

Printing Pages : 2

Paper Code : MBA-201

(A) SVSU 2023-24/R

Enrollment No.

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MBA
1st Year / IInd Semester Examination
Business Law

[Time : 03:00 Hours]

[Max. Marks : 70]

NOTE: Attempt all the questions as per instructions.**I Long Question : Answer Any Three**

[10×3=30]

1. What is contract? Explain essentials of valid contract.
2. Explain rights of unpaid seller.
3. Explain performance of contract.
4. What is Memorandum of Association? Explain its clauses.

II. Short Question: Answer any five

[5×5=25]

1. Explain the contractual capacity.
2. When will consent said to be free?
3. Explain types of consideration.
4. Explain kinds of negotiable instruments.
5. Explain characteristics of company.
6. What are the objectives of consumer protection act?
7. What is digital signature certificate?

III. Objectives Question: Answer All Question

[15×1=15]

1. Which section of the Indian Contract Act defines 'Contract'?
 a) Section 2(h) b) Section 2(e) c) Section 10 d) Section 4
2. What is the maximum number of persons required to form a partnership firm under the Indian Contract Act?
 (a) 5 (b) 10 (c) 20 (d) No maximum limit
3. According to the Indian Contract Act, a contract with a minor is:
 (a) Valid (b) Voidable (c) Void (d) Illegal
4. In which case an agreement is declared void under the Indian Contract Act?
 (a) When it is impossible to perform (b) When it is unlawful (c) When it lacks consideration (d) When it is not in writing
5. What is the time limit for filing a suit for specific performance of a contract under the Indian Contract Act?
 a) 1 year (b) 2 years (c) 3 years (d) No specific time limit
6. Which of the following is NOT a requirement for a valid contract?
 (a) Offer and acceptance (b) Consideration (c) Capacity to contract (d) Written agreement
7. In contract law, what is consideration?
 (a) Something of value exchanged between parties to a contract (b) An agreement to perform an illegal act
 (c) A statement made during negotiations (d) None of the above
8. Which type of business structure offers limited liability to its owners?
 (a) Sole proprietorship (b) Partnership
 (c) Corporation (d) Limited liability partnership (LLP)

[P.T.O.]

9. Which of the following is NOT a requirement for free consent?
(a) Coercion (b) Misrepresentation
(c) Good faith (d) Mistake
10. Which type of consent occurs when one party's consent is obtained by another party taking advantage of the first party's mental weakness?
a) Coercion (b) Misrepresentation (c) Undue influence (d) Mistake
11. What is the primary purpose of a digital signature?
A) To create a secure and encrypted connection
B) To verify the integrity and authenticity of a message
C) To increase the data transfer speed
D) To compress the data being sent
12. Which of the following entities provides the verification that a digital signature is valid?
A) The sender of the digital signature B) The receiver of the digital signature
C) A Certificate Authority (CA) D) Internet Service Provider (ISP)
13. Which of the following is considered a negotiable instrument by custom or usage?
A) Share certificates B) Banknotes
C) Insurance policies D) Letters of credit
14. Which of the following is NOT a characteristic of a partnership?
A) Shared management B) Legal entity status separate from the partners
C) Joint liability D) Mutual agency
15. Which document outlines the details such as the nature of the business, capital contributed by each partner, and profit-sharing ratio in a partnership?
A) Articles of Incorporation B) Partnership deed
C) Bylaws D) Memorandum of Association

13-05-24

Printing Pages : 1

Paper Code : MBA-202

(A) SVSU 2023-24/R

Enrollment No.

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MBA
1st Year / IInd Semester Examination
Research Methodology

[Time : 03:00 Hours]

[Max. Marks : 70]

PART I: Objectives Question: Answer All Question

[15×1=15]

