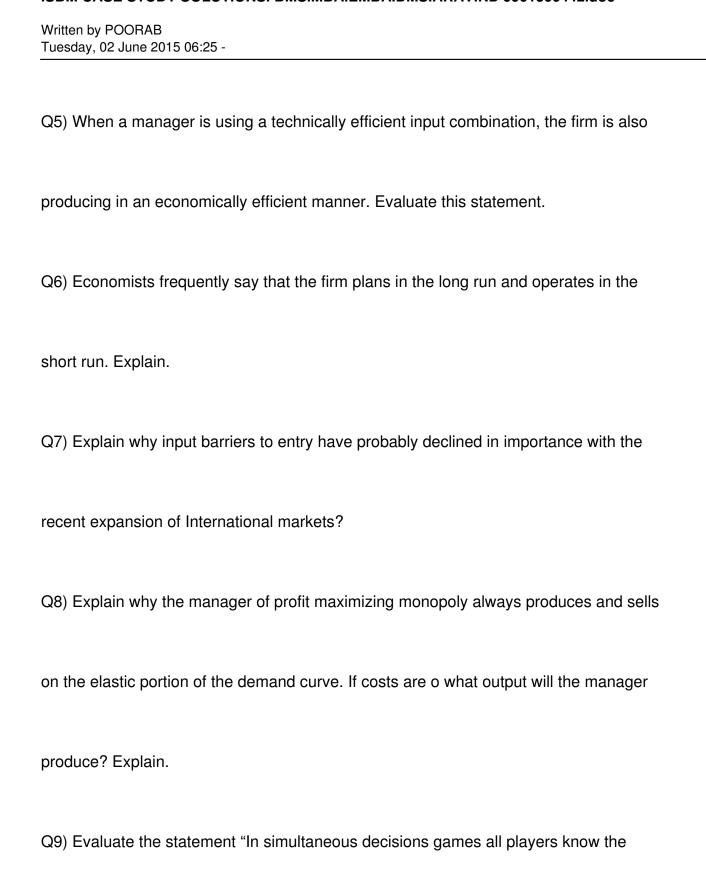
Written by POORAB Tuesday, 02 June 2015 06:25 -
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PRINCIPLES & PRACTICE OF MANAGEMENT
1. Define Administration.
2. Explain unity of direction.

Written by POORAB

Tuesday, 02 June 2015 06:25 -

3. What is Mission? 4. Brief on Operational Planning. 5. What is decentralization? 6. Define Staffing. 7. What is Power Motive? 8. Give the meaning of social need. 9. Write any two HR related controlling technique. 10. What are the various types of functional budgets? 11 (a) Discuss the various functions of Management. (Or) (b) Mention the scientific principles of management and also specify the features of scientific management.

Written by POORAB Tuesday, 02 June 2015 06:25 -
12 (a) What are the steps in planning? And explain.
(Or)
(b) Discuss various forecasting techniques normally adopted.
13 (a) Name the factors deterring departmentation. Also mention the bases of departmentation and give examples.
(Or)
(b) Explain the various techniques used in selection process.
MANAGERIAL ECONOMICS
Q1) Distinguish between Economic Profit versus Accounting Profit?
Q2) Explain the term 'Market'?
Q3) Regression analysis is often referred to as least squares regressions. Why is this
name appropriate?
Q4) Explain the factors which affecting price elasticity of demand?



payoffs from making various decisions, but the players still do not have all the

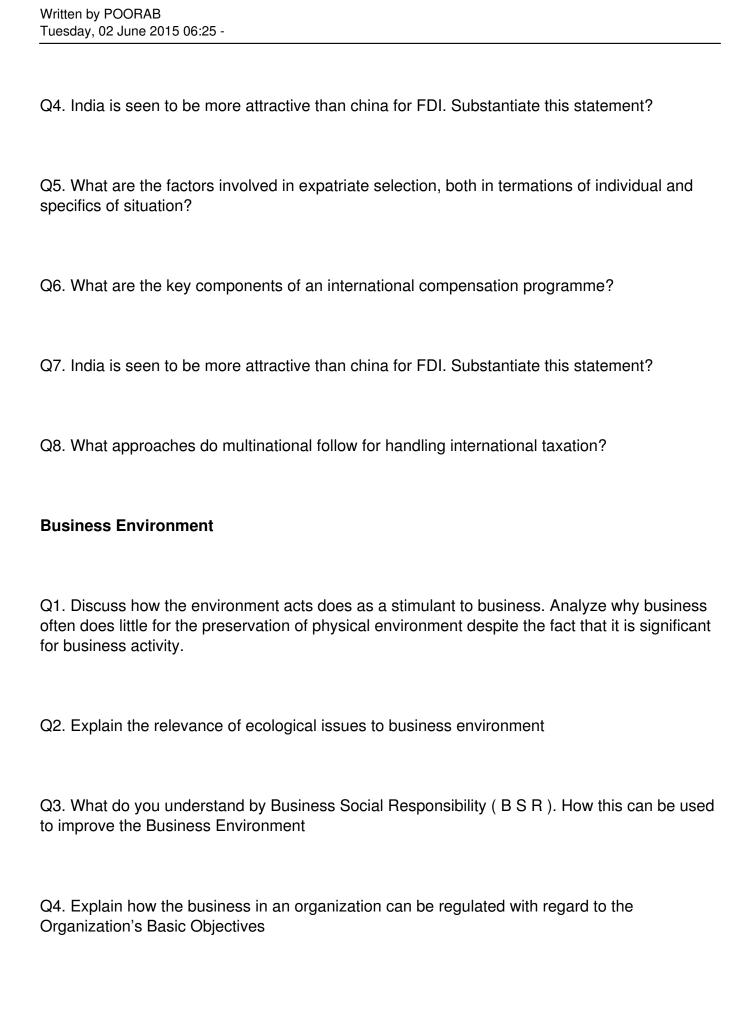
Written by POORAB Tuesday, 02 June 2015 06:25 -
information they would like to have in order to decide which action to take".
Q10) Price discrimination sound like socially bad thing. Can you think of any reasons
why Price distribution could be viewed as a socially good thing?
MARKET RISK MANAGEMENT ANALYSIS
Q1) Explain six components of interest rate risk?
Q2) What is Earnings at Risk (EAR) ?
Q3) Explain the important wings of organizational structure for management of market risk?
Q4) Define currency risk and explain how a domestic organization is concerned with currency risk?
Q5) Define equity risk and state the various forms of equity risk?
Q6) What is OTC Market?
Q7) What is commodity currency. Explain in brief.
Q8) State the various categories of investment? How can a bank undertake security shifting?

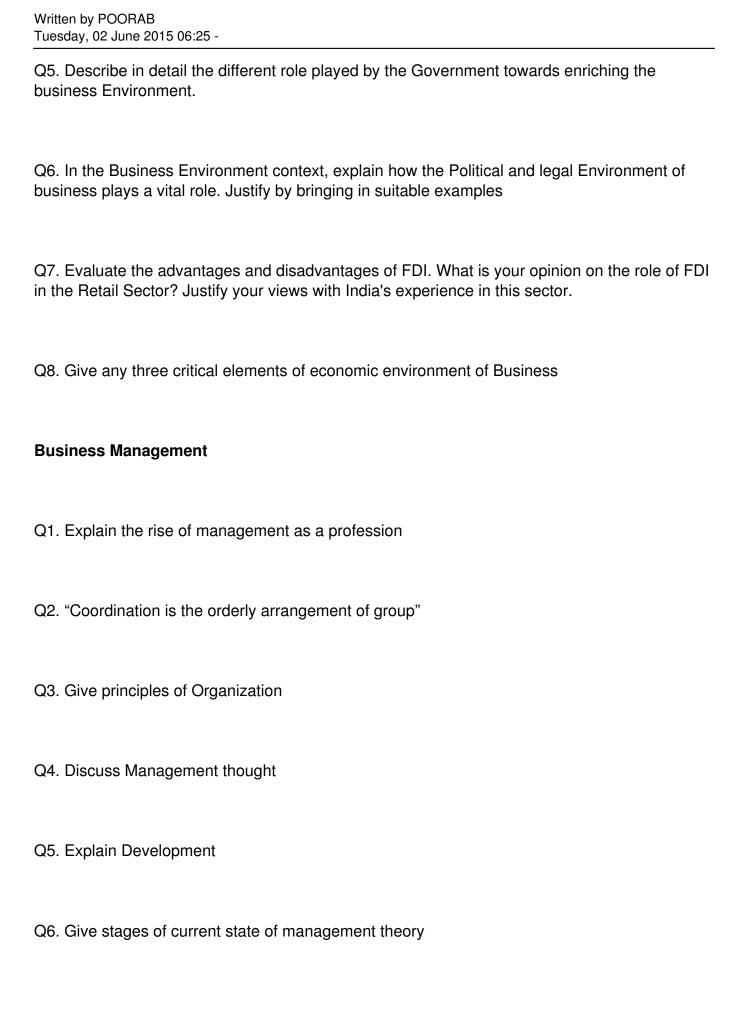
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Q9) What are the obligations of Mutual Funds to the unit holders?
Q10) Discuss Zero Based Budgeting in detail?
MARKET RISK MANAGEMENT
Q1) Define the term Future contracts?
Q2) Explain features of Future contracts?
Q3) Explain types of Future contracts?
Q4) Distinguish between American option and European option?
Q1) Define the term Auditing?
Q2) What are the qualities should auditor have?
Q3) Comment. Audit function adds creditability?
Q4) Explain the role of Internal Auditors?.

