2023	Monday	MBA-105 Business Accounting and Costing	YAR	LSP
01.00PM to 02.00PM	23/01/2023	Monday	MBA-106 Operations Management	DCK	LSP
11.00AM to 12.00PM	24/01/2023	Tuesday	MBA-107 Communication Skill	YAR	DCK



  
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11<sup>th</sup> Internal Exam (Semester-I)  
**Subject-101 – Management Science**

Marks- 15

Time: 11.00AM to 12.00PM

Date: 20/01/2023

- **Attempt Any Three Questions. (Each question carries equal marks)**
1. Write the detail about Management Audit with its need, importance and objectives.
  2. Explain the concept of Staffing.
  3. What is Decision Making? Discuss Decision Making Process.
  4. Write Difference between Coordination & Cooperation.
  5. Explain Indian Ethos and It's Features.



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11<sup>th</sup> Internal Exam (Semester-I)  
**Subject-102 – Organizational Behaviour**

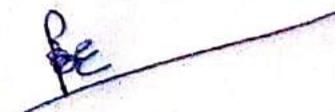
Marks- 15

Time: 01.00 PM to 02.00 PM

Date: 20/01/2023

- **Attempt Any Three Questions. (Each question carries equal marks)**
1. Explain Group Behavior. Discuss the types of group and features.
  2. Why need for the formal group and Informal group. & Explain.
  3. What is stage of group formation and development?
  4. What do you mean by transaction analysis & Johari window.
  5. Define conflict? Discuss types of conflict



  
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**II<sup>nd</sup> Internal Exam (Semester-I)**  
**Subject-101 – Management Science**

Marks- 15

Time: 11.00AM to 12.00PM

Date: 20/01/2023

- **Attempt Any Three Questions. (Each question carries equal marks)**
- 1. Write the detail about Management Audit with its need, importance and objectives.
- 2. Explain the concept of Staffing.
- 3. What is Decision Making? Discuss Decision Making Process.
- 4. Write Difference between Coordination & Cooperation.
- 5. Explain Indian Ethos and It's Features.



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**INSTITUTE OF MANAGEMENT AND SCIENCE, SAKEGAON**  
**II<sup>nd</sup> Internal Exam (Semester-I)**  
**Subject-102 – Organizational Behaviour**

Marks- 15

Time: 01.00 PM to 02.00 PM

Date: 20/01/2023

- **Attempt Any Three Questions. (Each question carries equal marks)**
- 1. Explain Group Behavior. Discuss the types of group and features.
- 2. Why need for the formal group and Informal group. & Explain.
- 3. What is stage of group formation and development?
- 4. What do you mean by transaction analysis & Johari window.
- 5. Define conflict? Discuss types of conflict



  
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11<sup>th</sup> Internal Exam (Semester-I)  
**Subject-103 – Managerial Economics**

Marks- 15

Time: 11.00AM to 12.00PM

Date: 21/01/2023

- **Attempt Any Three Questions. (Each question carries equal marks)**
- 1. Explain the different kinds of Market Structures with the help of suitable examples.
- 2. What do you mean by product pricing? Explain the different methods of pricing
- 3. Write short notes on pricing and output decision.
- 4. Explain factor affecting pricing decision.
- 5. Write short notes on pricing and output decisions under oligopoly.



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11<sup>th</sup> Internal Exam (Semester-I)  
**Subject-104 – Human Resource Management**

Marks- 15

Time: 01.00 PM to 02.00 PM

Date: 21/01/2023

- **Attempt Any Three Questions. (Each question carries equal marks)**
- 1. Explain the process of performance appraisal along with methods of performance appraisal.
- 2. Explain Competency mapping & Competencies Applications.
- 3. What is succession planning? And explain Its Benefits.
- 4. What Is Career planning explain The Need of Career planning.
- 5. Write short note on: a) Placement b) Career planning



  
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 11<sup>th</sup> Internal Exam (Semester-I)  
**Subject-105 – Business Accounting and Costing**

**Marks- 15**

**Time: 11.00 AM to 12.00 PM**

**Date: 23/01/2023**

- Attempt Any Three Questions. (Each question carries equal marks)

1) The following balances are extracted from the books of Mr. Ramasamy on 31.12.2001. Prepare final accounts.

Particular's	Dr. Amount	Particular's	Cr. Amount
Stock on 01.01.2001	17,000	Sales	60,000
Manufacturing wages	10,000	Creditors	20,000
Factory rent	2,000	Bills payable	10,000
Factory lighting	3,000	Capital	43,000
Purchase	30,000		
Carriage	3,000		
Salary	2,000		
Office rent	2,000		
Printing and Stationery	1,000		
Bad debts	1,000		
Land	10,000		
Buildings	20,000		
Plant & Machinery	15,000		
Furniture	5,000		
Depreciation	2,000		
Debtors	5,000		
Cash in hand	5,000		
<b>Total</b>	<b>1,33,000</b>	<b>Total</b>	<b>1,33,000</b>

Closing stock was valued at Rs. 19,000.

2) From the following Trail Balance you are required to prepare the Final A/C of Shree Pandey's on 31 Mar.2006.