Sl.No.	Questions Name	OptionA	OptionB	OptionC	OptionD
1	The final stage is a survey is	Reporting	Field Work	Assignment	Calculation
2	Research design is a blue print, outline and a	Plan	System	Strategy	Guide
3	Research undertaken for knowledge sake is	Pure Research	Sample	Action Research	Historical Research
4	Which comes first, theory or research?	Theory, because otherwise you are working in the dark	Research, because that's the only way you can develop a theory	It depends on your point of view	The question is meaningless. because you can't have one without the other
5	A condition or characteristic that can take on different values or categories is called	A constant	a variable	a cause and effect relationship	a descriptive relationship
6	Attributes of objects, events or things which can be measured are called	Data	ribulose biphosphate	Variables	None of the above
7	Careful investigation or inquiry specially through search for new facts in any branch of knowledge is known as	Experiment	Science	Discovery	Research
8	The most widely used method of collecting the primary data is.	Experimental research	observation research	Statistical research	Survey research
9	Which of the following is one of Spradley's types of relationships	Strict inclusion	Sequence	Cause-effect	All of the above
10	Research conducted to find solution for an immediate problem is	Fundamental Research	Action Research	Analytical research	Survey
11	In an experiment, the group that does not receive the new treatment is called:	The experimental group	The participant group	The control group	The treatment group
12	Which of the following is not always true about focus groups?	The ideal size is normally between 6 and 12 participants	Moderators should introduce themselves to the group	Participants should come from diverse backgrounds	The moderator poses preplanned question
13	If a researcher is studying the effect of using laptops in his classroom to ascertain their merit and worth, he is likely conducting which type of research?	Basic	Applied	Experimental	Evaluation
14	Field study is related to	Real life situations	Laboratory situations	Experimental situations	None of the above
15	Research is based upon	Rating scale	Experiments	General principles	Scientific method

PART II: Long Question : Answer Any Three

- 1) 'Research is systematic and scientific search for pertinent information on a particular topic'. Discuss and explain the model of research methodology. [10×3=30]
- 2) Compare different types of interview methods in detail.
- 3) What is a questionnaire? Discuss the process of making one and different types of questions used.
- 4) What is the structure of a conclusive report? Explain the features and why is it used.

PART III: Short Question : Answer Any Five

- 1) Discuss Exploratory Vs Descriptive Research Design
- 2) What is plagiarism? How referencing helps in preventing it?
- 3) What is correlation? Explain its use and interpretation of results.
- 4) Write a note about ranking scales.
- 5) Differentiate between pure and applied research
- 6) Discuss difference between personal interview and telephone interview method.
- 7) Discuss Various Kinds of Charts and Diagrams Used in Data Analysis.

[5×5=25]

13. Accounts receivable are analyzed by –

- a) the average number of days it takes to make a sale.
- b) the average number of days it takes to produce the product that the company intends to sell.
- c) the average number of days it takes to collect an account.
- d) Any of the above

14. In the ABC Analysis system the B category stands for ____.

- a) Outstanding importance in value
- b) Comparatively unimportant in value
- c) Comparatively important in value
- d) Average importance in value

15. The time period between placing an order and its receipt in stock is known as

- a) Lead time
- b) Carrying time
- c) Shortage time
- d) Over time

II. Short Question-Answer any five questions.

[5x5=25]

1. What do You mean by Time Value of Money? Explain various reasons why money has Time Value.
2. What do you mean by Risk ? Explain Various types of Risk.
3. What do you mean by Capital Budgeting ? Give its Objectives.
4. What do you mean by Working capital ? What are its types?
5. What is the meaning of dividend decision, and why is it important for companies?
6. The cost of a project is Rs. 50,000 and it generates cash inflows of Rs.20,000, Rs.15,000, Rs. 25,000, and Rs.10,000 over four years.
Using the Net Present Value Method and Profitability index method to appraise the profitability of the proposed investment, assuming a 10% rate of discount.
[Present Value Factor at 10% rate of discount for first four years are .909 , .826 , .751 and .683]
7. Kishore(P) Ltd. issued 10% preference shares, face value Rs.10 each, redeemable after 8 years. Total number of shares issued are 50,000. Preference shares are to be redeemed at 20 % premium. The cost of issue of such shares is 50 paise per share . Compute cost of preference share capital.