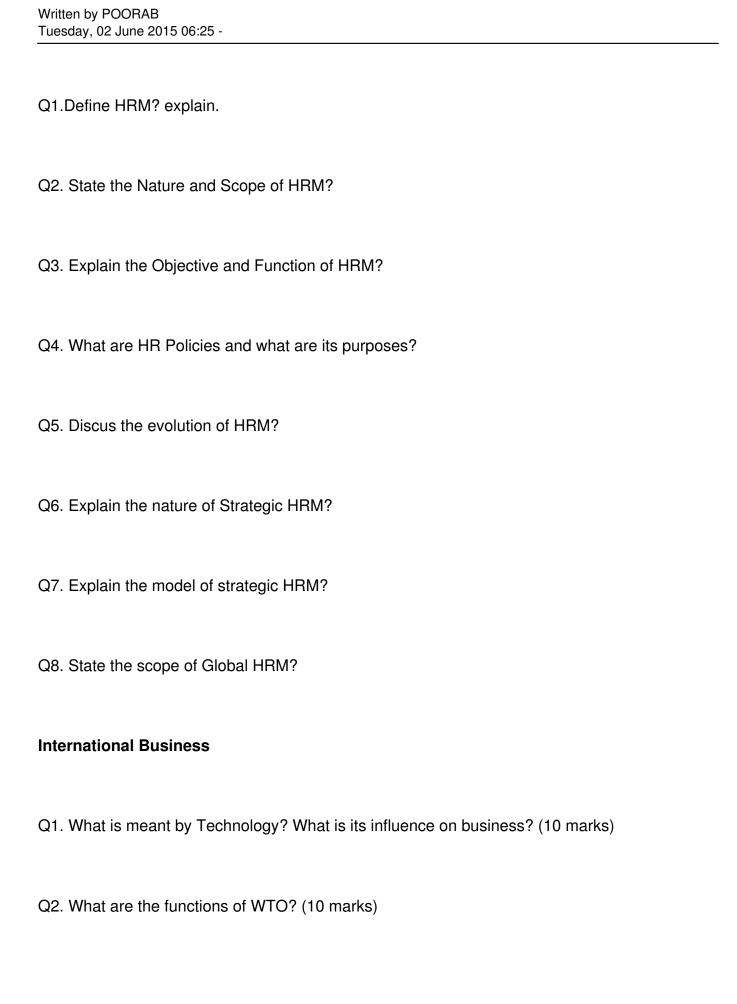
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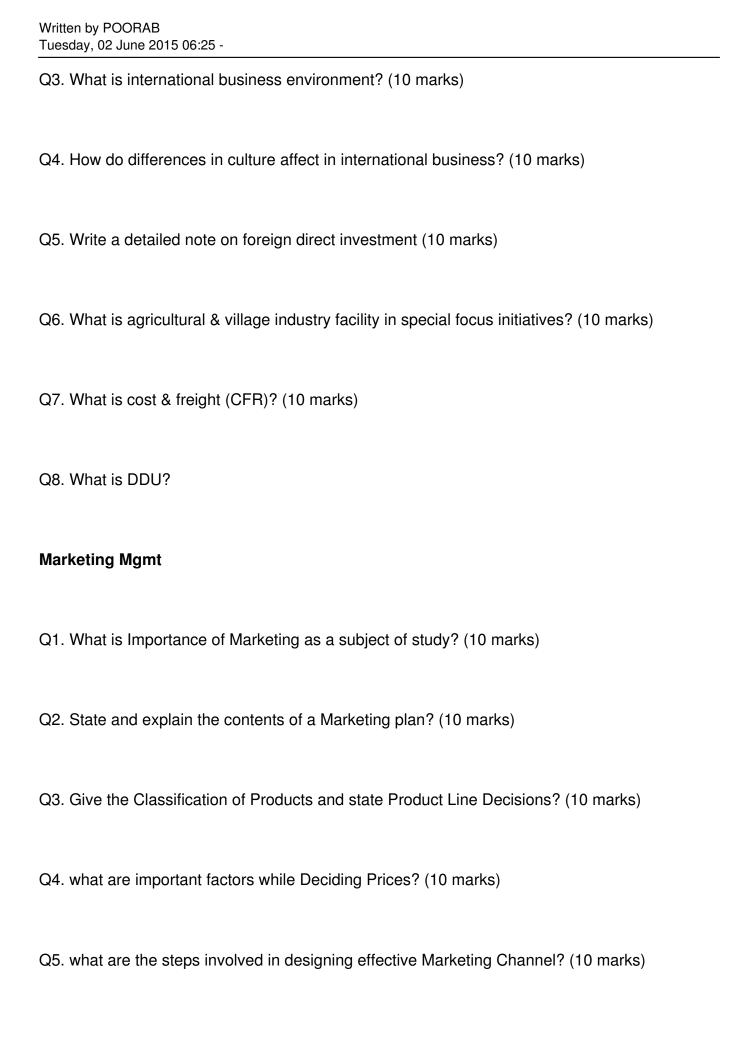
Tuesday, 02 June 2015 06:25 -
Q1) Define the term Fraud?
Q2) Distinguish between Error or Fraud?
Q3) Explain types of common frauds in Banks?
Q4) Explain the term KYC (Know Your Customer)?
Q1) Why these systems may prove attractive to money launderers?
Q2) Explain the term E-Banking?
Q3) Explain the advantages from the depositors (Bank Saving and Current Account holders) point of view?
Q4) How it is different from traditional banking system?
INTERNATIONAL HRM
Q1. What is international hrm? What are the issues involved in it?
Q2. Define international HRM?
Q3. Explain the international HRM by a programme?





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Q7. Compare administration versus management
Q8. Discuss Management as art or science
Business Planning & Policy
Q1. Define business policy. What re the features of business policy?
Q2. What is the significance of business policy course?
Q3. What are the phases in the development of strategic management?
Q4. How has strategic management changed in 21st century?
Q5. Explain financial analysis as technique of internal analysis
Q6. How to identify Critical succes factors in industry?
Q7. What are the steps in SWOT analysis?
Q8. Explain TOWS Matrix.
Human Resource Mgmt





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Tuesday, 02 June 2015 06:25 -

Q6. What is Marketing Communication? (10 marks) Q7. What are Principles of Designing a Marketing Organization? (10 marks) Q8. What is Marketing Information System and Marketing Research? Supply chain management 1. Write a note on Artificial Intelligence. 2. Discuss Decision support systems. 3. What is price differentiation. 4. Discuss adaptability. 5. Discuss lead time reduction. 6. Give methods of coping with the bullwhip effect. 7. What are the types of contracts.

Written by POORAB Tuesday, 02 June 2015 06:25 -
8. Discuss simulation models and optimization techniques
Quantitative Techniques
Q1. Differentiate the following with respect to x. 1. $(x2+3)/(3x+1)$ 2. $(ax+b)/(cx+d)$ (10 marks)
Q2. Find the Maximum and minimum values of x3-2x2+x+4. (10 marks)
Q3. Find the present value of Rs.1500 due in 7 years at 9% simple interest. (10 marks)
Q4. Find elasticity of demand of the function x=150-5P at (1) P=15, (2) P=20. (10 marks)

- Q6. At what percent per annum will a sum of money double in 8 years? (10 marks)
- Q7. A revenue function is given by R = 35x-2x2 where R is the revenue and x is the quantity. What value of x maximizes revenue? What is the Maximum Revenue? (10 marks)
- Q8. If a person deposits on a recurring deposit scheme, monthly Rs. 1500 for 4 years at 15% per annum, what would be the sum that can be received at the end of 4 years.

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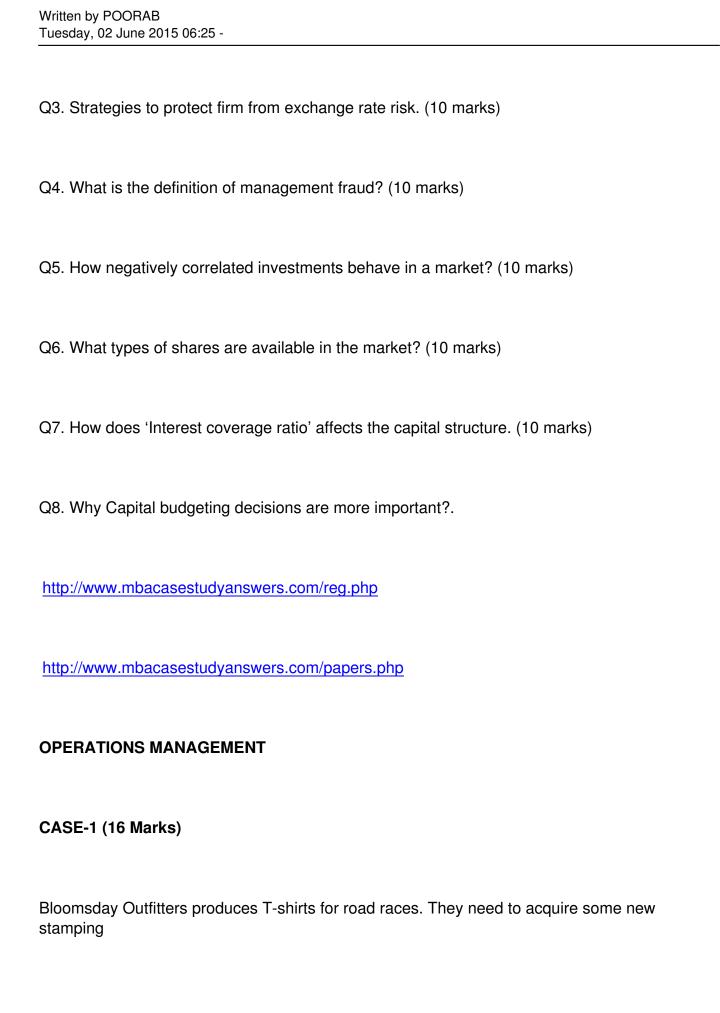
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Business Ethics
Q1. Give benefits of ISO 9000 quality systems. (10 marks)
Q2. What is imperative need? (10 marks)
Q3. How promotion of ethical values occur. (10 marks)
Q4. Write note on electrification of villages. (10 marks)
Q5. Discuss social justice according to gandhiji. (10 marks)
Q6. Discuss seven points of mahatma Gandhi. (10 marks)
Q7. Write a note on human culture and civilization. (10 marks)
Q8. What is the relation of ethics in business?

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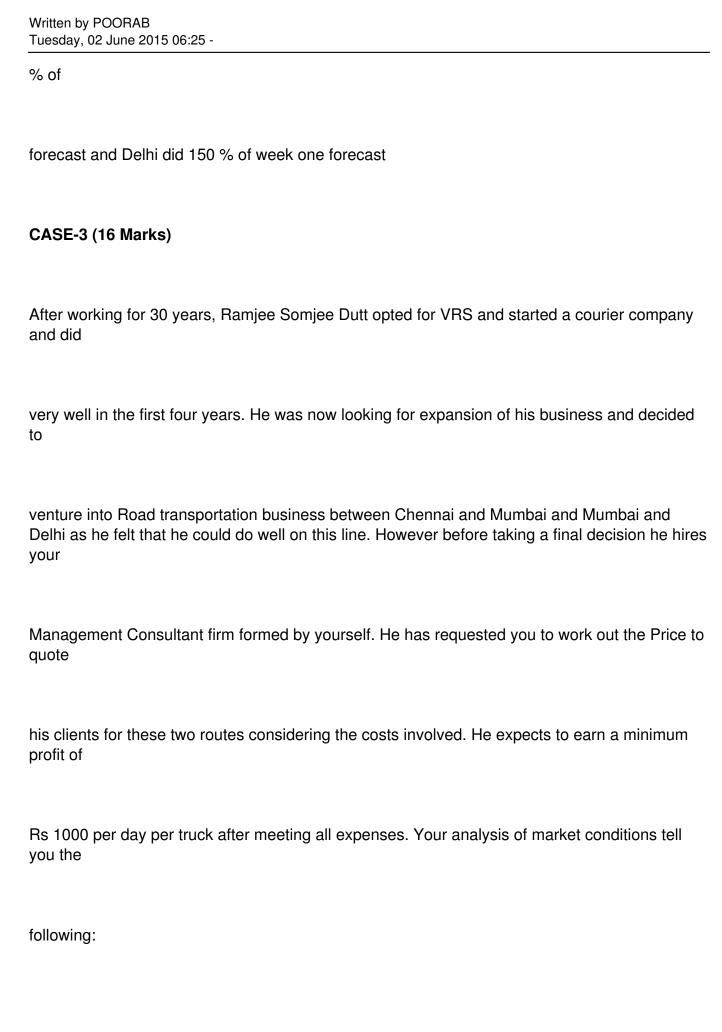
Tuesday, 02 June 2015 06:25 -**Corporate Law** Q1. What is FERA? (10 marks) Q2. What is FEMA? (10 marks) Q3. What are powers of the authorized person (10 marks) Q4. What are powers of RBI to inspect authorized person (10 marks) Q5. What are the essentials of contract (10 marks) Q6. Write the distinguishing points of void agreement and voidable contract (10 marks) Q7. State which persons are competent to contract (10 marks) Q8. What do you mean by consent and free consent **Financial Management** Q1. Why we use WACC? (10 marks) Q2. What is Merger>ls it harmful or beneficial? Explain n Justify. (10 marks)



ISBM CASE STUDY SOLUTIONS. BMS.MBA.EMBA.DMS.ARAVIND 9901366442.doc Written by POORAB Tuesday, 02 June 2015 06:25 machines to produce 30,000 good T-shirts per month. Their plant operates 200 hours per month, but the new machines will be used for T-shirts only 60 percent of the time and the output usually includes 5 percent that are "seconds" and unusable. The stamping operation takes 1 minute per T-shirt, and the stamping machines are expected to have 90 percent efficiency considering adjustments, changeover of patterns, and unavoidable downtime. How many stamping machines are required? CASE-2 (16 Marks) In the table given below the Distribution Manager is expected to service these DCs as per the demands placed. If the actual sales after completing week one is as follows, what would be the quantities that would need amendment as far as Distribution Manager is concerned to service for week two and onwards?