Trail Balance			
Particular's	Dr. Amount	Particular's	Cr. Amount
Cash in Hand	1,200	Capital	80,000
Purchase	1,20,000	4% Bank loan	20,000
Opening Stock	35,000	Bills Payable	22,000
Sundry Debtors	50,000	Sundry Creditors	24,000
Plant & Machinery	60,000	Sales	2,00,000
Furniture	15,000	Bad debts Reserve	1,200
Bills receivable	20,000		
Rent and Taxes	10,000		
Wages	16,000		
Salary	20,000		
<b>Total</b>	<b>3,47,200</b>	<b>Total</b>	<b>3,47,200</b>

Adjustment:

1. Closing stock Rs. 40,000 as on 31<sup>st</sup> Mar.
2. Outstanding liabilities: Rent & taxes RS. 2,000; Wages Rs.3,000; & Salary Rs.4,000.
3. Depreciation of Plant & Machinery 5% and Furniture 10%.
4. Write-off Rs.500 as bad debts.
5. Create bad debts reserve 2.5% on sundry debtors.

- 3) Explain the specimen of final account.
- 4) Explain the different method of reconciliation.
- 5) Explain the cost sheet (Specimen).



*[Signature]*  
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IInd Internal Exam (Semester-I)  
**Subject-106 – Operation Management**

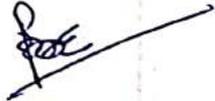
Marks- 15

Time: 01.00 PM to 02.00 PM

Date: 23/01/2023

- Attempt Any Three Questions. (Each question carries equal marks)
- 1. Describe various factors affecting location selection.
- 2. Explain various types of layouts.
- 3. Explain factors influencing facility layout
- 4. Describe various steps in layout planning and design.
- 5. Explain importance of facility location and facility layout.



  
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**1<sup>st</sup> Internal Exam (Semester-I)**  
**Subject-107 – Communication Skill**

**Marks- 15**

**Time: 11.00 AM to 12.00 PM**

**Date: 24/01/2023**

- **Attempt Any Three Questions. (Each question carries equal marks)**
- 1. **Difference between Formal and Informal Communication.**
- 2. **How do you write a business proposal?**
- 3. **Explain the different categories of E – mail.**
- 4. **How to prepare agenda for Meeting?**



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DATE:-15/12/2022

**Notice**

**(First Internal Examination)**

All the students are hereby inform that your Second internal exam for First semester of **MBA** will be started from **17 Dec 2022 to 21 Dec 2022**

The time table is given below.

**Time-Table**

Time	Date	Day	Subject Name	Block - I Supervisor	Block - II Supervisor
11.00AM to 12.00PM	17/12/2022	Saturday	MBA-101 Management Science	YAR	LSP
01.00PM to 02.00PM	17/12/2022	Saturday	MBA-102 Organizational Behavior	LSP	DCK
11.00AM to 12.00PM	19/12/2022	Monday	MBA-103 Managerial Economics	YAR	DCK
01.00PM to 02.00PM	19/12/2022	Monday	MBA-104 Human Resource Management	LSP	YAR
11.00AM to 12.00PM	20/12/2022	Tuesday	MBA-105 Business Accounting and Costing	YAR	LSP
01.00PM to 02.00PM	20/12/2022	Tuesday	MBA-106 Operations Management	DCK	LSP
11.00AM to 12.00PM	21/12/2022	Wednesday	MBA-107 Communication Skill	YAR	DCK



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**1<sup>st</sup> Internal Exam (Semester-I)**  
**Subject-101-Management Science**

Marks- 20

Time: 11.00AM to 12.00PM

Date: 17/12/2022

- **Attempt Any Four Questions. (Each question carries equal marks)**
- 1. Discuss about management concept and its Functions.
- 2. Define Controlling, Also Describe Methods of Control.
- 3. What is Planning? Discuss Planning Process.
- 4. Explain the levels of Management.
- 5. Explain Managerial Skills & Roles.



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**1<sup>st</sup> Internal Exam (Semester-I)**  
**Subject-102 – Organizational Behavior**

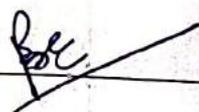
Marks- 20

Time: 01.00 PM to 02.00 PM

Date: 17/12/2022

- **Attempt Any Four Questions. (Each question carries equal marks)**
- 1. Define Organizational Behavior? State its importance and scope.
- 2. Discuss stages of Group Development.
- 3. What is Perception? Explain the factors influencing Perception.
- 4. Explain the Concept and Functions of Attitudes.
- 5. Describe various models of OB.



