11-08-2025

Printing Pages : 1 Paper Code : MBA-204 (C) SVSU 2023-24/R

Enrollment No. | | | | | | | | | | | | | |

MBA (Gen.)
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. Explain the components of Human Resource Management in detail.
2. Explain Manpower-planning with its nature and process.
3. Define Training with all its types in detail.
4. Describe interview with its types in detail.

II. Short Question : Answer any Five **[5X5= 25]**

1. Discuss the functions of HR Manager.
2. Define Recruitment with its sources.
3. Explain Job Analysis with its process in brief.
4. Discuss Selection with its steps.
5. Write a short note on Training.
6. Discuss Grievance with Step-ladder method of its redressal.

III. Objectives Question: Answer all Question **[15X1= 15]**

S.N.	Questions	Option A	Option B	Option C	Option D
1	Recruiting is necessary to	Forecast the supply of outside candidates	Developing an applicant pool	Determine whether to use inside or outside candidates	Develop qualifications inventories
2	Horizontal expansion of the job is called as-	Job enrichment	Job enlargement	Coaching	all of the above
3	What involves one to one discussion between the participant and administrator	Counseling	Training	Motivation	All of the above
4	Which among all is not the component of human resource management	Manpower-planning	Recruitment	Selection	Management by objective
5	Which among all is not the type of Training	Coaching	Mentoring	Vestibule	Graphic rating
6	Job analysis is the combination of	Job description and job specification	Training and development	Ranking method and critical incident	Recruitment and Selection
7	The meaning of the acronym HRM is	Human Relations Management	Humanistic Resource Management	Human Resource Management	Human Resourceful Management
8	Which of the following is considered as strategic activity?	Productivity	Recruitment	Planning	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 process of analyzing jobs from which job descriptions are developed are called	Job analysis	Job evaluation	Job enrichment	Job enlargement
14	Treating employees as precious human resources is the basis of the which approach	Hard HRM	Soft HRM	Medium HRM	Utilitarian approach
15	HRM is	Employee oriented	Employer oriented	Legally oriented	None of the above

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05-08-2025

Printing Page: 2 Paper Code: MBA – 202 (B) SVSU 2024-25/R

Enrollment No. | | | | | | | | | | | | | |

MBA

I Year II Semester Examination

Research Methodology

[Time : 3:00 Hours] [Max. Marks : 70]

PART I: Objectives Question: Answer All Question [15×1=15]

SrNo	Questions	Option A	Option B	Option C	Option D
1	The measure of Central Tendency includes:	Median	Mean Deviation	T-Test	Standard Deviation
2	The rejection of a true null hypothesis	Type 1 Error	Type 2 Error	Type 3 Error	Type 3 Error
3	Which of the following is not an SPSS Type variable?	Word	Numeric	String	Date
4	Which correlation is the strongest?	–1.00	80	–60	5
5	Which of the following is NOT a characteristic of an un testable hypothesis?	Non-directionality.	Circularity	Inadequate definition of concepts.	Appeal to unscientific notions.
6	A process by which we estimate the value of dependent variable on the basis of one or more independent variables is called:	Correlation	Regression	Residual	Slope
7	What is the Null Hypothesis?	There is a significant positive relationship between advertising and sales.	There is no any relationship between advertising and sales.	There is a significant negative relationship between advertising and sales.	There is a significant normal relationship between advertising and sales.
8	A Type II error is also known as	False positive	False negative	Double positive	Positive negative
9	Goodness of fit of a distribution is tested by	t-test	chi-square test	f-test	None of the above
10	The value we would predict for the dependent variable when the independent variables are all equal to zero is called:	Slope	Sum of residual	Intercept	Difficult to tell
11	The alternative hypothesis is also called:	Null hypothesis	Statistical hypothesis	Research hypothesis	Simple hypothesis
12	Regression does give which of the following	r squared	Strength of Effect of independent variable	goodness of fit	intercept
13	What can be defined as a "specific prediction about what will happen in the particular conditions forming the study"?	Theory	Deductive reasoning	Hypothesis	Inductive reasoning
14	Which of the following is the characteristics of a data	Aggregate of fact	Numerical expressed	Affected by various cause	All of the above
15	Plagiarism can be avoided by:	Copying the work of others accurately	Paraphrasing the author's text in your own words	Cut and pasting from the Internet	Quoting directly without revealing the source