After week one the actual sales to Forecasted sales for week one ratio is as under: Mumbai did $80\,\%$ of

forecast, Lucknow did 75 % of forecast Kolkata did 60 % of week one forecast Chennai did 125



Written by POORAB Tuesday, 02 June 2015 06:25 -

Vehicle cost Rs 7 lacs Depreciation 15 % Maintenance costs per day Rs 150 Drivers monthly Salary

Rs 5000 : Attendants monthly salary Rs 3000 . Misc expenses Rs 200 per day. Driver allowance is Rs

125 per day and attendant gets Rs 75. Diesel cost per liter is Rs 25 and the vehicle gives an average

mileage of 4 km to a liter. The Financial institutions offer loans at 10 % interest pa, which Ramjee has

been negotiating. It has been observed that on an average the vehicle covers 400 km per day. The

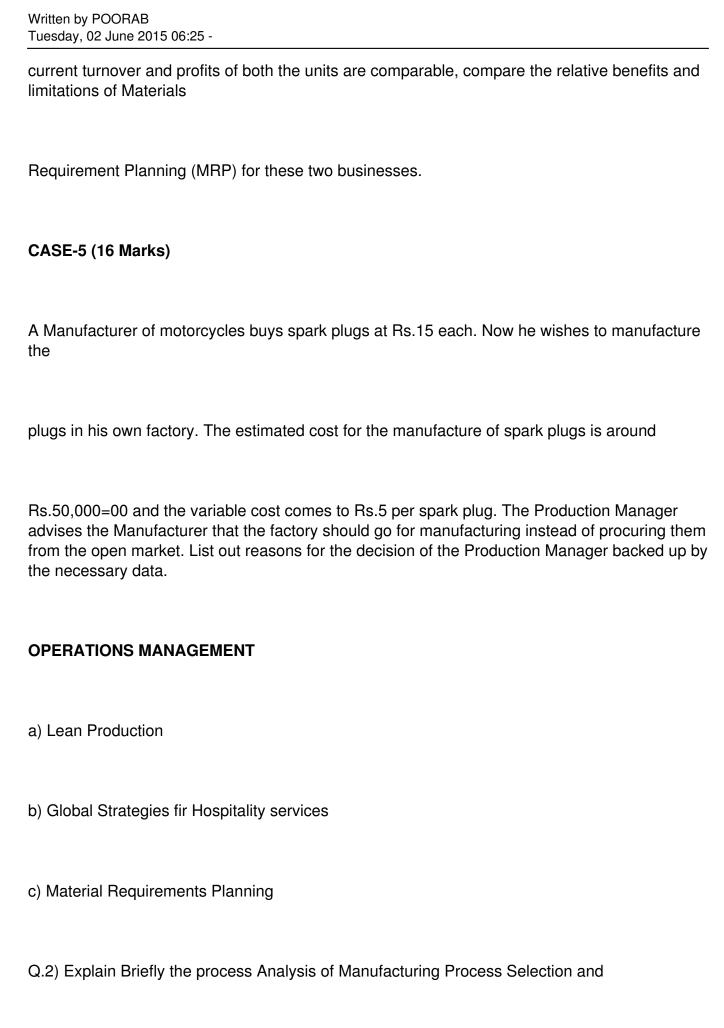
distance between Mumbai to Delhi is 1500 km and Mumbai to Chennai is 1350 km. The driver gets

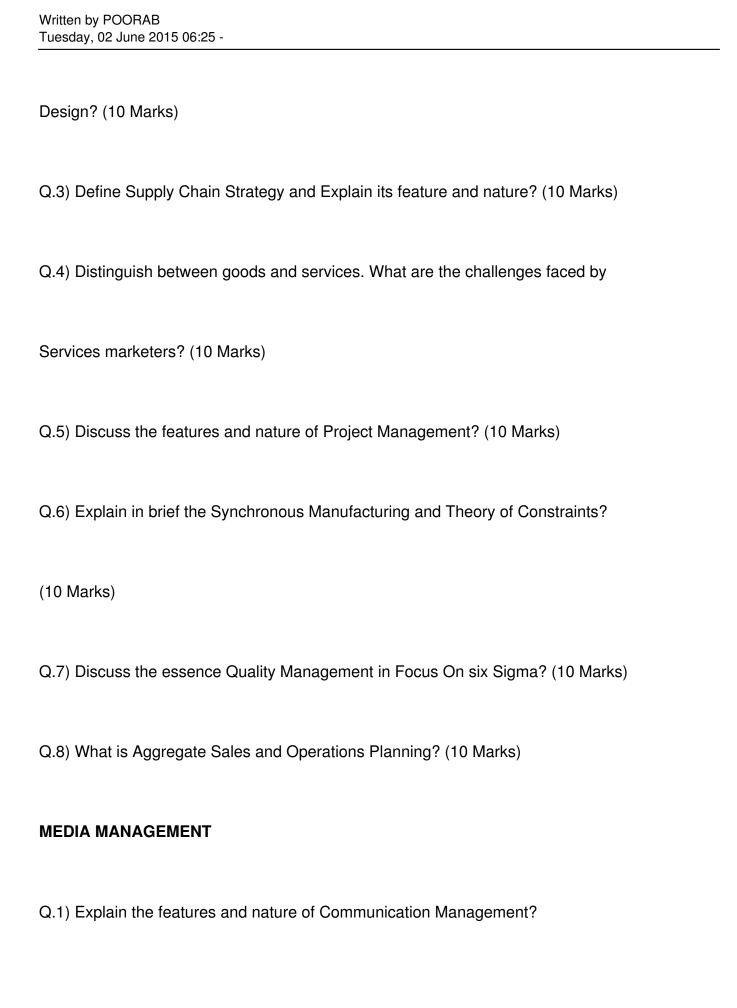
rest day in Mumbai only for one day after they return from any trip.

CASE-4 (16 Marks)

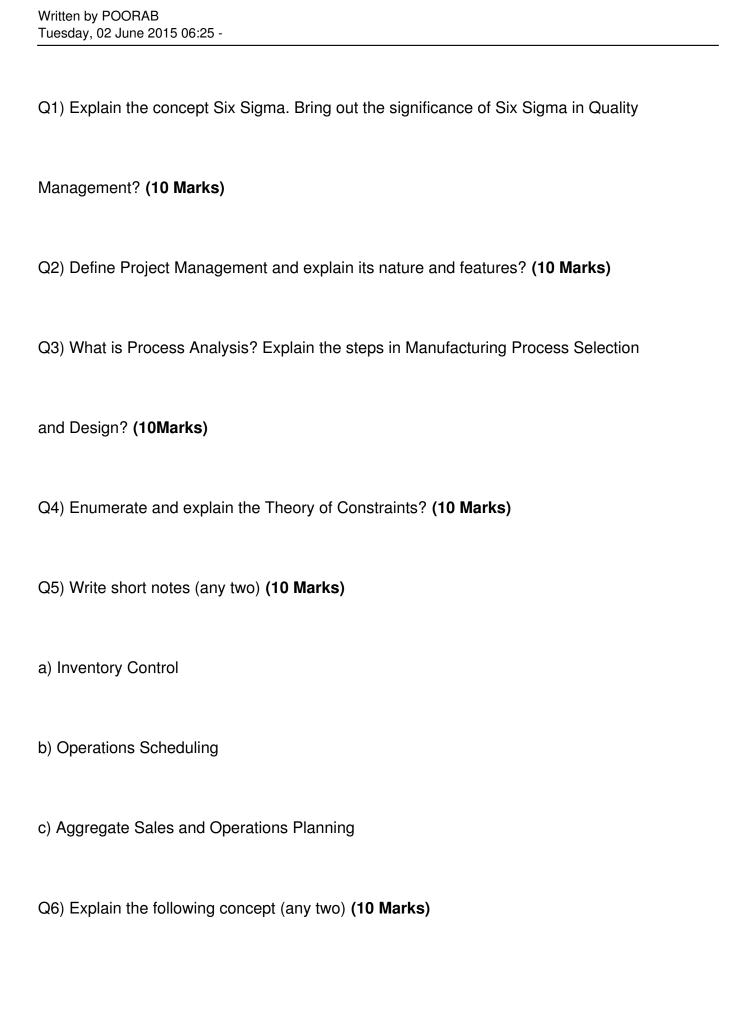
A company is operating in two unrelated businesses. The first one is making common salt, which is

sold in one-kilogram consumer packs. The second business is making readymade garments. The owner of the businesses has decided to implement Materials Requirement Planning (MRP) in one of the two businesses, which is likely to give him greater benefit. Assuming that the





Written by POORAB Tuesday, 02 June 2015 06:25 -
Q.2) Discuss the progress of Mass Media in India?
Q.3) Distinguish between Marketing & Advertising?
Q.4) Explain the concept of Education in context with mass media Communication?
Q.5) Discuss the History of Communication in India? (10 Marks)
Q.6) Discuss the Perspectives & Challenges of Science of Communication in India?
Q.7) Define Communication explain the significance of communication in Sustainable Development?
Q.8) Write a short note on (any two) (10 Marks)
a) Mass Media v/s. Mass Reality
b) Communication & Presentation
c) Managing Communication for Development
d) Development Communication
OPERATIONS MANAGEMENT



Written by POORAB Tuesday, 02 June 2015 06:25 -1) Product Design 2) Strategic Capacity Management 3) Lean Productions Q7) Define Material Requirements Planning. Discuss its various components? (10 Marks) Q8) What is Supply Chain Strategy? Discuss its characteristics? (10 Marks) **OPERATIONS MANAGEMENT** Q.1. How would operations strategy for a service industry be different if any from that for a manufacturing industry? (It's an example & explains) 3. What are the levels of aggregation in forecasting for a manufacturing organization? How should this hierarchy of forecasts be linked and used 4. How would forecasting be useful for operations in a BPO (Business processes outsourcing) unit? What factors may be important for this industry? Discuss. 5. A good work study should be followed by good supervision for getting good results. Explain with an example. 6. What is job evaluation? Can it be alternatively used as job ranking? How does one ensure

that job evaluation evaluates the job and not the man? Explain with examples?

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- 7. What is the impact of technology on jobs? What are the similarities between job enlargement & job rotation? Discuss the importance of training in the content of job redesign? Explain with examples?
- 9. Would a project management organization be different from an organization for regular manufacturing in what ways? Examples.
- 10. How project evaluation different from project appraisal? Explain with examples.

OPERATIONS MANAGEMENT

Ram Dubey recently purchased a chain of dry cleaners in North Uttar Pradesh. Although the business is making a modest profit now, Ram suspects that if he invests in a new press, he could recognize a substantial increase in profits. The new press costs \$ 15,400 to purchase and install and can press 40 shirts an hour or 320 per day. Ram estimates that with the new press, it will cost \$ 0.25 to launder and press each shirt, customers are charged \$ 1.10 per shirt.