III. Long Question. Attempt any three questions.

[3x10=30]

1. Define financial management. Identify the main objectives of financial management.
2. What do you mean by the Payback Period Method ? Give its merits and demerits.
3. Differentiate between-
 - I. Equity Share and Preference Share
 - II. Share and Debentures
4. Define Capital Structure. Explain various approaches or Theories of capital Structure .
5. What do you mean by Cost of Capital ? Give classification of cost of Capital
6. A Ltd. has a share capital of Rs. 1,00,000 divided into shares of Rs. 10 each. It has a major expansion program requiring an investment of another Rs. 50,000. The Management is considering the following alternatives for raising this amount:
Alternative 1. Issue of 5,000 equity shares of Rs. 10 each
Alternative 2. Issue of 5000, 12% preference shares of Rs. 10 each
Alternative 3. Issue of 10% debentures of Rs. 50,000
The company's present Earning Before Interest and Tax (EBIT) are Rs. 40,000 per annum subject to tax @ 50%. You are required to calculate the effect of the above financial plan on the earnings per share.

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Enrollment No.

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MBA INTEGRATED
1st Year / IInd Semester Examination
Financial Accounting

[Time : 03:00 Hours]

[Max. Marks : 70]

I Long Question : Answer Any Three

[10×3=30]

1. Pass the necessary journal entries in the books of Reshi Raj,
 - (a) On 1 April 2023, Cash Purchases Rs.20, 000.
 - (b) On 9 April 2023, Sold goods to Rama at the list price of Rs. 60,000 at a trade discount of 10%.
 - (c) On 11 April 2023, Vinod sold goods to us worth Rs. 30,000 at a 10% trade discount.
 - (d) On 18 April 2023, Returned goods to Vinod at the list price of Rs.2, 000.
 - (e) On 22 April 2023, Paid cash to Vinod Rs.24,000 in full settlement.
 - (f) On 25 April 2023, Rama returned goods of list price Rs.10, 000.
 - (g) On 28 April 2023, Rama paid Rs.43, 000 in full settlement of his account.
2. "Without accounting concepts and conventions objective, reliable, consistent and comparable accounts cannot be maintained." Comment.
3. Differentiate between Management Accounting and Cost Accounting.
4. Discuss in detail the possible user of accounting.

II. Short Question: Answer any Five

[5×5=25]

1. What do you understand by preferential creditors?
2. What do understand by the term Accounting? Explain its importance and its user.
3. What do understand by intangible assets? Explain briefly with help of examples.
4. What is Double entry system? Discuss its merits & demerits
5. Give demerits of hire purchase system.
6. Write briefly about deferred revenue expenditure.
7. Explain briefly Installment method.
8. Write briefly about departmental accounting.
9. Give three merits of branch accounting.
10. What do you understand by the voyage account?

III. Objectives Question: Answer All Question

(15×1=15)

1. A person who owes money to the firm is called

(A) Debtor	(B) Creditor
(C) Supplier	(D) None of these
2. Goods means:
 - (A) Commodity to be bought and sold
 - (B) Commodity to be bought but not to be sold
 - (C) Commodity to be used as an asset
 - (D) All of the above
3. Trade Discount is:
 - (A) Which is allowed at the time of receiving the payment?
 - (B) Which is allowed at the time of sale of goods?
 - (C) Which is allowed both at the time of receiving payment and sale of goods?
 - (D) Allowed in all of the above

[P.T.O.]

4. External users of accounting information are
 - (A) Researchers
 - (B) Government
 - (C) Potential Investors
 - (D) All of the above
5. External users of accounting information are not:
 - (A) Lenders
 - (B) Officers
 - (C) Employees
 - (D) Public
6. Cash Discount is;
 - (A) Which is received at the time of making the payment?
 - (B) Which is allowed at the time of sale of goods?
 - (C) Which is received at the time of purchase of goods
 - (D) Which is received both at the time of making payment and purchase of goods
7. Current liability includes:
 - (A) Creditor
 - (B) Motor Car
 - (C) Bank Balance
 - (D) Prepaid Expenses
8. If accounting information is based on facts and it is verifiable by documents it has the quality of
 - (A) Relevance
 - (C) Understandability
 - (B) Reliability
 - (D) Comparability
9. Which of the following transactions is of a financial character and will be recorded in the business?
 - (A) Goods taken from the business by the proprietor for her personal use
 - (B) Interviewing the candidates for employment
 - (C) Sale of Household furniture 5,000
 - (D) Received an order for sales of goods
10. Main feature of business transaction is :
 - (A) It involves an economic activity
 - (B) It results in a change in the financial position of the firm
 - (C) Change must be capable of being expressed in terms of money
 - (D) All of the above
11. Which of the following is not a branch of accounting?
 - (A) Financial accounting
 - (B) Book Keeping
 - (C) Management accounting
 - (D) Cost Accounting
12. Current Assets do not include:
 - (A) Cash
 - (B) Bank
 - (C) Stock
 - (D) Debentures
13. Which of the following is merit of accounting?
 - (A) Accounting helps in knowing the financial position of the business.
 - (B) Accounting may lead to window dressing
 - (C) Accounting ignores price level changes
 - (D) Accounting ignores qualitative elements
14. Current assets include:
 - (A) Bills receivable
 - (B) Creditors
 - (C) Outstanding Expenses
 - (D) All of the above
15. Which of the following is revenue expenditure?
 - (A) Wages
 - (B) Wages paid for building construction
 - (C) Repair expenses of building
 - (D) Advertisement Expenses