PART II: Long Question : Answer Any Three [10×3=30]

1) What is a questionnaire? Discuss the process of making one and different types of questions used.
2) The sale of 'magic' health drink is not increasing for last 6 months. You are asked to conduct survey to take customer feedback on the new drink and also find customer preference. Design a questionnaire with 20 questions asking for relevant information.
3) 'Research is systematic and scientific search for pertinent information on a particular topic'. Discuss and explain the uses of research in different fields of knowledge.
4) What is a recommendatory report? Discuss the structure and precautions to be taken while writing a report.

PART III: Short Question : Answer Any Five [5×5=25]

1) Discuss the editing, coding and tabulation in data processing.
2) Discuss participative and non participative observation methods and their differences.
3) Discuss Various Kinds of Charts and Diagrams Used in Data Analysis.
4) What is descriptive statistics? Explain mean, mode and median.
5) Discuss precautions in developing a questionnaire.
6) Discuss Rating scales? Explain different types.
7) Explain difference between interpretation and discussion of results in report writing.

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08-08-2025

Printing Pages : 2 **Paper Code : MBA- 203** **(A) SVSU 2024-25/R**

Enrollment No. | | | | | | | | | | | | | |

MBA

Semester 2nd / 1st Year Examination

Financial Management

[Time:03:00 Hours] **[Max.Marks:70]**

Note : (i) Attempt all the questions as per given instructions. (ii) Students can use calculator.

I . Multiple Choice Question [MCQ] -Attempt All **[15X1=15]**

1.The function of financial management that involves managing the company's cash flow is known as:
a) Capital budgeting b) Risk management c) Working capital management d) Financial reporting

2. **The process of calculating future value of cash flows is known as**
a) Discounting b) Compounding c) Both of these d) None of these

3. **Risk of two securities with different expected return can be compared with:**
a) Coefficient of variation b) Standard deviation of securities
c) Variance of Securities d) None of the above

4. **Zero base budgeting means:**
a) no deficit in budget b) a fresh budget prepared from the root
c) starting initially with zero reserves d) no credit and no debit budget

5. **A discount rate that equates the present value of inflows to the present value of cash outflows is known as:**
a) Rate of return b) Cost of capital c) Internal rate of return d) None of these

6. **Trading on equity is possible only when the entity uses**
a) Financial leverage b) Composite leverage c) Working capital leverage d) Operating leverage

7. **Bonds are typically issued by:**
a) Individuals b) Small businesses c) Governments and large corporations d) Banks

8. **Which financing option carries the lowest priority in dividend distribution?**
a) Equity shares b) Preference shares c) Debentures d) Bonds

9. **The Net Operating Income Approach suggests that the value of a firm:**
a) Increases as the proportion of debt increases b) Decreases as the proportion of debt increases
c) Is unaffected by the capital structure d) Depends on the net operating income generated by the firm

10. **Which of the following figure is irrelevant while calculating the cost of redeemable preference shares?**
a) Flotation cost b) Discount c) EPS d) Net proceeds

11. **Cost of Capital is lowest in case of debt is due to :**
a).Low rate of interest b)Time Value of money c)Tax Deductibility of Interest d).All of the above

12. When the corporate declared dividend between two general meetings is known as
a) Extra dividend b) Composite dividend c) Interim dividend d) None of the above

[P.T.O]

13. Working capital =............

a) Core current assets less current liabilities
b) Core current assets less core current liabilities
c) Liquid assets less current liabilities
d) Current assets less current liabilities