- Q1) How many shirts will Ram have to press to break even?
- Q2) So far Ram's workload has varied from 50 to 200 shirts a day. How long would it take to break even on the new press at the low demand estimate? At the high demand estimate?
- Q3) If Ram cuts his price to \$ 0.99 a shirt, he expects to be able to stabilize his customer base at 250 shirts per day. How long would it take to break even at the reduced price of \$ 0.99?
- Q4) Should Ram cut his price and buy the new press?

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CASE STUDY: 2 The Peachtree Airport in Atlanta serves light aircraft. It has a single runway and one air traffic controller to land planes. It takes an airplane and minutes to land and clear the runway (exponentially distributed) planes arrive at the airport at the rate of 5 per hour (Poisson distributed). Q1) Determine the average number of planes that will stack up waiting to land? Q2) Find the average time a plane must wait in line before it can lead? Q3) Calculate the average time it takes a plane to clear the runway once it has notified the airport that it is in the vicinity and wants to land? Q4) The FAA has a rule that an air traffic controller can, on the average, land planes a maximum of 45 minutes out of every hour. There must be 15 minutes of idle time available to relieve the tension. Will this airport have to hire an extra air traffic controller? **CASE STUDY: 3** Q1) Discuss the general terms how forecasting might be used for planning to address these specific problems? Q2) Explain the role of forecasting in initiating a TQM approach? Q3) What are the types of forecasting methods that might be used?

Written by POORAB Tuesday, 02 June 2015 06:25 -
Q4) Describe the Delphi method for forecasting?
CASE STUDY: 4
Q1) What are the different costs of poor quality and costs of quality assurance that might be associated with this quality problem?
Q2) Explain the term quality?
Q3) Discuss the dimensions of quality for manufacturing products?
Q4) Discuss the dimensions of quality for services?
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MARKETING OF FINANCIAL SERVICES
1) Define the different types of scheme's floated by mutual fund's briefly.
2) Analyse the trend in different call rates in India.
3) Comment on the following statements.
a) Public Deposits are short term substitute for Money.

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Tuesday, 02 June 2015 06:25 -

b) Public Deposits are addition to savings. c) Direct acceptance of Deposits by companies pose threat to the working of credit policy in the economy. d) The entries in the public deposit raises the debt/equity ratio of the companies. 4) Write a brief note on discounting service and its importance in money market. 5) The good absorptive capacity to government securities market has increased due to the disproportionate support by the RBI. Justify. 6) Give a brief note on different types of options and highlight the various services provided by them. 7) What are the drawbacks of foreign capital inflow. 8) What is the relationship between short term and long term interest rates.

ORGANIZATIONAL BEHAVIOR & BUSINESS COMMUNICATION

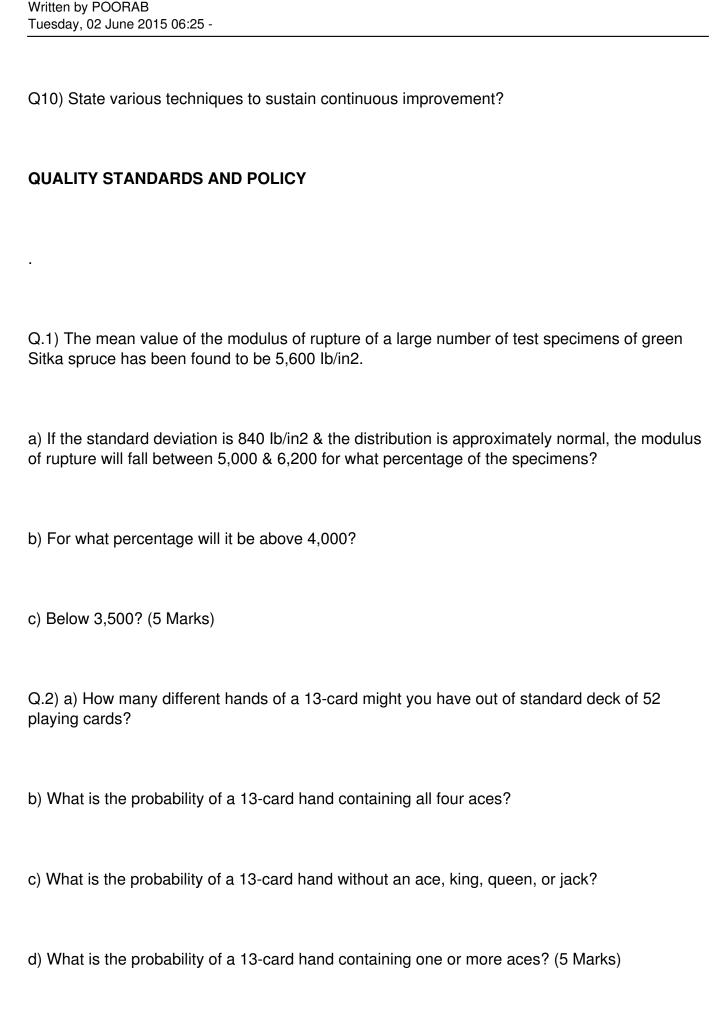
1) What are the arguments for and against layoffs in hard times?
2) How have the three executives in this case shown leadership?
3) Explain the difference between management and leadership. Discuss why conceptual leadership skills become more important, and technical skills less important, at higher level organizational levels.
1) Is the GM's approach wrong? If yes, then why if no then why not? Give reasons for your answer.
2) What would you recommend to the G.M.
3) Team leaders and team members need skills to develop effective teams. Is this statement
correct or wrong. If there are any skills needed by the team leaders and team members to
develop effective teams then discuss them.
1) How did the GM distinguish between the two target groups to make his communication
effective?

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2) What is the main advantage of direct face-to-face communication, as against communication
through circulars or memos?
3) What makes technical communication different from general communication?
4) How important is it to be able to communicate?
1) Read the above conversation carefully if you were Vikas, how would you answer all the
questions asked by the interviewer. Rewrite the answers, making them more appropriate by
changing the language, style, tone, and attitude of the answer."
2) Describe the significance of job interviews today.
PORTFOLIO MANAGEMENT
Q1) What qualities are required for successful investing?
Q2) What are the major types of real assets? What are the pros and cons of investing in real asset?
Q3) What is book building?

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Q4) What are the key differences between traditional finance and behavioural finance?
Q5) Discuss the following.
a) Demand side policies.
b) Supply side policies.
Q6) What are the differences between technical analysis and fundamental analysis?
Q7) What are the key differences between closed-ended and open ended schemes?
Q8) What should you bear in mind while investing in paintings and antiques?
Q9) Spell out the key steps involved in portfolio management?
QUALITY MANAGEMENT
Q1) Describe how the golden rule does or does not influence each of the six concepts of TQM'
Q2) What is the best way to improve market share for a product or service?

Q3) Discuss the advantages of an empowered team? Q4) Describe two ways to determine a superior process? Q5) Why has e-Commerce grown so quickly? Q6) Briefly describe the purpose of an ISO 9000 quality system? Q7) Why are the product evaluation standards in the development stage? Q8) What is the overall aim of the EMS Standard? Q9) Write a warning label or operating instructions for the following products? (Any 4).
Q5) Why has e-Commerce grown so quickly? Q6) Briefly describe the purpose of an ISO 9000 quality system? Q7) Why are the product evaluation standards in the development stage? Q8) What is the overall aim of the EMS Standard?
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Q8) What is the overall aim of the EMS Standard?
Q9) Write a warning label or operating instructions for the following products? (Any 4).
a) Care
a) Cars b) Fireworks
c) Swimming Pool
d) Power saw
e) In-Line Skates



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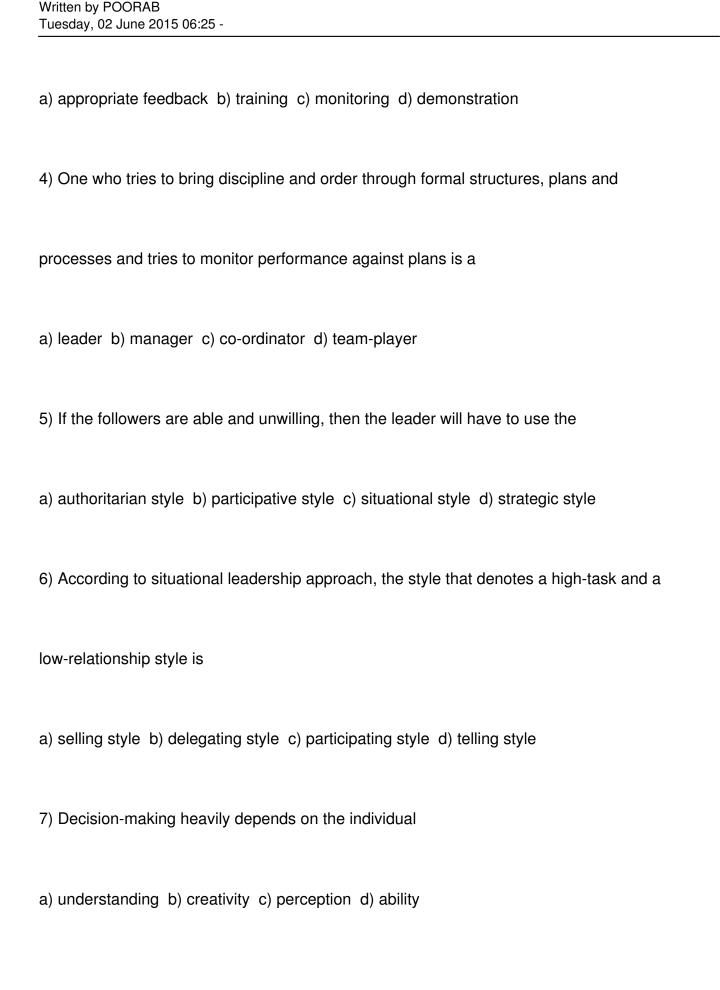
be effective?

Q.3) An acceptance plan calls for the inspection of a sample of 75 articles out of a lot of 1,500 If there are no nonconforming articles in the sample, the lot is accepted; with 7 or more, it is rejected. If a lot 5% nonconforming is submitted, what is the probability that it will be rejected? Solve using the poisson distribution as an app (5 Marks)
Q.4) Random Samples of 100 items are drawn from a continuous process that is known to produce 20% nonconforming items. Determine the probability of finding exactly 15 nonconforming items in a sample:
a) Using the exact binomial distribution.
b) Using the normal approximation to the binomial.
c) Using the poisson approximation to the binomial.
d) Comment on the relative accuracy of the approximations
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ORGANIZATIONAL BEHAVIOR
Define organizational behavior, and organizational structure?
2. What is the difference between a manager and a leader? Do leaders need different skills to

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3. What is the difference between a group & a team? What are the different types of work teams? 4. How would you define conflict? Distinguish between functional & dysfunctional conflicts by giving suitable examples? 5. Explain the different types of employee involvement and employee recognition programs with the help of suitable examples. 6. Select the most appropriate answer of the following: (20, each 2 marks) 1) The groups to which an individual aspires to belong, i.e. the one with which he or she identifies is called a) coalitions b) committees c) reference groups d) task groups 2) One small drawback of the five-stage model is that it a) ignores the organizational context b) ignores the situational factors c) ignores the individual attributes d) ignores the formal structure 3) Individual employees can be converted into team players through



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- 8) In formal groups and organizations, an individual has maximum access to a) referent power b) reward power c) legitimate power d) coercive power 9) In an attempt to preserve their perceptions, people tend to a) resist change violently b) ignore the change process c) create bottlenecks for change agents d) process information selectively 10) The process, which is aimed at seeking change in attitudes, stereotypes and perceptions, that groups hold of each other is called 1. Organizational development b) Inter-group development c) T-groups d) Team-building 1. Delegation and Decentralization 2. Line and Staff functions 3. Theory X and Y
- 6. Can a division manager develop verifiable goals, or objectives, when the president has not assigned them to him or her? How? What king of information or help do you believe is important for the division manager to have from headquarters?
 - 7. Was the division manager setting goals in the best way? What would you have done?
 - 1. Space Shuttle

4. Domino Effect

5. Organizational culture and climate

- 2. X-ray machine
- 3. Camera
- 4. Canned soup
- 5. Pencil
- 6. Computer keyboard

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- 7. Chair
- 8. Running shoe
- 9. Automobile
- 10. Fresh vegetables
- 11. Child's toy
- 12. Golf club
- 13. Baby food
- 14. Restaurant food
- 1. Labels ii) Hang Tags iii) Tickets iv) Pocket Flashers
- 1. What are the advantages and disadvantages of wireless communication?
- 2. What can be accomplished by the addition of a third party registering a quality system?
- 3. Visit an organization in your community and determine if their accident and emergency preparedness plan meets the ISO 14001 criteria.
- 4. Briefly describe the difference between sequential engineering and quality by design (or concurrent) engineering.
- 5. Devise a compensation plan for injured users where the product defect manifests itself in the second or third generation, such as when a man or woman takes a prescribed drug that injures their future children.
- 6. Form a project team of six or seven people, elect a leader, and construct a cause-and-effect diagram for bad coffee from a 22 cup coffee maker used in the office.
 - 7. Formulate a full factorial experiment to determine what factors affect the
- 8. Given three two-level factors and three suspected two factor interactions; determine the degrees of freedom and the OA.