  
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2<sup>nd</sup> Internal Exam (Semester-I)  
**Subject-103– Managerial Economics**

Marks- 20

Time: 11.00 AM to 12.00 PM

Date: 19/12/2022

- **Attempt Any Four Questions. (Each question carries equal marks)**
  1. Explain any four methods in pricing methods.
  2. Explain Internet Pricing Model methods.
  3. Explain the law of Returns to scale
  4. Explain cost Analysis, cost Function and classification of cost relationship, between AC and MC Curves.
  5. Explain cost-output relationship in the long-run,



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**Subject-104– Human Resource Management**

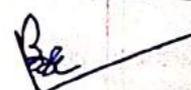
Marks- 20

Time: 01.00 PM to 02.00 PM

Date: 19/12/2022

- **Attempt Any Four Questions. (Each question carries equal marks)**
  1. What is HRM? Discuss its function.
  2. Explain HRM Environment & difference between HRM & HRD.
  3. Explain the concept of HRP & Process of Human Resource Planning.
  4. Discuss the benefits of succession planning & Roles in career Development.
  5. Write short notes on (any 2)
    - (a)Promotion
    - (b)Selection
    - (c)Career Guidance



  
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Marks- 20

Time: 11.00 AM to 12.00 PM

Date: 20/12/2022

- Attempt Any Two Questions. (Each question carries equal marks)

Q.1 Journalize the following transactions: for the year 2003

March 1.	K. Singh started business with cash Rs. 80,000
2.	Paid in to Bank Rs. 4,000
4	Goods purchased form Prasad & Co. for cash Rs. 30,000
7	Goods sold for cash Rs. 12,000
9	Bought furniture from Kapur & Co. for Rs. 10,000 and paid by cheque
11	Goods sold to Sethi & Co. for Rs. 8,000 on Credit
13	Goods purchased frog Gupta & Co. Rs. 20,000 on Credit
15	Damaged goods returned to Gupta & Co. Rs. 10,000
16	Cash received for Sethi & Co. Rs. 7,880 in full settlement
17	Withdraw goods for personal use Rs. 2,000
19	Withdraw cash fro business for personal use Rs. 4,000
21	Paid telephone rent Rs. 2,000
24	Paid cash to Gupta & Co. in full settlement of Rs. 9,800
29	Brought Stationery Rs. 400
	Paid rent to office building Rs. 1,000
	Paid salaries to office staff Rs. 4,000
31	Paid advertisement expenses of Rs. 2,000

Q.2 From the following Trial Balance of M/s. Ram & Sons, prepare trading and profit and loss account for the year ending on 31<sup>st</sup> March 2002 and the balance sheet as on the data:

Trial Balance as on 31<sup>st</sup> March 2002

Particulars	Debit (Rs.)	Credit (Rs.)
Opening Stock (1.4.2001)	5,000	
Purchases	16,750	
Discount allowed	1,300	
Wages	6,500	
Sales		30,000
Salaries	2,000	
Travelling expenses	400	
Commission	425	
Carriage inward	275	
Administration expenses	105	
Trade expenses	600	
Interest	250	
Building	5,000	
Furniture	200	
Debtors	4,250	
Creditors		2,100
Capital		13,000
Cash	2,045	
<b>Total</b>	<b>45,100</b>	<b>45,100</b>

Stock on 31<sup>st</sup> March 2002 was Rs. 6,000.



*R.E.*

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The trial balances of Mr. Uma Shankar shows the following balances on 31<sup>st</sup> March 2000.  
Prepare final accounts.

Debit Balance	Amount in Rs.	Credit Balance	Amount in Rs.
Purchases	70,000	Capital account	56,000
Sales returns	5,000	Sales	1,50,000
Opening stock	20,000	Purchase returns	4,000
Discount allowed	2,000	Discount received	1,000
Bank charges	500	Sundry creditors	30,000
Salaries	4,500		
Wages	5,000		
Freight inwards	4,000		
Freight outwards	1,000		
Rent, rates and taxes	5,000		
Advertising	6,000		
Cash in hand	1,000		
Plant and machinery	50,000		
Sundry debtors	60,000		
Cash at bank	7,000		
Total	2,41,000	Total	2,41,000

Closing stock on 31<sup>st</sup> March 2000 was Rs. 30,000.



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1<sup>st</sup> Internal Exam (Semester-I)  
**Subject-106-Operational Management**

Marks- 20

Time: 01.00 PM to 02.00 PM

Date: 20/12/2022

- Attempt Any Four Questions. (Each question carries equal marks)
- 1. Explain Meaning, nature and scope of Operation Management.
- 2. Explain Product design and factor influencing & its characteristics.
- 3. Explain Production planning and control functions.
- 4. What is Determinants of capacity?
- 5. Explain Economies and Diseconomies of scale.



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**1<sup>st</sup> Internal Exam (Semester-I)**

**Subject-107: Communication Skill**

**Marks- 20**

**Time: 11.00 AM to 12.00 PM**

**Date: 21/12/2022**

• Attempt Any Two Questions. (Each question carries equal marks)

- Q1. Describes the forms of Communication. Explain it?
- Q2. Write notes of Verbal and Non-verbal Communication?
- Q3. Discuss about the Internal and External Communication



  
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National Assessment and Accreditation Council (NAAC) Awarded 'B' Grade

Phon.: 9423186660 Fax. : 02582-255125

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DATE:-05/12/2022

**Notice**

**(Second Internal Examination)**

All the students are hereby inform that your Second internal exam for Third semester of **MBA** will be started from **07 Dec 2022 to 10 Dec 2022**

The time table is given below.