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MBA

1st Year / IInd Semester Examination
Human Resource Management

[Time : 03:00 Hours]

[Max. Marks : 70]

I. Long Question : Answer any three

[10 X 3= 30]

1. Define Human Resource Management and explain its evolution in detail.
2. Explain Manpower-planning with its nature and process.
3. Explain job analysis with job description and specifications in detail.
4. Explain Performance appraisal with all its methods.

II. Short Question : Answer any Five

[5X5= 25]

1. Write a short note on recruitment.
2. Discuss interview with its features.
3. Explain grievance in brief.
4. Discuss Selection with its steps.
5. Define Strategic HRM (SHRM).
6. Discuss the role of HR manager.

III. Objectives Question: Answer all Question

[15X1= 15]

S.N.	Questions	Option A	Option B	Option C	Option D
1	Treating employees a precious human resource is the basis of the which approach	Soft HRM	Hard HRM	Medium HRM	None of these
2	The characteristics of Human resource are which kind in nature	Homogeneous	Heterogeneous	Ductility	Stable
3	Choosing best alternatives among all is called as-	Policy Formulation	Strategy Formulations	Environmental scanning	Decision-making
4	The acronym SWOT stands for	Special Weapons for Operations Timeliness	Services, Worldwide Optimization, and Transport	Strengths, Weaknesses, Opportunities, and Threats	Strengths Worldwide Overcome Threats
5	HRM is	Employee Oriented	Employer Oriented	Legal Oriented	None of these
6	The scope of HRM does not include-	Manpower-planning	Recruitment	Selection	Maintenance of Accounts
7	The meaning of the acronym HRM is	Human Relations Management	Humanistic Resource Management	Human Resource Management	Human Resourceful Management
8	HR professional should apply risk management techniques to the different aspects of	HR Strategies	HR Competencies	Both (A) and (B)	None of the above
9	Who suggests Human Resource Strategy in itself may not be effective.	Peter Drucker	Tony Groundy	John Zimmerman	Anonymous
10	Finding ways to reduce _____ is a key responsibility of management.	Dissatisfaction	Uncertainty	Stress	None of the above
11	Which executives take a full part in the strategic planning process.	Training & Development	Human Resource	Quality Control	Production
12	What is defined as the record of outcomes produced on a specific job function or activity during a specific time period.	Performance	Work-function	Evaluation	None of the above
13	The vertical extension of job is called as-	Job analysis	Job evaluation	Job enrichment	Job enlargement
14	Which one is a positive process in HR	Recruitment	Selection	Interview	Performance appraisal
15	Job Analysis is the sum total of-	Job description+ Job specification	Job evaluation + job description	Both A & B	All of these

XXXXXX

18/05/24

Printing Pages : 1

Paper Code : IM-203

B) SVSU 2023-24/R

Enrollment No.

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MBA INTEGRATED
1st Year / IInd Semester Examination
Organisational Behavior

[Time : 03:00 Hours]

[Max. Marks : 70]

I. Long Question: Answer Any Three

[10X3= 30]

1. Explain Motivation with the help of Herzberg two factor theory ?
2. Define Organizational Behavior? Explain the effect of culture diversity in Organizational behavior?
3. Define group and explain the five stages of formation of group ?
4. Define organizational Change explain the organizational change process by Kurt lewin?