ORGANIZATIONAL BEHAVIOR

1 List the various reasons in Organization xyz, which lead to its development?
2 If the organization had not invested in its employee, would they have developed?

3 Site few examples of Indian companies, similar to XYZ mentioned above?

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4 What would have been the drawback of the XYZ Company prior to 1991?
1 Is it fine to privatize profits and nationalize losses, is it right for organizational development?
2 Was this a result of failure of leadership of these firms?
1 Do the core values, really influence and have a impact on organizational development ?Explain.
2 Is organizational development depended internally on employees and externally influenced by
customers? Discuss
1) Measurement has the power to focus attention on desired behavior and results," How it leads to
organizational development?
2) Discuss benchmarking techniques, are really helpful for succeeding in I today's scenario?
PERSONNEL MANAGEMENT
Q1) Define the term "Manpower Planning"?

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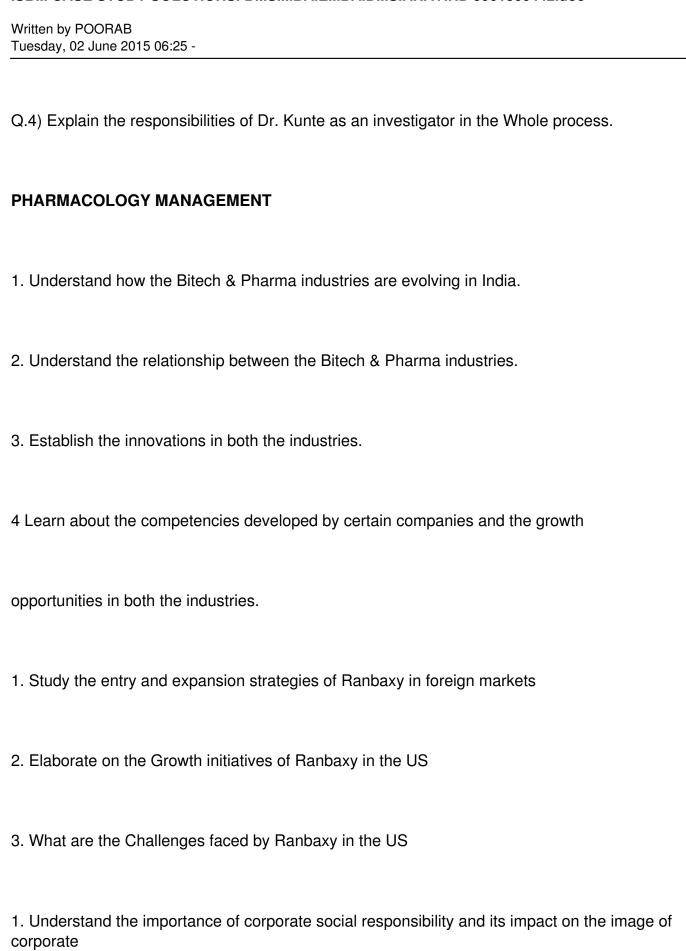
Q2) Discuss "Manpower Planning makes for different purposes at different level"?
Q3) Explain some other pay-offs from Manpower Planning to the enterprise?
Q4) Objectives of Manpower Planning. Explain in detail?
Q1) Define the term "Word of Mouth".
Q2) Define the objective and importance of advertisement in the process of Recruitment?
Q3) Define the term selection in brief.
Q4) Explain the methods of selection?
Q1) Distinguish between one way versus two way communication.
Q2) Define the tem formal and informal organizational communication?
Q3) Explain the most common channels available for downward communication in an organization?
Q4) What do you mean by communication filters?

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Q1) What do you understand by the concept of QWL?
Q2) Identify its major activities and concerns?
Q3) Discuss the relevance of QSL in the Indian context?
Q4) 'Flexible working time arrangement can be an answer to the multifarious roles of the Indian worker', Evaluate.
PERSONNEL MANAGEMENT
Psychological test as selection criteria can at best be a support to the interview process. Please
evaluate. (15 Marks)
2. Retention of employees in the organization starts with a structured and effective induction
program.Please comment. (15 Marks)
3. If you have to hire an HR Manager for your firm, what competencies would you look for?
Please answer in terms of your understanding of the HR function. (15 Marks)

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4. Designing an attractive motivational strategy is the key to making of a high performance driven
organization. (15 Marks)
5. Briefly explain (Any two):
a) Different type of employee appraisals and rating
b) Validity / reliability
c) Job analysis
d) Stress interview
PHARMACOLOGY MANAGEMENT
Q.1) What are the important responsibilities of Mr. Kate?
Q.2) What are the different stages Mr. Kate will use in the Process to set up the project and run it?
Q.3) On what elements will Mr. Kate focus?

Written by POORAB

Tuesday, 02 June 2015 06:25 -
Q.4) What are your Suggestions?
Q.1) What is a clinical trial?
Q.2) What is the process of designing and carrying out clinical research?
Q.3) Explain the Planning Steps of Mr. Simpson.
Q.4) What are the important considerations to conduct of any type of clinical trial?
Q.1) Define CRC
Q.2) Define CRA
Q.3) Who can be appointed as a CRC/CRA?
Q.4) Elaborate the responsibilities of the CRC and CRA?
Q.1) What is the definition of fraud and misconduct in clinical research?
Q.2) According to you what are the steps and procedures adopted by Mr. Kunte to investigate fraud?
Q.3) What are the penalties you can suggest to Dr. Kunte for proven fraud and misconduct?



Written by POORAB

Tuesday, 02 June 2015 06:25 -2. Appreciate the role of corporate in bringing about social change 1. Write down the facts of the case. 2. Establish the growth of the Ranbaxy and the major hurdles the company experienced in its growth. 09901366442 - 09902787224 **PRINCIPLES & PRACTICE OF MANAGEMENT** 1. a) What are the steps involved in planning? b) How you make planning effective? 2. What is the difference between a policy and a procedure? 3. Explain the advantages and limitations of planning. 4. Explain the strategic planning in the Indian industry. Which are the planning skills required for better business. 5. a) Define a decision making?

ISBM CASE STUDY SOLUTIONS. BMS.MBA.EMBA.DMS.ARAVIND 9901366442.doc Written by POORAB Tuesday, 02 June 2015 06:25 b) Explain common difficulties in decision-making. 6. a) Decision-making is a key part of a manager's activities. – Elaborate. b) What are the steps involved in rational decision-making. 7. a) Explain the individual and group decision-making. b) Describe advantages and disadvantages of group decisions. 8. a) Draw models of decision-making? b) Explain any two. PRINCIPLES & PRACTICE OF MANAGEMENT Q1) "Coordination is imperative for the success of any organization." Explaining the need for coordination suggest the ways to achieve effective coordination in a decentralized private sector manufacturing organization? Q2) Describe the interpersonal needs in terms of expressed and wanted behavior. Cite suitable examples to support your views? Why do managers need to acquire different skills at various levels? What are the skills conceptualized by Katz? Explain how they are proving useful for Indian managers at different levels?

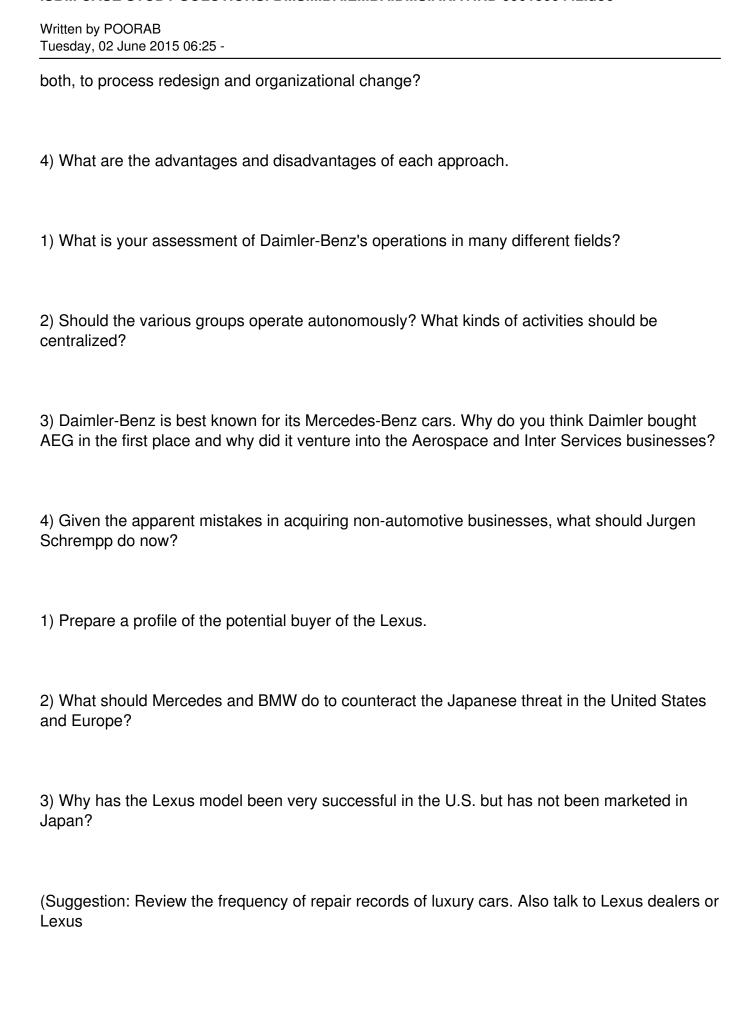
Discuss various strategies used in implementing organizational change in the context of