**Time-Table**

Time	Date	Day	Subject Name	Block - I Supervisor	Block - II Supervisor
11.00AM to 12.00PM	07/12/2022	Wednesday	301: Strategic Management	YAR	LSP
01.00PM to 02.00PM	07/12/2022	Wednesday	302: Management Information Systems & ERP	LSP	DCK
11.00AM to 12.00PM	08/12/2022	Thursday	303: Legal Aspects of Business	YAR	DCK
01.00PM to 02.00PM	08/12/2022	Thursday	(304 A to 304H) (21234A to 21234H)	LSP	YAR
11.00AM to 12.00PM	09/12/2022	Friday	(305A to 305H) (21235A to 21235H)	YAR	LSP
01.00PM to 02.00PM	09/12/2022	Friday	(306 A to 306 H) (21236A to 21236H)	DCK	LSP
11.00AM to 12.00PM	10/12/2022	Saturday	(307 A to 307 H) (21237A to 21237H)	YAR	DCK



  
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**II<sup>nd</sup> Internal Exam (Semester-III)**  
**Subject-301: Statagic Management**

Marks- 20

Time: 11.00 AM to 12.00 PM

Date: 07/12/2022

- Attempt Any Three Questions. (Each question carries equal marks)

- Q1. Explain Porter's Five Forces Model with Suitable example?  
Q2. "In organizations, there is a consistent path of structure following strategy and then strategy following structure." Discuss.  
Q3. Discuss the McKinsey 7 S Framework and explain it?



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**II<sup>nd</sup> Internal Exam (Semester-III)**  
**Subject-302: Management Information System & E-Commerce**

Marks- 20

Time: 1.00PM to 2.00PM

Date: 07/12/2022

- Attempt Any Two Questions. (Each question carries equal marks)
1. What is Data Mining? Explain It's types.
  2. Explain the ERP & Features.
  3. Explain the Cloud computing models .



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**2<sup>nd</sup> Internal Exam (Semester-III)**  
**Subject-303: Legal Aspect of Business**

Marks- 20

Time: 11.00 AM to 12.00 PM

Date: 08/12/2022

- Attempt Any Two Questions. (Each question carries equal marks)
- Q1. Explain the silent features of LLP? What are the ways to wind up LLP?  
Q2. What are the parties to the Negotiable Instruments? Explain the specimen and essentials of promissory Note and Bill of Exchange?  
Q3. Explain Difference between LLP & Partnership Firm?



  
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2<sup>nd</sup> Internal Exam (Semester-III)

**Subject-304 A : Banking & Investment Management**

Marks- 20

Time: 1.00PM to 2.00PM

Date: 08/12/2022

- Attempt Any Two Questions. (Each question carries equal marks)
- 1) Describe the CAMEL Rating Mechanism used in Rating the banks.
  - 2) What do you mean by NPA? Explain the NPA Classification norms and the Recovery Mechanism.
  - 3) What is Commodity Market? Discuss the participants and functions of commodities market.
  - 4) Define Mutual Funds. Explain the different types of Mutual Fund Schemes.



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**Subject-304 B: Product and Brand Management**

Marks-  
20

Time: 1.00PM to 2.00PM

Date: 08/12/2022

- Attempt Any Two Questions. (Each question carries equal marks)
- Q1. Elaborate the stages and forms of Competition?
  - Q2. What is Brand? Explain Challenges and Opportunities w.r.t Brand?
  - Q3. Explain 3 Cs of Positioning and Competitive Positioning-POPs and PODs?



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**Subject-304C: Industrial Relations & Labour Welfare**

Marks- 20

Time: 1.00PM to 2.00PM

Date: 08/12/2022

- Attempt Any Two Questions. (Each question carries equal marks)
- Q1. State the meaning and causes of the Grievance. Discuss the step in the Grievance procedure
  - Q2. Explain the term collective Bargaining in India & discuss the qualities of a good negotiator.
  - Q3. Explain the concept of an Industrial Accident. What are the various causes of the accident?



  
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**2<sup>nd</sup> Internal Exam (Semester-III)**

**Subject-304D–World Class Manufacturing &  
Process Management**

**Marks- 20**

**Time: 1.00PM to 2.00PM**

**Date: 08/12/2022**

- **Attempt Any Two Questions. (Each question carries equal marks)**
- 1. Explain the Concept of Lean Manufacturing? Write the Advantages and Disadvantages of Lean Manufacturing?
- 2. Write short note on: - i) Flexible Manufacturing System  
ii) Smart Manufacturing Technology
- 3. Explain the Process Management? Write the Process planning and selection?



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**II<sup>nd</sup> Internal Exam (Semester-III)**

**Subject- 304 E: Software Engineering**

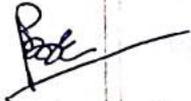
**Marks- 20**

**Time: 01.00 PM to 02.00 PM**

**Date: 08/12/2022**

- **Attempt Any Two Questions. (Each question carries equal marks)**
- 1. Explain Software requirement specification.
- 2. What is Data Flow Diagram?
- 3. Describe Logic Representation Techniques.