II. Short Question: Answer Any Five

[5 X 5=25]

1. Explain the perception in consumer Behavior?
2. Explain the importance of Leadership?
3. How to achieve Quality of Work life . Explain?
4. Discuss the classical conditioning theory of Learning?
5. Explain the Models of Organizational Behavior?
6. Explain operant conditioning theory of learning ?
7. Explain the sources of conflicts?
8. Discuss the Type A and Type B personality ?

III. Objective question : Attempt all questions

[1X15=15]

S.no	Questions	Option A	Option B	Option C	Option D
1	Which one is the external forces in Business environment	Employee	Customer	Staff	None of these
2	Who propose need hierarchy theory of Motivation	Maslow	McGregar	Herzberg	None of them
3	Who guides his followers to achieve the goals of the organization	Creator	Leader	Supporter	None of these
4	are the stimuli that give direction to those motives	Cues	conflicts	Cause	None of these
5	Expectations distorts	Perception	learning	caring	None of these
6	It refers to the process of growth, decline and transformation within the organization	Organizational Change	Organizational development	Organizational Goal	None of these
7	Which is last step in communication process	Sender	Feedback	Receiver	Noise
8	It is any situation in which two or more parties feel themselves in opposition known as	Motivation	Conflicts	Perception	Learning
9	Employees having high __ will not work sincerely	Conflicts	Communication	Motives	Salary
10	Classical Conditioning learning can take place amongst animals based on a	Stimulus - Response	Response-stimulus	Response - Response	None of these
11	People's actions, emotions, thoughts and feelings are triggered by their __ of their surroundings	Personality	Learning	Perception	Motivation
12	Who gave the Social learning theory	Ivav Pavlov	Maslow	Albert Bundra	Herzberg
13	OB includes individuals ,group and organization	Structure	Change -	Dvelopment	None of these
14	Who proposed the organizational changed process	Kurt lewin	Maslow	Herzberg	McCellend
15	Organisational behaviour is a field of study backed by a body of associated with growing concern for people at workplace	Theory	Research	Application	All of these

20-05-24

Printing Pages : 2

Paper code : MBA -205

(B) (SVSU): 2023-24/R

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MBA

I YEAR/II SEMESTER EXAMINATION

SUBJECT CODE: MBA 205

SUBJECT NAME: MARKETING MANAGEMENT

[Time : 3:00 Hours]

[Max. Marks : 70]

Note: Attempt all the questions as per given instructions.

Section A: Objective Questions: Answer All Questions.

[1x15=15]

S. No.	Question	Option A	Option B	Option C	Option D
1	Which component of the marketing mix is concerned with how a product or service is communicated to the target market?	Product	Place	Promotion	Price
2	Environmental scanning in marketing involves:	Analyzing the competition	Monitoring trends and developments outside the organization that could affect it	Conducting customer surveys	Setting advertising budgets
3	Which of the following is NOT a step in the strategic marketing planning process?	Conducting a SWOT analysis	Setting short-term sales targets	Establishing marketing objectives	Developing marketing strategies
4	What is market segmentation?	Targeting the entire market with one product	Dividing the market into distinct groups of buyers with similar needs and characteristics	Selling products to specific geographic regions only	Ignoring consumer preferences
5	Which of the following is NOT a basis for market segmentation?	Geographic	Demographic	Psychographic	Competitive
6	Market targeting involves:	Creating a single product for all consumers	Analyzing consumer behavior	Selecting one specific segment of the market to focus on	Ignoring market trends
7	What is the marketing mix composed of?	Product, Place, Promotion, Price	Product, People, Process, Place	Product, Profit, Positioning, Price	Product, Promotion, People, Profit
8	What is the primary purpose of branding?	To differentiate products from competitors	To reduce production costs	To increase product price	To eliminate competition

[P.T.O.]