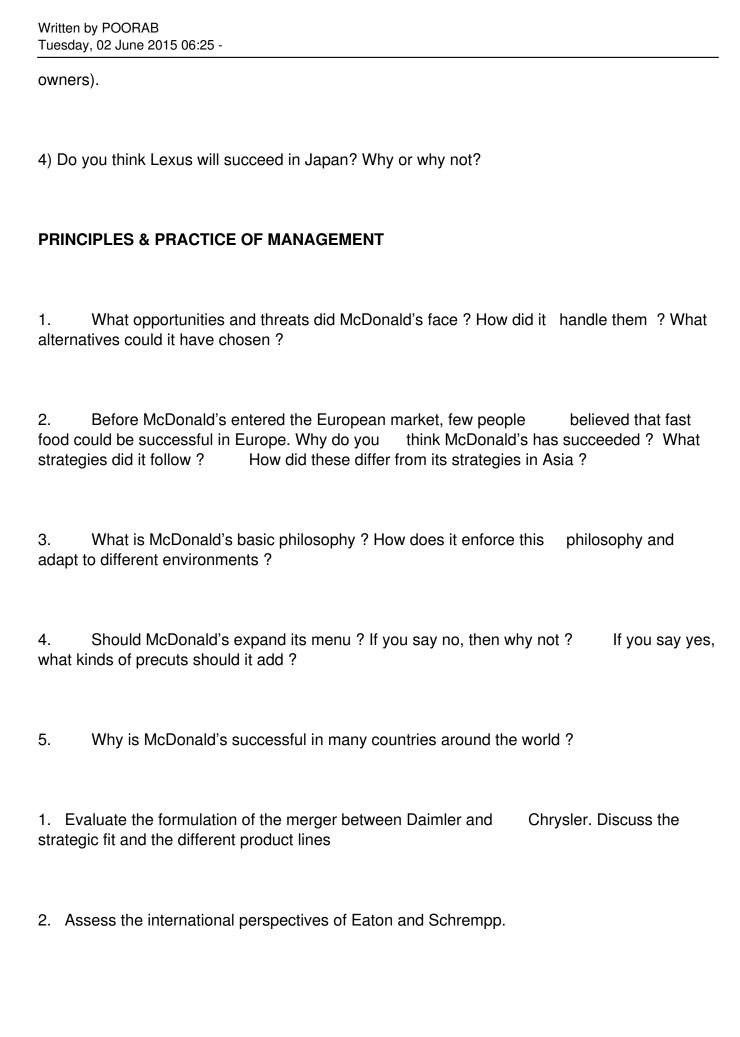
Q4)

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Written by POORAB

Tuesday, 02 June 2015 06:25 a large public sector manufacturing organization? Q5) Identify major barriers of communication and explain why do they arise. Explain ways to overcome these barriers with suitable examples? **Q6)** Write short notes on any four of the following: (5 marks each) PRINCIPLES & PRACTICE OF MANAGEMENT 1. How should Mr. Durant assess the opportunities in various countries around the world? 2. Should Carrefour adopt Wal-Mart's strategy of "low prices everyday"? What would be the advantage or disadvantage of such a strategy? 3. How could Carrefour differentiate itself from Wal-Mart? 4. Identify cultures in selected countries that need to be considered in order to be successful? 1) The reengineering efforts of P&G focused on the business process system. Do you think other processes, such as the human system, or other managerial policies need to be considered in a process redesign? 2) What do you think was the reaction of the brand managers, who may have worked under the old system for many years, when the category management structure was installed? 3) As a consultant, would you have recommended a top-down or a bottom-up approach, or



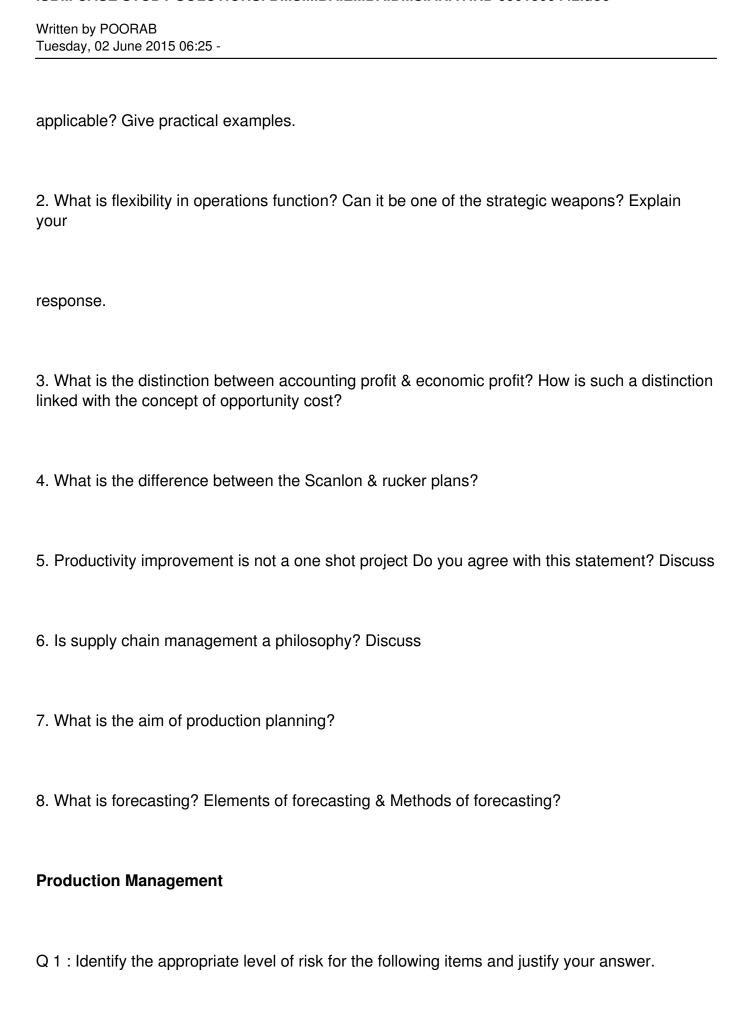


ISBM CASE STUDY SOLUTIONS. BMS.MBA.EMBA.DMS.ARAVIND 9901366442.doc Written by POORAB Tuesday, 02 June 2015 06:25 -3. What are the difficulties in merging the organizational cultures of the two companies? 4. What is the probability of success of failure of the merger? What other mergers do you foresee in the car industry? 1. The re-engineering efforts focused on the business process system. Do you think other processes, such as the human system, or other managerial policies need to be considered in a process redesign? 2. What do you think was the reaction of the brand managers, who may have worked under the old system for many years, when the category management structure was installed? 3. As a consultant, would you have recommended a top-down or bottom-up approach, or both, to process redesign and organizational change? What are the advantages and disadvantages of each approach? 1. Is the Hewlett – Packard way of managing creating a climate in which employees are motivated to contribute to the aims of the organization? What is unique about the HP Way 2. Would the HP managerial style work in any organization? Why, or why not? What are the conditions for such a style to work?

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Production Management

1. What are the different types of production/operation system? Where would each one of them be

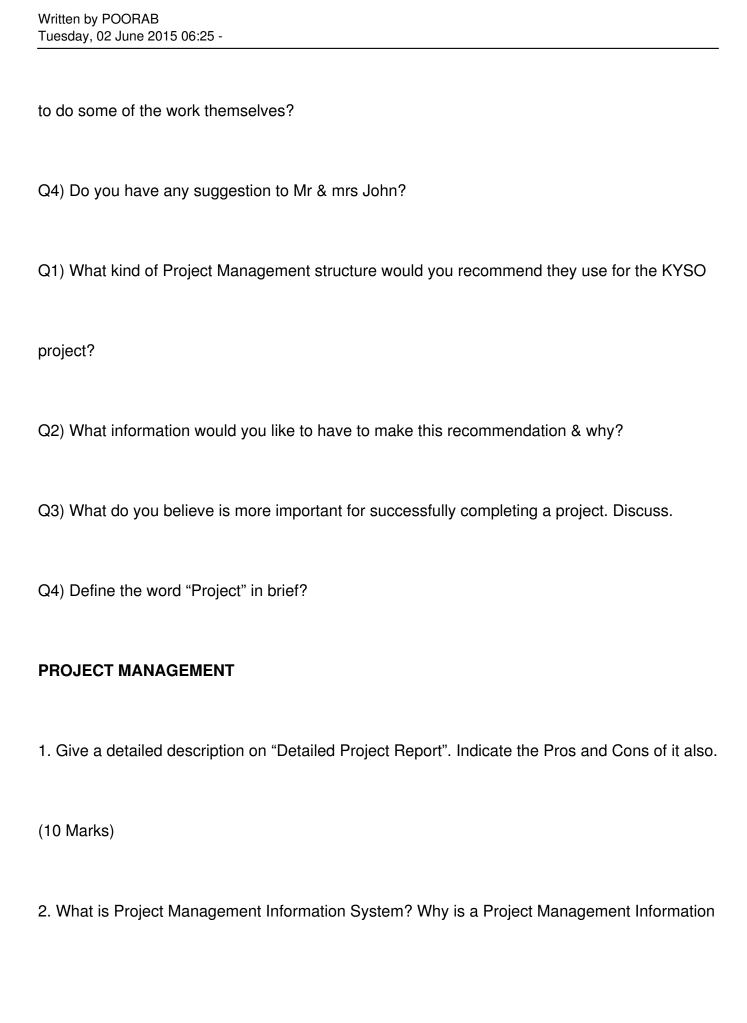


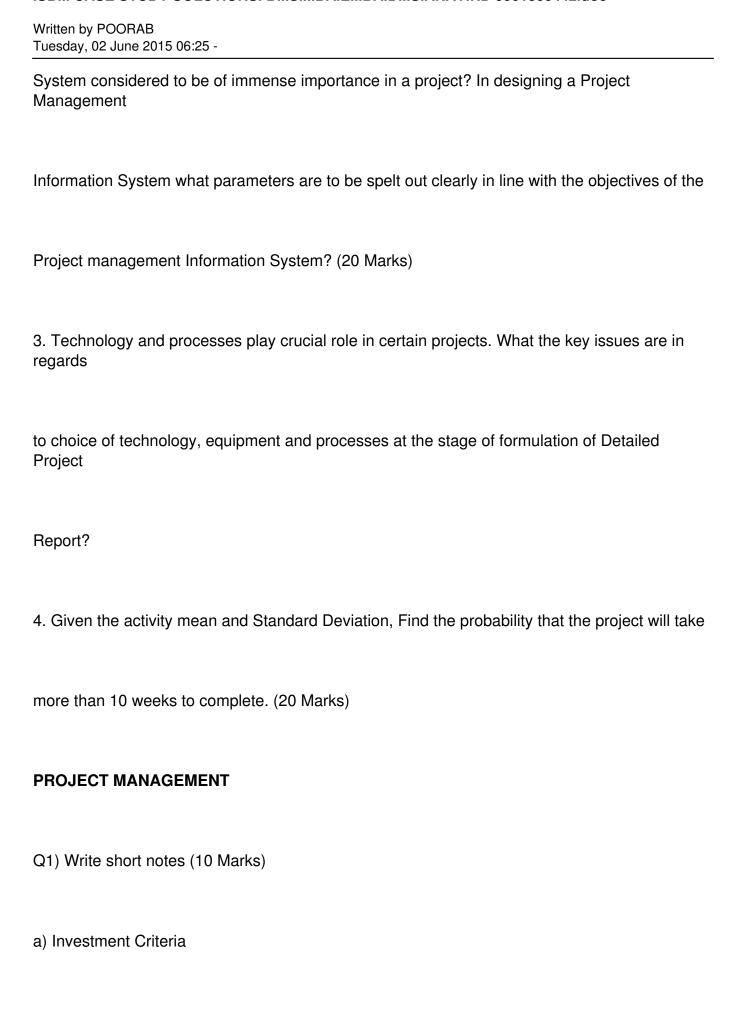
Written by POORAB Tuesday, 02 June 2015 06:25 -Q.2: The bearing department is planning their schedule for the following week. They need an understanding of last week's performance. The schedule called for two 8-hour shifts per day for five days. Downtime charged to production averaged 76 minutes per day. Downtime charged to maintenance averaged 135 minutes per day. Calculate the actual running time and the percentage of available time. Q 3: (a) Does exponential smoothing track a trend in the demand satisfactorily? What is the reason? (b) How would forecasting be useful for operations in a BPO unit? What factors may be important for this industry? Discuss Q.4: (a) Would a six sigma implementation involve significant financial investment? Discuss (b) Can total organizational satisfaction be achieved while a company is also aiming for key business results? Is there a conflict in these two goals? Discuss. Q.5: How would have good production & Operations Management Practices averted the terrible Bhopal Gas strategy? Research & Discuss Q.6: Differentiate between Loading and Scheduling. Is a clear-cut distinction between the two possible under all production situations? If so where is it possible & where is it not possible? Q.7: What are the advantages of the HMMS model over the Linear programming model? The HMMS.and other sophisticated models have not been very popular in practice. What may be the reasons?