  
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**IInd Internal Exam (Semester-III)**

**Subject-305 A : Income Tax**

**Marks- 20**

**Time: 11.00 AM to 12.00 PM**

**Date: 09/12/2022**

- Attempt Any Two Questions. (Each question carries equal marks)

1) Mr. Amol Pardesi has given you following particulars of his Income from salary.

You are required to calculate his taxable Salary for the AY 2022-23?

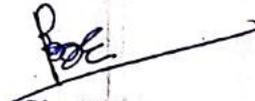
Sr. No.	Particulars	Rs.
1	Basic Salary	Rs. 70,000 per Month
2	Dearness Allowance	(50% of Basic Salary)
3	Children Education Allowance	30,000
4	Hostel Education Allowance	50,000
5	Commission Received from Sales	70,000
6	Bonus	30,000
7	Contribution to Statutory Provident Fund	70,000
8	Professional Tax Paid by Employer	2,500

2) Explain the concept of Gross Total Income? Also explain any six deductions available under section 80C from Gross Total Income as per Income Tax Act, 1961?

3) Write a Short Note on (Any Two)

- Agricultural Income
- PAN, TAN
- Direct Vs. Indirect Tax



  
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II<sup>nd</sup> Internal Exam (Semester-III)  
**Subject-305 B: Consumer Behavior and Service Marketing**

Marks-  
20

Time: 11.00 AM to 12.00 PM

Date: 09/12/2022

- Attempt Any Two Questions. (Each question carries equal marks)
- Q1. Explain cross-cultural consumer analysis and cross-cultural psychographic segmentation.
- Q2. What are the elements of consumer perception? Discuss structural model of attitude and attitude formation.
- Q3. Write a short Note: 1) Dynamics of Perception 2) Ethics & Consumer Perception



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**Subject-305C: Organizational Leadership Change & Development**

Marks- 20

Time: 11.00 AM to 12.00 PM

Date: 09/12/2022

- Attempt Any Two Questions. (Each question carries equal marks)
- Q1. Explain the Kurt Lewin's force field analysis?
- Q2. What can leaders do to manage diversity in the organization?
- Q3. Discuss the emerging issues in leadership



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II<sup>nd</sup> Internal Exam (Semester-III)

Subject-305D-Management of Technology

Marks- 20

Time: 11.00AM to 12.00PM

Date: 09/12/2022

- Attempt Any Two Questions. (Each question carries equal marks)
- 1. Explain the Technological Forecasting & Assessment? Write the Concept of Technology Acquisition?
- 2. Write short note on: - i) Strategic Management of Technology  
ii) Framework for formulating technology strategy
- 3. Explain the Technology transfer? Write the concept of Joint venture?



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II<sup>nd</sup> Internal Exam (Semester-III)

Subject- 305 E: IT Asset Management

Marks- 20

Time: 11.00 AM to 12.00 PM

Date: 09/12/2022

- Attempt Any Two Questions. (Each question carries equal marks)
- 1. Define Software Asset Management and explain its objectives.
- 2. Explain the concept and purpose of Hardware Asset Management
- 3. Write short note on Life Cycle of Software Asset Management.



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2 nd Internal Exam (Semester-III)

**Subject-306 A Strategic Financial Management**

Marks- 20

Time: 1.00PM to 2.00PM

Date: 09/12/2022

□ Attempt Any Two Questions. (Each question carries equal marks)

1) The following are the operating results of the firm:

Sales (Units)	25,000
Interest per annum	Rs. 30,000
Selling price per unit	Rs. 24
Tax Rate	50%
Variable cost per unit	Rs. 16
No. of equity shares	10,000
Fixed cost per annum	Rs. 80,000

Compute: 1) Break Even Sales; 2) EBIT; 3) EPS; 4) Operating Leverage; 5) Financial Leverage

- 2) What do you mean by mergers and acquisitions? Explain kinds of mergers and acquisitions.
- 3) Explain in detail various long-term sources of finance.
- 4) Write short note on any 2
- Phases in Turn around Management
  - Causes and symptoms of corporate sickness.
  - Determinants of Capital Structure.



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2<sup>nd</sup> Internal Exam (Semester-III)  
**Subject-306 B : : Sales and Distribution Management**

Marks- 20

Time: 1.00PM to 2.00PM

Date: 09/12/2022

- Attempt Any Two Questions. (Each question carries equal marks)
- Q1. Explain the objectives and different types of sale quotas?
- Q2. What is channel planning? Explain the different organizational patterns in marketing channels?
- Q3. Writes a short notes: 1) channel design process 2) Channel Dynamics



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2<sup>nd</sup> Internal Exam (Semester-III)  
**Subject-306 C: Strategic Human Resource Management**

Marks- 20

Time: 1.00PM to 2.00PM

Date: 09/12/2022

- Attempt Any Two Questions. (Each question carries equal marks)
- Q1. What is economic value added? Discuss the role of human capital management in economic value addition of large scale organizations.
- Q2. Discuss and detail Balance score card as an approach to performance management in order to achieve organizational performance.
- Q3. Write a short note: 1) Technology Challenges 2) Strategic Challenges



  
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2<sup>nd</sup> Internal Exam (Semester-III)

**Subject-306D-Global Supply Chain  
Management and International Logistics**

Marks- 20

Time: 1.00PM to 2.00PM

Date: 09/12/2022

- Attempt Any Two Questions. (Each question carries equal marks)
- 1. Explain the Model for Strategic Alliance Development? Write the Concept of Fourth Party Logistics?
- 2. Write short note on: - i) Concept & Functions of Warehousing  
ii) Role of Material Handling
- 3. Explain the Material Storage Systems? Write the Benefits of Storage Design?