14. A conservative policy implies –

a) greater liquidity and lower risk
b) greater risk and lower liquidity
c) negligible risk
d) no risk at all with low liquidity

15. Which of the following represents the amount utilized at the time of contingencies?

a) Reserve Working Capital
b) Net working capital
c) Extra working capital
d) Fixed working capital

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 Capital Budgeting ? Give its Objectives.
3. What do you mean by Preference Share ? Explain its types.
4. What is the meaning of dividend decision, and why is it important for companies?
5. What do you mean by Working capital ? What are its types?
6. An investment of Rs. 2, 00,000 is expected to generate the following cash inflows in six years:

Year 1: Rs.70,000
Year 2: Rs. 60,000
Year 3: Rs.55,000
Year 4: Rs.40,000
Year 5: Rs.30,000
Year 6: Rs.25,000

Compute payback period of the investment. Should the investment be made if management wants to recover the initial investment in 3 years or less?

7. A company issues Rs. 20, 00,000, 10% redeemable debentures at a discount of 5%. The costs of floatation amount to Rs. 50,000. The debentures are redeemable after 8 years. Calculate before tax and after tax. Cost of debt assuring a tax rate of 55%.

III. Long Question. Attempt any three questions.

[3X10=30]

1. What do you mean by Financial Mgt.? Explain various approaches of Financial Mgt.?
2. Differentiate between-
   I. Equity Share and Preference Share II. Share and Debentures
3. What do you mean by Cost of Capital ? Give classification of cost of Capital?
4. What do you mean by Working Capital Financing ? Explain Various sources of Working capital Financing?S
5. XYZ manufacture ltd has equity share capital of Rs.5,00,000 (face value of Rs100) .To meet the requirements of an expansion programme. The company wishes to raise Rs.3,00,000 and is having four alternative sources to raise the funds.

Plan A: To have full money from the issue of equity shares at par.
Plan B: To have Rs1,00,000 from equity issued at par and Rs.2,00,000 from borrowings from the financial institutions at 10% per annum.
Plan C: Full money from borrowings at 10% per annum.
Plan D: Rs.1,00,000 in equity issued at par and Rs.2,00,000 at 8% on preference shares.
The company is expecting earnings is 1,50,000. The corporate tax is 30%. Select a suitable plan out of the above four plans to raise the required funds.

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13-08-2025

Printing Pages : 2 **Paper Code: MBA - 206** **(B) (SVSU) : 2024-2025/R**

ENROLLMENT NO | | | | | | | | | | | | | |

MBA
2nd Semester / 1st Year Examination
OPERATION RESEARCH

[Time : 3:00 Hours] **[Max. Marks : 70]**

Note: Attempt all the questions as per given instructions. **Simple calculator is permitted.**
Section A: Objective Questions: Answer All Questions. **[1x15=15]**

S. No.	Question	Option A	Option B	Option C	Option D
1	The value of the coefficient of optimism is needed while using the criterion of	Equally likely	Minimin	Realism	Maximin
2	Game theory models are classified by the	Number of players	Sum of all payoff	Number of strategies	All of the above
3	Every mathematical model	deterministic	s computer aid for solution.	ents data in numerical form	All of the above
4	____________ model involves all forms of diagrams	iconic	nathematical	analogue	schematic
5	All negative constraints must be written as	Equality	Non equality	Greater than or equal to	Less than or equal to
6	________are entities whose value is determined from the solution of LPP.	objective function	decision variable	constraints	opportunity cost
7	The region of feasible solution in LPP graphical method is called	infeasible region	unbounded region	infinite region	feasible region
8	The outgoing variable row in the simplex table is called	outgoing row	key row	basic row	interchanging row
9	.... are techniques applied in project management.	cpm and pert	assignment & transportation	game theory	decision theory & inventory
10	Full form of PERT is	A. Performance evaluation review technique	B. Programme Evaluation Review technique	C. Programme Evaluation Research Technique	D. None of these.
11	IF the Minimax are (10,18,16) and Maximin are (8,10,7). The saddle point is _	7	10	18	8
12	When the solution is degenerate in transportation problem, we add a ------.	dummy	epsilon	penalty	regret
13	______method is used in Assignment Problem.	ncwr	lcm	vam	hungarian
14	When the total of allocations of a transportation problem match with supply and demand values, the solution is called solution.	infeasible solution	feasible solution	optimum solution	degenerate solution
15	What happens if an LPP has multiple optimal solutions?	The solution is infeasible	The problem is unbounded	There are multiple optimal basic feasible solutions	The Simplex Method cannot solve it