9	What is the concept of new product development?	The process of bringing a new product to market from idea generation to commercialization	The process of increasing the price of an existing product	The process of reducing the quality of existing products	The process of discontinuing old products
10	What is the primary objective of pricing decisions?	Maximizing profits	Minimizing costs	Increasing market share	Reducing production efficiency
11	What is the most common method of setting prices in the market?	Cost-plus pricing	Demand-based pricing	Competition-based pricing	Value-based pricing
12	What is a pricing strategy aimed at gaining a competitive advantage by offering lower prices than competitors?	Penetration pricing	Skimming pricing	Psychological pricing	Discount pricing
13	What is the purpose of promotion in marketing?	To communicate with customers	To minimize costs	To maximize market share	To reduce production efficiency
14	What is the primary component of the promotion mix?	Advertising	Pricing	Distribution	Product
15	What is the purpose of sales promotion?	To stimulate immediate sales	To increase production costs	To reduce competition	To maximize profits

Section B: Long Questions: Answer Any Three

[10×3=30]

1. What are the elements of Marketing MIX? Discuss the important variables of Product Mix of a company.
2. Discuss about different pricing strategies adopted by the marketing?
3. What is meant by consumer behaviour? Explain the various factors influencing consumer buying behaviour.
4. Outline the steps involved in Product Life Cycle?

Section C: Short Questions: Answer Any Five

[5×5=25]

1. What do you mean by Marketing Environment?
2. What is meant by Promotion in marketing?
3. Discuss Buying Motives.
4. Explain the Branding.
5. Explain Personal Selling.
6. Explain the meaning of Advertising with example.
7. What are the various basis of segmentation?

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(B) SVSU 2023-24/R

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MBA INTEGRATED
1st Year / IInd Semester Examination
Business Statistics

[Time : 03:00 Hours]

[Max. Marks : 70]

[10×3=30]

I Long Question: Answer Any Three

1. Define classification of data with their types and examples.
2. Bring out the applications of statistics in business administration, as a scientific tool. Also, point out any limitations of it.
3. Calculate the mode from grouping method from following data:

X	10-20	20-30	30-40	40-50	50-60	60-70	70-80	80-90	90-100
f	4	5	1	2	7	8	5	9	7

4. Explain the limitations of statistics.

II. Short Question: Answer any Five

[5×5=25]

1. What is meant by Time series analysis? Explain the types of it with examples.
2. What is meant by index number? Explain the types of it with formulas.
3. What do you mean by regression analysis and explain its applications with examples.
4. Explain the correlation analysis and its applications with examples.
5. What is standard deviation? Explain the merits of it with example.
6. Calculate the correlation from the following data:

X	5	8	7	4	9	2	5	8	4
y	4	7	5	8	4	2	3	6	8

7. Explain the term quartile deviation, Q3, Q4, Range with formula.

III. Objective Question: Answer All Question

[15×1=15]

1. The measures of dispersion can never be:
 - A. Positive
 - B. Zero
 - C. Negative
 - D. Equal to 2
2. Which of the following is an absolute measure of dispersion?
 - A. Coefficient of variation
 - B. Coefficient of dispersion
 - C. Standard deviation
 - D. Coefficient of skewness
3. Mean deviation computed from a set of data is always:
 - A. Negative
 - B. Equal to standard deviation
 - C. More than standard deviation
 - D. Less than standard deviation
4. The positive square root of the mean of the squares of the deviations of observations from their mean is called:
 - A. Variance
 - B. Range
 - C. Standard deviation
 - D. Coefficient of variation
5. The range of the scores 29, 3, 143, 27, 99 is:
 - A. 140
 - B. 143
 - C. 146
 - D. 70
6. The sum of absolute deviations is minimum if these deviations are taken from the:
 - A. Mean
 - B. Mode
 - C. Median
 - D. Upper quartile
7. Which of the following statements is correct?
 - A. The standard deviation of a constant is equal to unity
 - B. The sum of absolute deviations is minimum if these deviations are taken from the mean.
 - C. The second moment about origin equals variance
 - D. The variance is positive quantity and is expressed in square of the units of the observations
8. All odd order moments about mean in a symmetrical distribution are:
 - A. Positive
 - B. Negative
 - C. Zero
 - D. Three
9. For a positively skewed distribution, mean is always:
 - A. Less than the median
 - B. Less than the mode
 - C. Greater than the mode
 - D. Difficult to tell
10. Bowley's coefficient of skewness lies between:
 - A. 0 and 1
 - B. 1 and +1
 - C. -1 and 0
 - D. -2 and +2
11. The mean deviation of the scores 12, 15, 18 is:
 - A. 6
 - B. 0
 - C. 3
 - D. 2
12. Standard deviation is always calculated from:
 - A. Mean
 - B. Median
 - C. Mode
 - D. Lower quartile
13. In a symmetrical distribution, the coefficient of skewness will be:
 - A. 0
 - B. Q1
 - C. Q3
 - D. 1
14. The value of β_2 can be:
 - A. Less than 3
 - B. Greater than 3
 - C. Equal to 3
 - D. All of the above
15. The degree to which numerical data tend to spread about an average value called:
 - A. Constant
 - B. Flatness
 - C. Variation
 - D. Skewness