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II<sup>nd</sup> Internal Exam (Semester-III)

**Subject-306 E: RDBMS Using SQL Server**

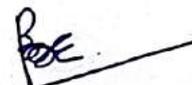
Marks- 20

Time: 12.00 PM to 01.00 PM

Date: 09/12/2022

- Attempt Any Two Questions. (Each question carries equal marks)
- 1. Explain the different Constraints in SQL.
- 2. What are the DDL & DML Command?
- 3. What is Basic Structure of SQL?



  
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2<sup>nd</sup> Internal Exam (Semester-III)

**Subject-307 A International Financial Management**

Marks- 20

Time: 11.00 AM to 12.00 PM

Date: 10/12/2022

- Attempt Any Two Questions. (Each question carries equal marks)
- 1) What is balance of payment? Explain the function and importance of BOP?
- 2) Write a detailed note on IFRS? Explain advantages of adopting IFRS?
- 3) What is international Financial Management? Explain Features & Scope of IFM?
- 4) What are the Functions of Foreign Exchange Market?
- 5) Write short note on any 2
  - i) Transfer pricing
  - ii) Wholesale & Retail Market
  - iii) Telegraphic Transfer (TT)



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2<sup>nd</sup> Internal Exam (Semester-III)

**Subject-307 B: International Marketing Management**

Marks- 20

Time: 11.00 AM to 12.00 PM

Date: 10/12/2022

- Attempt Any Two Questions. (Each question carries equal marks)
- Q1. Explain in detail about skimming and penetration pricing with example?
- Q2. Describe the role of export promotion organizations and Exhibitions?
- Q3. Explain in detail about Sales promotion and public relations?



*[Signature]*

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2<sup>nd</sup> Internal Exam (Semester-III)  
Subject-307C: Labour Laws

Marks- 20

Time: 11.00 AM to 12.00 PM

Date: 10/12/2022

- Attempt Any Two Questions. (Each question carries equal marks)
- Q1. Outline the provisions relating to the welfare measures under the factories Act.1948.
  - Q2. What are the main provisions regarding prohibition and regulation of child Labour under the child Labour (prohibition and regulation) Act.1986?
  - Q3. What is gratuity payable under the payment of gratuity Act,1972? When may gratuity be forfeited? Can the whole of forfeited?



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2<sup>nd</sup> Internal Exam (Semester-III)  
Subject-307D-Operations Research

Marks- 20

Time: 11.00AM to 12.00PM

Date: 10/12/2022

- Attempt Any Two Questions. (Each question carries equal marks)
1. Explain the Formulation of Transportation Problem? Write the concept of Least Cost Method?
  2. Write short note on: - i) Row Minima Method  
ii) Vogel's Approximation Method
  3. Explain the Formulation of Assignment Model? Write the concept of Reduced Matrix Method?



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II<sup>nd</sup> Internal Exam (Semester-III)  
Subject- 307 E: Web Designing using HTML, CSS & Java Script

Marks- 20

Time: 11.00 AM to 12.00 PM

Date: 10/12/2022

- Attempt Any Two Questions. (Each question carries equal marks)
1. Explain the Bootstraps
  2. Describe Form Syntax.
  3. Explain CSS Font Properties.



  
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Phon.: 9423186660 Fax. : 02582-255125  
E-mail: [imssakegaon@rediffmail.com](mailto:imssakegaon@rediffmail.com)

DATE:-08/11/2022

**Notice**

**(First Internal Examination)**

All the students are hereby inform that your First internal exam for Third semester of **MBA-III** will be started from **09 Nov 2022 to 12 Nov 2022**

The time table is given below.

**Time-Table**

Time	Date	Day	Subject Name	Block - I Supervisor	Block - II Supervisor
11.00AM to 12.00PM	09/11/2022	Wednesday	301: Strategic Management	YAR	LSP
01.00PM to 02.00PM	09/11/2022	Wednesday	302: Management Information Systems & ERP	LSP	DCK
11.00AM to 12.00PM	10/11/2022	Thursday	303: Legal Aspects of Business	YAR	DCK
01.00PM to 02.00PM	10/11/2022	Thursday	(304 A to 304H) (21234A to 21234H)	LSP	YAR
11.00AM to 12.00PM	11/11/2022	Friday	(305A to 305H) (21235A to 21235H)	YAR	LSP
01.00PM to 02.00PM	11/11/2022	Friday	(306 A to 306 H) (21236A to 21236H)	DCK	LSP
11.00AM to 12.00PM	12/11/2022	Saturday	(307 A to 307 H) (21237A to 21237H)	YAR	DCK