Section B: Long Questions: Answer Any Three **[10×3=30]**

1. Solve this Simplex problem by Big M method.

Max $Z = x_1+5x_2$

Subject to

$3x_1 + 4x_2 \leq 6$

$x_1+3x_2 \geq 2$

$x_1, x_2 \geq 0$

(P.T.O.)

2. Solve the following assignment problem. Cell values represent cost of assigning job A, B, C and D to the machines I, II, III and IV.

		machines			
		I	II	III	IV
jobs	A	10	12	19	11
	B	5	10	7	8
	C	12	14	13	11
	D	8	15	11	9

3. Solve the Game whose pay off matrix is given below

	Player B		
Player A		I	II
	I	1	3
	II	5	2

4. Determine the critical path, the critical activities and the project completion time.

Activity	Predecessor Activity	Duration (Weeks)
A	-	3
B	A	5
C	A	7
D	B	10
E	C	5
F	D,E	4

Section C: Short Questions: Answer Any Five **[5×5=25]**

1. Find the Dual of this problem

   Min $z = 80x_1 + 100\, x_2$

   S.t

   $80\, x_1 + 60\, x_2 \geq 15000$

   $20\, x_1 + 90\, x_2 \geq 1200$

   $x_1, x_2 \geq 0$

2. Solve the following pay-off matrix:

Player A		Player B			
		Strategies	I	II	III
		I	6	8	6
		II	4	12	2

3. Solve this transportation problem by Vogel's approximation method

		Destination				
		D1	D2	D3	D4	Supply
Source	O1	3	1	7	4	300
	O2	2	6	5	9	400
	O3	8	3	3	2	500
Demand:		250	350	400	200	1200

4. Find the differences between Transportation problem and Assignment problem.
5. Introduce Game theory also write the Characteristics of Game theory.
6. Define Queuing theory and Write the components of Queuing systems.

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04-08-2025

Printing Pages : 1 | Paper Code : MBA-201 | (B) SVSU 2024-25/R

Enrollment No. | | | | | | | | | | | | | |

MBA

I YEAR/ II SEMESTER EXAMINATION

BUSINESS LAW

[Time : 3:00 Hours] [Max. Marks : 70]

I Long Question : Answer Any Three **[10×3=30]**

1. Explain types of negotiable instruments.
2. Explain Performance of contract.
3. Explain types of companies.
4. Who is unpaid seller? Explain its rights.

II. Short Question: Answer any five **[5×5=25]**

1. What is consideration? Explain its types.
2. Who is capable of doing contract?
3. What is negotiable instrument? Explain its characteristics.
4. Explain essentials of valid contract.
5. What are promissory notes? Explain its essentials
6. What are the objectives of Consumer Protection Act?
7. What is crossed cheque?