24/05/24

Printing Pages : 2 Paper Code : MBA-207

(A) SVSU 2023-24/R

Enrollment No.

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MBA
1ST YEAR / IIND SEMESTER EXAMINATION
OPERATION & PRODUCTION MANAGEMENT

[Time : 03:00 Hours]

[Max. Marks : 70]

Note: Attempt all the questions as per given instructions.

Section A: Objective Questions: Answer All Questions.

[1x15=15]

S. No.	Question	Option A	Option B	Option C	Option D
1	What factor is NOT typically considered in plant location decisions?	Labor availability	Transportation facilities	Proximity to competitors	Proximity to customers
2	Which layout planning strategy arranges production machinery according to the sequence of operations?	Product layout	Process layout	Fixed layout	Cellular layout
3	What is the primary role of Supply Chain Management (SCM) in production operations?	Reducing costs	Maximizing production speed	Improving product quality	Enhancing customer satisfaction
4	Which forecasting method is based on the assumption that past patterns will continue into the future?	Moving average	Exponential smoothing	Delphi method	Time series analysis
5	In the context of forecasting, what is the primary purpose of monitoring and controlling forecasting models?	Reduce forecast errors	Adjust for external factors	Update historical data	Enhance model accuracy
6	Which type of error measurement is calculated by taking the average of the absolute errors between forecasted and actual values?	Mean Absolute Error	Mean Squared Error	Mean Absolute Percentage Error	Mean Absolute Deviation
7	What inventory control technique categorizes items based on their monetary value and prioritizes management attention accordingly?	ABC analysis	VED analysis	EOQ analysis	SED analysis
8	In purchasing and vendor management, what concept involves consolidating purchases from a single supplier to streamline procurement processes?	Decentralized purchasing	Vendor consolidation	Single vendor concept	Strategic sourcing
9	Which function of the purchase department involves evaluating supplier performance, negotiating contracts, and resolving disputes?	Procurement	Supplier relationship management	Quality control	Inventory management

[P.T.O.]

10	What is the primary goal of Total Productive Maintenance (TPM) in production operations?	Minimize machine downtime	Maximize employee productivity	Optimize material usage	Reduce manufacturing costs
11	Which of the following is a dimension of quality according to Philip Crosby?	Conformance to requirements	Features	Durability	Serviceability
12	According to Juran, what is the primary difference between "fitness for use" and "fitness for purpose" in defining quality?	Applicability	Reliability	Usability	Durability
13	What is the primary objective of Supply Chain Management (SCM)?	Minimize costs	Maximize revenue	Optimize efficiency	Enhance collaboration
14	Which flow in Supply Chain Management involves the movement of goods and services from suppliers to customers?	Cash flow	Value flow	Information flow	Material flow
15	What are the benefits of implementing Supply Chain Management?	Reduced lead times	Improved customer satisfaction	Lower inventory costs	All of the above

Section B: Long Questions: Answer Any Three

[10×3=30]

1. What is forecasting? Discuss the various method of forecasting.
2. Discuss the scope of operation & Production Management.
3. Effective logistics facilities help in reducing the overall logistics cost "explain".
4. Discuss the different phases involved in the New Product Development.

Section C: Short Questions: Answer Any Five

[5×5=25]

1. What is SIMO chart? Explain with the help of diagram.
2. Write a note on system view of operations
3. Explain the batch production system.
4. What is the Role of work study in improving productivity?
5. Discuss the various objective of quality control.
6. Explain the Concept of inventory management.