  
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1<sup>st</sup> Internal Exam (Semester-III)  
**Subject-301: Strategic Management**

Marks- 15

Time: 11.00 AM to 12.00 PM

Date: 09/11/2022

- Attempt Any Three Questions. (Each question carries equal marks)
- 1. Describe the Functional Implementation.
- 2. Explain the Techniques of Strategic Evaluation and Control
- 3. Explain matrix Structures.
- 4. What is strategic Evaluation? Explain its importance.
- 5. Explain the Strategic control and operational controls.
- 6. Write The short note on McKinsey 7 S framework.



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**Subject-302: Management Information System & E-Commerce**

Marks- 15

Time: 01.00 PM to 02.00 PM

Date: 09/11/2022

- Attempt Any Three Questions. (Each question carries equal marks)
- 1. What is MIS? Explain the components of information system.
- 2. Explain the types of MIS.
- 3. Explain the classification of information system.
- 4. Describe the System Development Life cycle (SDLC).
- 5. Explain need for system analysis.
- 6. Write short note on System Requirement Specification



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**Subject-303: Legal Aspects of Business**

Marks- 20

Time: 11.00 AM to 12.00 PM

Date: 10/11/2022

- Attempt Any Two Questions. (Each question carries equal marks)
- 1. Explain Indian contract Act.1872 in details?
- 2. Describe Classification of Contract.
- 3. Write Short Notes on.
  - 1) Discharge of Contract.
  - 2) Breach of Contract.



  
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1<sup>st</sup> Internal Exam (Semester-III)  
Subject – 304 A – Banking and Investment  
Management

Marks- 20

Time: : 1.00PM to 2.00PM

Date: 10/11/2022

Attempt Any Two Questions. (Each question carries equal marks)

1. Explain the banking system in India.
2. Explain the Role and Function of Commercial Banks.
3. Explain the Banking concepts  
1) CAME Ratings, 2) Online Banking



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Subject-304 B: Product and Brand Management

Marks- 20

Time: : 1.00PM to 2.00PM

Date: 10/11/2022

Attempt Any Two Questions. (Each question carries equal marks)

1. What do you mean by Marketing Planning? Explain components of Marketing Plan?
2. What is Product Life Cycle? Explain marketing strategies in different phases of PLC?
3. Elaborate the stages and forms of Competition?



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Subject- 304C: Industrial Relations & Labour Welfare

Marks- 20

Time: : 1.00PM to 2.00PM

Date: 10/11/2022

- Attempt Any Three Questions. (Each question carries equal marks)
1. What do you mean by collective bargaining? State objective, importance and need collective bargaining
  2. What is Labour welfare? Discuss qualities and role of Labour welfare Officer?
  3. Write down concept of employee empowerment explain the process of empowerment



  
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1<sup>st</sup> Internal Exam (Semester-III)

**Subject-304D–World Class Manufacturing &  
Process Management**

Marks- 20

Time: : 1.00PM to 2.00PM

Date: 10/11/2022

- Attempt Any Two Questions. (Each question carries equal marks)
  1. Explain the Principles of Manufacturing Management & Manufacturing activity scheduling.
  2. Write short note on: - i) Manufacturing resource planning  
ii) Current Trends in Manufacturing in India
  3. Explain the Evolution of WCM? Write the characteristic of Re-engineered process.



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**Subject- 304 E: Software Engineering**

Marks- 20

Time: 01.00 PM to 02.00 PM

Date: 10/11/2022

- Attempt Any Three Questions. (Each question carries equal marks)
  4. Define System and Explain the types of systems.
  5. What is software engineering?
  6. Describe the Role of software Engineer.



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1<sup>st</sup> Internal Exam (Semester-III)  
Subject – Paper 305 A - Income Tax

Marks- 20

Time: 11:00 to 12:00 pm

Date: 11/11/2022

#Attempt Any Two Questions. (Each question carries equal marks)

1. Differentiate between the Direct and Indirect Tax.
2. Define the Terms 1) Previous Year, 2) Assessment Year, 3) Assesses
3. Define the Terms 1) Gross Total Income, 2) Capital & Revenue Receipts, 3) Expenditure



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Subject-305 B: Consumer Behavior and Service Marketing

Marks-20

Time: 11.00 AM to 12.00 PM

Date: 11/11/2022

- Attempt Any Two Questions. (Each question carries equal marks)
- 1. Explain Market Analysis procedure in detail
- 2. Explain Consumer research process in detail
- 3. Describe Buying Behavior and Decision Making Process



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Subject- 305C: Organizational Leadership Change & Development

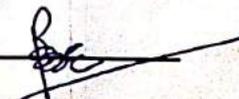
Marks- 20

Time: 11.00 AM to 12.00 PM

Date: 11/11/2022

- Attempt Any Three Questions. (Each question carries equal marks)
- 1. What do you mean by Ethical Leadership?
- 2. Write Short Note on Managing Diversity
- 3. Explain the Nature and Importance of Change



  
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**Subject-305D-Management of Technology**

Marks- 20

Time: 11.00AM to 12.00PM

Date: 11/11/2022

Attempt Any Two Questions. (Each question carries equal marks)

1. Explain the Concept of technology Development? Write the concept of Innovation Management?
2. Write short note on: - i) Strategic management of Technology
3. Explain the Role of Government in Technology Development? Write the Concept of Managing Intellectual Property?