Objectives Question: Answer All Question **[15×1=15]**

S.NO.	Question	Option A	Option B	Option C	Option D
1	What is essential in a contract of sales-	Two parties	Legal formalities	Terms & conditions	All of above
2	Consideration must move from:	The promisor only.	The promisee only.	Either the promisor or a third party.	Either the promisee or a third party.
3	The Act which deals with the matters relating to the contract is titled as:	The Contract Act, 1872	The Indian Contract Act, 1872	The Indian Contract Act, 1882	The Indian Contract Act, 1972
4	Contract with a minor is Void-	YES	NO		
5	Consent is said to be free when it is not caused by:	Very much influence	Undue influence	Slightly influence	Influence
6	The consideration may be:	Past	Present	Future	All the options are correct.
7	Voidable contracts are-	Legal in beginning	Illegal from beginning	Void from part of one party	None of above
8	The Indian Contract Act, 1872 primarily governs:	Sale of goods in India.	Rights and duties of parties in a contract.	Crimes and punishments.	Matters related to real estate.
9	The Right of Lien is exercised:	To retain the possession of goods	To regain the possession of goods	To resell the goods	To transfer the goods
10	Which of the following persons are not competent to contract?	Minor	Person disqualified by law	Person of unsound mind	All of the above
11	Sales of Goods Act was passed in-	1930	1932	1940	1945
12	Right of sue is also a right of unpaid seller-	YES	NO		
13	The Indian Contract Act was passed in-	1872	1882	1892	1885
14	Which of the following is NOT a clause in the Memorandum of Association?	Name Clause	Registered Office Clause	Audit Clause	Objects Clause
15	The Articles of Association can be altered by:	A simple resolution.	Passing a special resolution.	Approval from the Registrar of Companies.	Approval from the Ministry of Finance.

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12-08-2025

Printing Pages : 2 Paper code : MBA -205 (A) (SVSU): 2023-24/R

Enrollment No.

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	A marketing information system (MIS) is designed to:	Gather, analyze, and distribute information relevant to marketing decision-making	Determine advertising budgets	Manage customer relationships	Forecast sales figures
2	Which of the following is NOT a function of marketing?	Product development	Distribution	Human resources management	Pricing
3	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
4	Which of the following is NOT a basis for market segmentation?	Geographic	Demographic	Psychographic	Competitive
5	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
6	What is the purpose of the product life cycle concept?	To understand the different stages a product goes through in the market	To increase production costs	To eliminate competition	To reduce market share
7	What is the purpose of product differentiation?	To make a product distinct from competitors	To reduce product quality	To increase production costs	To lower the price of the product
8	What is the final stage of the product life cycle?	Decline	Growth	Introduction	Maturity
9	What is the process of determining the features and characteristics of a new product?	Product concept development	Idea generation	Market research	Test marketing
10	What is the purpose of product packaging?	To protect the product and attract customers	To confuse customers	To increase production costs	To decrease product weight

[P.T.O.]

11	What is a method of setting prices based on the perceived value of a product in the eyes of customers?	Value-based pricing	Cost-plus pricing	Demand-based pricing	Competitive pricing
12	What are the factors affecting channel distribution decisions?	Market characteristics, Product characteristics, Company characteristics	Employee salaries, Advertising budget, Government regulations	Brand image, Customer preferences, Employee satisfaction	Production costs, Competitive pricing, Market size and location
13	What is the purpose of pricing policies?	To provide guidelines for setting prices	To minimize market share	To maximize costs	To reduce competition
14	What is a common form of advertising media?	Television	Distribution	Pricing	Personal selling
15	What is personal selling?	A form of direct communication with potential customers	A pricing strategy	A method of distribution	A product attribute

Section B: Long Questions: Answer Any Three **[10×3=30]**

1. Name and describe the elements of organizations micro and macro environments. How do they influence the marketing decisions?
2. What are the various marketing philosophies? How does it impact the planning of the marketer?
3. What are the different sales promotion strategies? Explain with relevant examples.
4. Illustrate the steps involved Consumer decision making process? How can a marketer benefited by the study of consumer's post purchase behaviour?

Section C: Short Questions: Answer Any Five **[5×5=25]**

1. Classify the determinants of Pricing?
2. What do you mean by Marketing Information System?
3. Discuss the Social Marketing.
4. Explain Boston Consultative Group (BCG) matrix.
5. Explain Social & Cultural Environment.
6. Discuss the meaning of Advertising with example.
7. Illustrate Market segmentation with an example.

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