Q.8: What is the scope of purchasing activities? Where would you fit purchasing in the materials

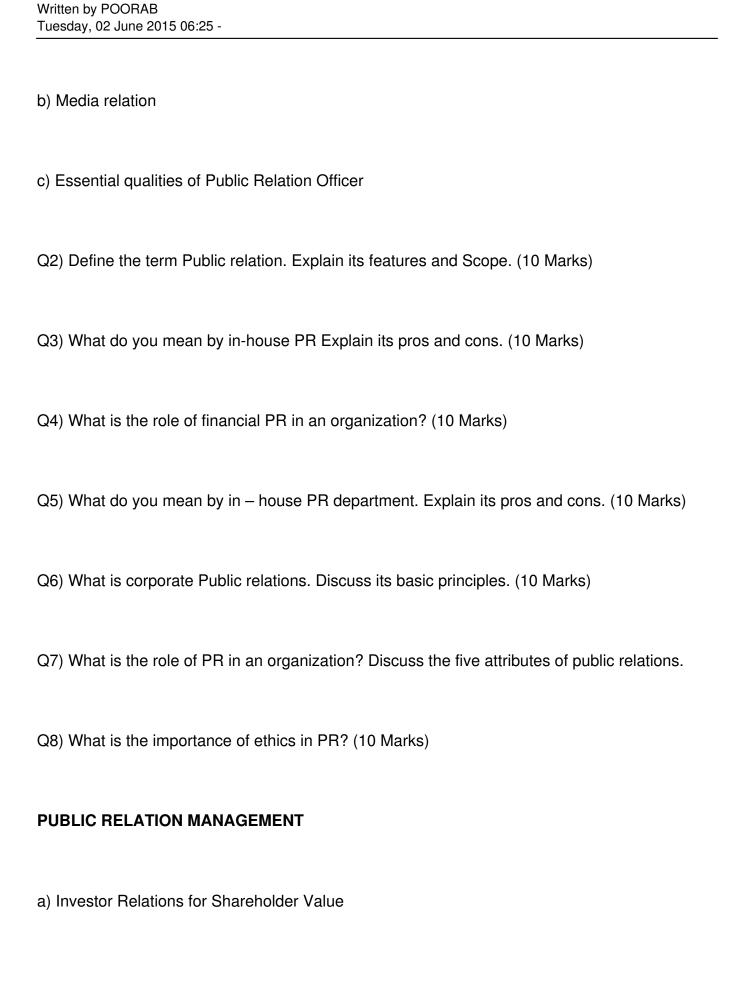
Written by POORAB Tuesday, 02 June 2015 06:25 -
management function? In the Organizational structure, where should purchasing be fitted?
(i) in a single plant situation (ii) in a multiple plant situation
Q.9: Some say that we need a "national level job evaluation" in India. Can you envisage the issues involved? Is it possible to do such a national level exercise? How would you proceed in this regard?
Q.10 :How can work study be used for arriving at (i) Manufacturing Budget (ii) Production Plan (iii) Personnel Policies (iv) Materials Planning? Explain.
Production Management
Q.1) Suggest the best decision?
1) Analyze the above case and give your comments?
1) Analyze the above case and give your comments?
1) Analyze the above case and give your comments?
1) Analyze the above case and give your comments?
PROJECT MANAGEMENT

Written by POORAB Tuesday, 02 June 2015 06:25 -
Q1) Project risks can be eliminated if the project is carefully planned, Explain?
Q2) What is the difference between avoiding a risk and accepting a risk?
Q3) How you face the Schedule risk?
Q4) Explain the term RBS?
Q1) What is the critical path?
Q2) How many weeks to complete?
Q3) What is the slack for activity F?
Q4) What is the slack for activity G?
Q1) Why are accurate estimates critical to effective Project Management?
Q2) What is estimated cost for Mrs John's house if they use contractors to complete all of the
house?
Q3) Estimate what the cost of the house would be if the Mrs John and Mr ohn use their talents



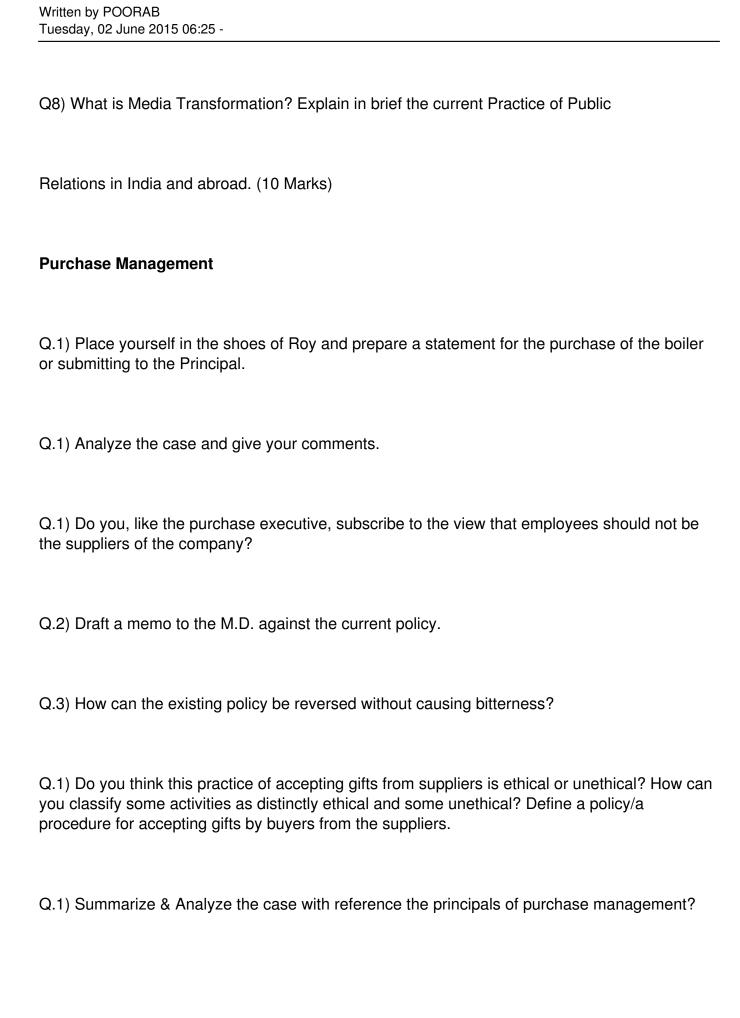


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b) Generation and Screening of Project Ideas
Q2) Explain briefly the various Considerations in selecting the project? (10 Marks)
Q3) Explain Project Organization Structure. (10 Marks)
Q4) Distinguish between Market Analysis and Demand Analysis? (10 Marks)
Q5) Discuss Project Management and explain Network Techniques for Project
Management? (10 Marks)
Q6) Explain in brief the over view of project planning? (10 Marks)
Q7) Explain major issues in Financing of Projects? (10 Marks)
Q8) What is Risk Analysis and explain in brief Firm Risk and Market Risk? (10 Marks)
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PUBLIC RELATION MANAGEMENT
a) Various public for public relations



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Tuesday, 02 June 2015 06:25 b) A Strategic Approach to Crisis Management c) Broadcast Media Relations Q2) Explain the following (any two). (10 Marks) a) Career Paths in Public Relations b) Global and Local Media Relations c) The various aspects of Connecting with Consumers in Public Relations Q3) Explain in brief the Environmental Issues in Public Relations (10 Marks) Q4) Define Media Relations. Explain Integrated Marketing Media Relations (10 Marks) Q5) Discuss the various aspects of Managing a Diverse Workforce in a Changing Corporate Environment'. (10 Marks) Q6) Discuss the Role of Research in Public Relations Strategy and Planning (10 Marks) Q7) Discuss the various strategies to Maintaining Effective Client-Agency Partnerships



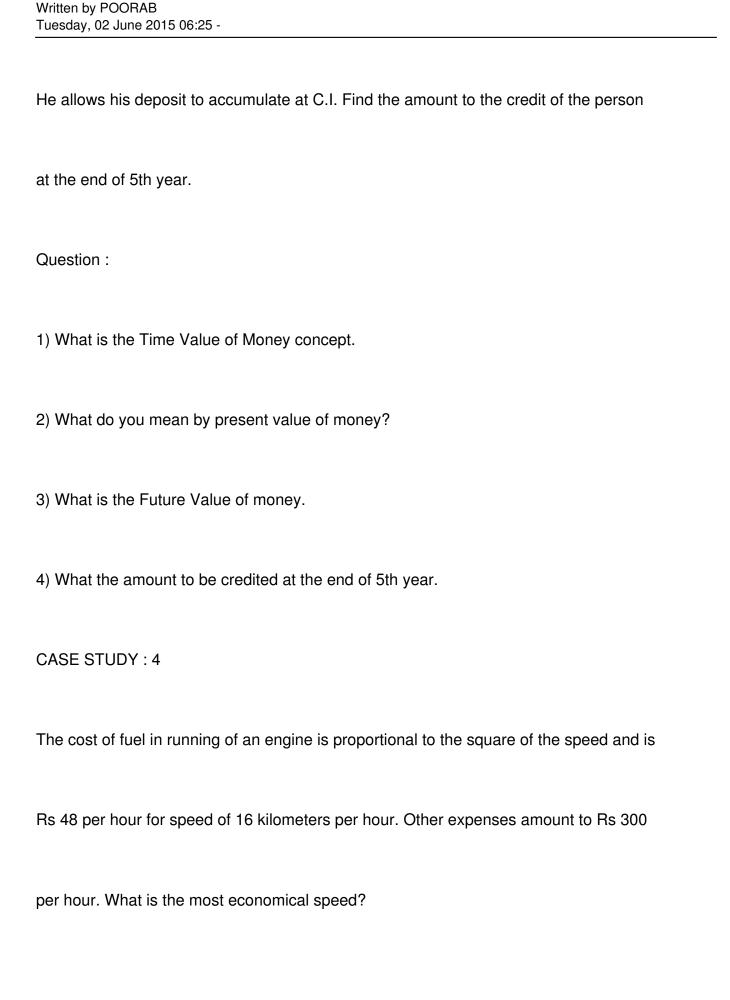
Written by POORAB Tuesday, 02 June 2015 06:25 -
Q.1) Summarize and Analyze the case with ref to the principles of purchase management?
Q.1) Summarize and analyze the case with reference to the principal of purchase management?
QUANTITATIVE METHODS
CASE 1
The bulbs manufactured by a company gave a mean life of 3000 hours with standard
deviation of 400 hours. If a bulb is selected at random, what is the probability it will
have a mean life less than 2000 hours?
Question:
1) Calculate the probability.
2) In what situation does one need probability theory?
3) Define the concept of sample space, sample points and events in context of probability theory.