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(B) SVSU 2023-24/R

Enrollment No.

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MBA (Gen.)
1st Year / IInd Semester Examination
Operation Research

[Time : 03:00 Hours]

[Max. Marks : 70]

I Long Question : Answer Any Three

[10×3=30]

1. Define game theory. Explain the term saddle point, two person zero sum game, pure strategy, mixed strategy. Also explain the dominance rule in the solution of rectangular game.
2. Explain the duality with its importance. Also differentiate primal function and its dual.
3. Calculate the total transportation cost and check the optimality from the following transportation problem:

	D1	D2	D3	D4	Supply
O1	2	5	6	8	4
O2	5	8	9	4	6
O3	2	5	3	7	4
Demand	5	4	2	3	

4. Find out the elapse time for all the machines and total ideal time from the following sequencing problem:

Jab No. i	1	2	3	4	5
Machine A (Ai)	5	7	6	9	5
Machine B (Bi)	2	1	4	5	3
Machine C (Ci)	3	7	5	6	7

II. Short Question: Answer any Five

[5×5=25]

1. Explain how and why Operation Research methods have been valuable in aiding executive decisions.
2. Explain the application of queuing model for better service to the service.
3. What do you mean by assignment problem? Explain method to solve the assignment problem.
4. What is network analysis? Explain forward step and backward step method to solve the Network diagram
5. Discuss the scopes of operation research.
6. Explain the historical background of Operation Research.
7. Calculate the total assignment cost from the following assignment problem:

Persona/Jobs	A	B	C	D
I	23	20	21	24
II	19	21	20	20
III	20	18	24	22
IV	22	18	21	23

III. Objectives Question: Answer All Question

[15×1=15]

1. Operations research approach is _____.
A. Multi-disciplinary B. Scientific
C. Intuitive D. Collect essential data
2. A feasible solution to a linear programming problem _____.
A. Must satisfy all the constraints of the problem simultaneously
B. Need not satisfy all of the constraints, only some of them
C. Must be a corner point of the feasible region.
D. Must optimize the value of the objective function

[P.T.O.]

3. For any primal problem and its dual _____.
- Optimal value of objective function is same
 - Dual will have an optimal solution if primal does too
 - Primal will have an optimal solution if dual does too
 - Both primal and dual cannot be infeasible
4. An optimal assignment requires that the maximum number of lines which can be drawn through squares with zero opportunity cost should be equal to the number of _____.
- Rows or columns
 - Rows and columns.
 - Rows+columns- 1
 - Rows-columns.
5. To proceed with the modified distribution method algorithm for solving an transportation problem, the number of dummy allocations need to be added are _____.
- N
 - N-1
 - 2n-1
 - N-2
6. Service mechanism in a queuing system is characterized by _____.
- Customers behavior
 - Servers behavior
 - Customers in the system
 - Server in the system
7. In marking assignments, which of the following should be preferred?
- Only row having single zero
 - Only column having single zero
 - Only row/column having single zero
 - Column having more than one zero
8. _____ is a mathematical technique used to solve the problem of allocating limited resource among the competing activities
- Linear programming problem
 - Assignment problem
 - Replacement problem
 - Non linear programming problem
9. A mixed strategy game can be solved by _____.
- Simplex method
 - Hungarian method
 - Graphical method
 - Degeneracy
10. If the primal problem has n constraints and m variables then the number of constraints in the dual problem is _____.
- Mn
 - M+n
 - M-n
 - M/n
11. The non basic variables are called _____.
- Shadow cost
 - Opportunity cost
 - Slack variable
 - Surplus variable
12. The solution to a transportation problem with m-sources and n-destinations is feasible if the numbers of allocations are _____.
- M+n
 - Mn
 - M-n
 - M+n-1
13. The allocation cells in the transportation table will be called _____ cell
- Occupied
 - Unoccupied
 - No
 - Finite
14. The assignment algorithm was developed by _____ method.
- Hungarian
 - Vogels
 - Modi
 - Traveling sales man
15. An assignment problem is a particular case of _____.
- Transportation problem
 - Assignment problem
 - Travelling salesman problem
 - Replacement problem