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**Subject- 305 E: IT Asset Management**

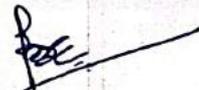
Marks- 20

Time: 11.00 AM to 12.00 PM

Date: 11/11/2022

- Attempt Any Three Questions. (Each question carries equal marks)
1. Define IT Asset Management and explain its objectives.
  2. Explain the types of IT Asset Management
  3. Write short note on IT Asset Life Cycle



  
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Subject – 306 A - Strategic Financial Management

Marks- 20

Time: 1.00PM to 2.00PM

Date: 11/11/2022

**#Attempt Any Two Questions. (Each question carries Equal marks)**

1. Explain the Short Term and Long-term Sources of finance.
2. Define the meaning and significance of cost of capital.
3. Define the term Foreign Direct Investment.



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**Subject-306 B: Sales and Distribution Management**

Marks- 20

Time: 1.00PM to 2.00PM

Date: 11/11/2022

- Attempt Any Two Questions. (Each question carries equal marks)
- 1. Describe Nature, Scope and Objectives of Sales Management
- 2. Explain Recruiting and selecting Sales Personnel
- 3. Explain Controlling Sales personnel in detail



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**Subject- 306C: Strategic Human Resource Management**

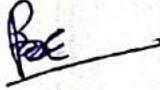
Marks- 20

Time: 1.00PM to 2.00PM

Date: 11/11/2022

- Attempt Any Two Questions. (Each question carries equal marks)
- 1 What do you mean by strategic recruitment and strategic selection describe strategies dimension of performance Appraisal?
- 2 What are the Technologies Affecting on HRM
- 3 Elaborate the term Balanced Scorecard (BSC)



  
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**Subject-306D–Global Supply Chain  
Management and International Logistics**

Marks- 20

Time: 1.00PM to 2.00PM

Date: 11/11/2022

- Attempt Any Two Questions. (Each question carries equal marks)
  1. Explain the Concept of Supply Chain management? Explain Process view of SCM?
  2. Write short note on: - i) Nature and Scope of SCM  
ii) Model and Future of Supply Chain Management
  3. Explain the Supply Chain Management? Write the Concept of Role of Logistic in Supply Chain?



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**Subject-306 E: RDBMS Using SQL Server**

Marks- 15

Time: 1.00PM to 2.00PM

Date: 11/11/2022

- Attempt Any Two Questions. (Each question carries equal marks)
  1. Explain the Concept of RDBMS DBMS.
  2. What are the different types of data models?
  3. What is meant by Foreign Key?.



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1<sup>st</sup> Internal Exam (Semester-III)  
Subject – Paper 307 A - International Financial Management

Marks- 20

Time: 11:00 to 12:00 pm

Date: 12/11/2022

#Attempt Any Three Questions. (Each question carries equal marks)

1. Explain the Features and Scope of International Financial Management.
2. Explain the Difference between International and Domestic Financial Management.
3. Explain the Role of Financial Manager in International Environment.



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Subject-307B International Marketing Management

Marks- 20

Time: 11.00 AM to 12.00 PM

Date: 12/11/2022

- Attempt Any Two Questions. (Each question carries equal marks)
- 1. What is International Marketing? Explain its Significance?
- 2. Explain in brief about Product positioning & Product adoption?
- 3. Describe International Market Entry Strategies & Modes in details



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Subject-307C Labour Laws

Marks- 20

Time: 11.00 AM to 12.00 PM

Date: 12/11/2022

- Attempt Any Two Questions. (Each question carries equal marks)
- 1. Explain the Factories Act, 1948 in details
- 2. Explain the Industrial Disputes ACT 1947?
- 3. Explain the Payment of Bonus Act, 1965?



  
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2<sup>nd</sup> Internal Exam (Semester-III)

**Subject-307D-Operations Research**

Marks- 20

Time: 11.00AM to 12.00PM

Date: 12/11/2022

- Attempt Any Two Questions. (Each question carries equal marks)
  1. Explain the Formulation of Transportation Problem? Write the concept of Least Cost Method?
  2. Write short note on: - i) Row Minima Method  
ii) Vogel's Approximation Method
  3. Explain the Formulation of Assignment Model? Write the concept of Reduced Matrix Method?



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**Subject- 307 E: Web Designing using HTML, CSS & Java Script**

Marks- 20

Time: 11.00 AM to 12.00 PM

Date: 12/11/2022

- Attempt Any Two Questions. (Each question carries equal marks)
  1. Explain the HTML Structure
  2. Describe the structure of HTML marquee tags.
  3. Explain changing background with color and image.



  
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