4) What is the difference between objective and subjective probability?

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CASE 2
The price P per unit at which a company can sell all that it produces is given by the
function $P(x) = 300 - 4x$. The cost function is $c(x) = 500 + 28x$ where x is the number
of units produced. Find x so that the profit is maximum.
Question:
1) Find the value of x.
2) In using regression analysis for making predictions what are the assumptions involved.
3) What is a simple linear regression model?
4) What is a scatter diagram method?
CASE STUDY: 3
Mr Sehwag invests Rs 2000 every year with a company, which pays interest at 10% p.a.



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Question:
1) What is most economical speed?
2) What is a chi-square test?
3) What is sampling and what are its uses.
4) Is there any alternative formula to find the value of Chi-square?
QUANTITATIVE METHODS
1. What is a linear programming problem? Discuss the scope and role of linear programming in solving management problems. Discuss and describe the role of linear programming in managerial decision-making bringing out limitations, if any.
2. Explain the concept and computational steps of the simplex method for solving linear programming problems. How would you identify whether an optimal solution to a problem obtained using simplex algorithm is unique or not?
a) What is the difference between a feasible solution, a basic feasible solution, and an optimal solution of a linear programming problem?
b) What is the difference between simplex solution procedure for a `maximization' and a `minimization' problem?

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c) Using the concept of net contribution, provide an intuitive explanation of why the criterion for optimality for maximization problem is different from that of minimization problems.

Outline the steps involved in the simplex algorithm for solving a linear programming maximization problem. Also define the technical terms used therein.

- 3. "Linear programming is one of the most frequently and successfully employed Operations Research techniques to managerial and business decisions." Elucidate this statement with some examples.
- 4. Describe the transporation problem and give its mathematical model. Explain, by taking an illustration, the North-West Corner Rule, the Least Cost Method and the Vogel's Approximation Method to obtain the initial feasible solution to a transportation problem. Discuss the various methods of finding initial feasible solution of a transportation problem and state the advantages, disadvantages, and areas of application for them.
- 5. What is an assignment problem? It is true to say that it is a special case of the transportation problem? Explain. How can you formulate an assignment problem as a standard linear programming problem? Illustrate. What do you understand by an assignment problem? Give a brief outline for solving it.
- 6. What are different types of inventories? Explain. What functions does inventory perform? State the two basic inventory decisions management must make as they attempt to accomplish the functions of inventory just described by you.
- 7. What is queuing theory? What type of questions are sought to be answered in analyzing a queuing system? Give a general structure of the queuing system and explain. Illustrate some queuing situations. What is queuing theory? In what types of problem situations can it be applied successfully? Discuss giving examples.
- 8. What is a replacement problem? Describe some important replacement situations and policies. Briefly explain the costs which are relevant to decisions for replacement of depreciable

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assets. Illustrate their behavior and explain how the optimal time for replacement of an asset can be determined.

9. What kinds of decision-making situations may be analysed using PERT and CPM techniques? State the major similarities between PERT and CPM. Under what circumstances is CPM a better technique of project management than PERT? A construction company has received a contract to build an office

complex. It has frequently engaged itself in constructing such buildings. Which of the two network techniques, PERT and CPM, should in your opinion, be employed by the company? Why?

- 10. Describe the steps involved in the process of decision making. What are payoff and regret functions? How can entries in a regret table be derived from a pay-off table?
- 11. What do you understand by Markov processes? In what areas of management can they be applied successfully? What do you understand by transition probabilities? Is the assumption of stationary transition probabilities realistic, in your opinion? Why or why not?
- 12. Explain how the probability tree helps to understand the problem of Markov processes. Explain the method of calculation of ending up in each absorbing state when a chain beings in a particular transient state. What is fundamental matrix of Markov chains? What does it calculate?
- 13. What is simulation? Describe the simulation process. State the major two reasons for using simulation to solve a problem. What are the advantages and limitations of simulation? ``When it becomes difficult to use an optimization technique for solving a problem, one has to resort to simulation". Discuss. Simulation is typically the process of carrying out sampling experiments on

the models of the system rather than the system itself." Elucidate this statement by taking some examples.

Written by POORAB Tuesday, 02 June 2015 06:25 -14. A company has three offers for its existing equipment in one of the divisions. The first buyer is willing to pay Rs. 50,000 at the end of 8 years' period. The second buyer offers Rs. 39,000—consisting of an immediate payment of Rs. 14,000 and Rs. 25,000 after 6 years. The third buyer agrees to buy the equipment for Rs. 29,000 payable right away. Which is the best offer for the company if it can earn an interest @ 8% per annum on the money received? 15. What is the difference between qualitative and quantitative techniques of forecasting. When is a qualitative model appropriate? Briefly discuss the Delphi method of making forecasts. 16. a) How do you distinguish between resource leveling and resource allocation problems? State and explain an algorithm for resource allocation. b) Explain the following as they are used in PERT/CPM (i) Beta distribution, and (ii) Budget over-run. 17. The following table gives data on normal time and cost, and crash time and cost for a project. `Duration (Weeks) Total Cost (Rs) Activity i) Draw the network and find out the critical path and the normal project duration.

ii) Find out the total float associated with each activity.

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Tuesday, 02 June 2015 06:25 iii) If the indirect costs are Rs. 100 per week, find out the optimum duration by crashing and the corresponding project costs. iv) With the crash duration indicated, what would be the minimum crash duration possible, ignoring indirect costs? 18. What is a `game' in game theory? What are the properties of a game? Explain the ``best strategy" on the basis of minimax criterion of optimality. Describe the maximin and minimax principles of game theory. 19. Explain the steps involved in solution to dynamic programming problems. Explain the following in the context of dynamic programming: (a) Stages (b) States (c) Pay-off function (d) Recursive relationship 20. A political campaign for election to the parliament is entering its final stage and pre-poll surveys are medicating a very close contest in a certain constituency. One of the candidates in the constituency has sufficient funds to give five full-page advertisements in four different areas.

Based on the polling information, an estimate has been made of the approximate number (in thousands) of additional votes that can be polled in different areas. This is shown below.

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RESEARCH METHODOLOGY

CASE-1 (16 Marks)

A professor is interested in following whether the "good" students finish the test earlier or later than

the others in the class. He observes a particular test and gets the following data given below

If 'good' students are those who get 90 and above, can the professor conclude that good students finish the test randomly (use a 5% level of significance) ?Explain

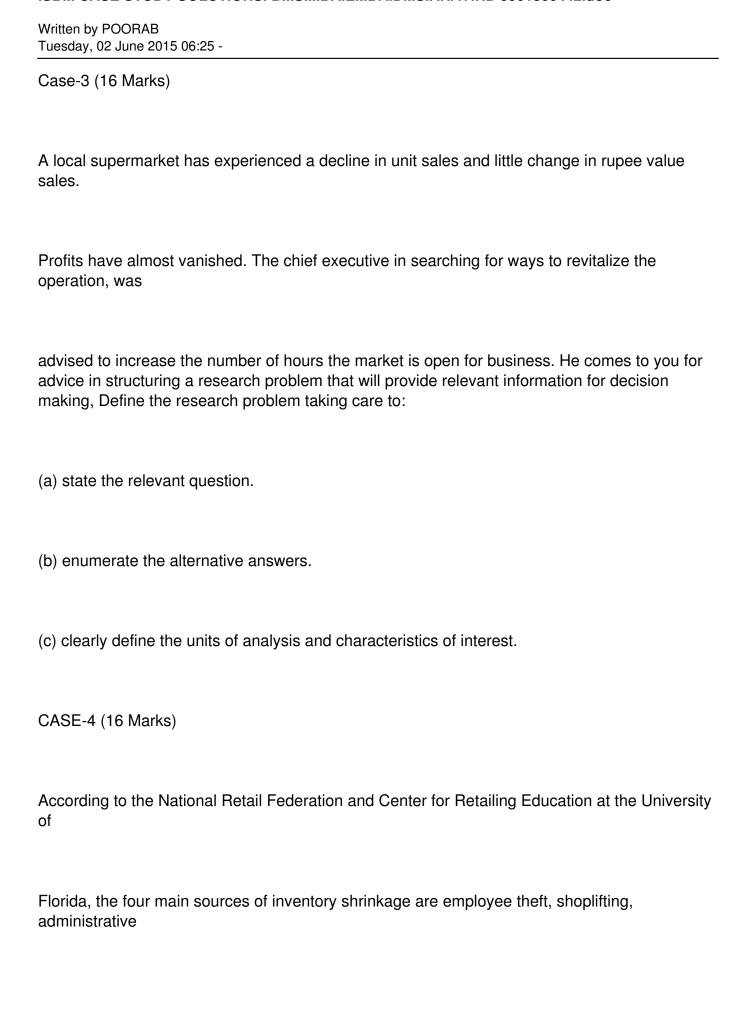
CASE-2 (16 Marks)

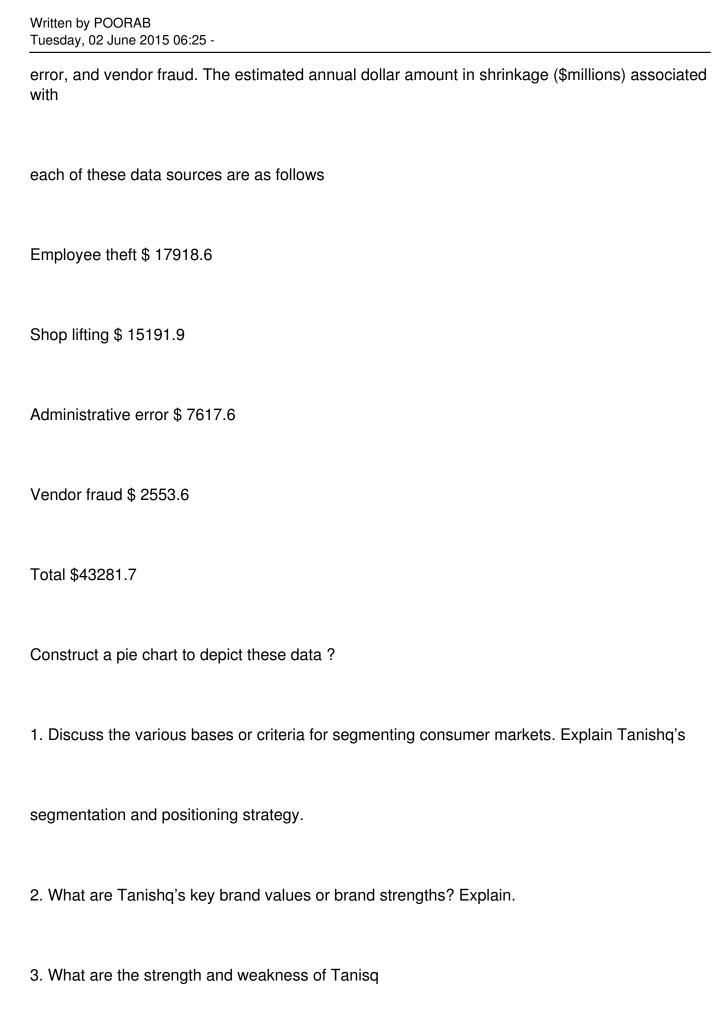
The weight (gms) of 31 books picked from a consignment are as follows:

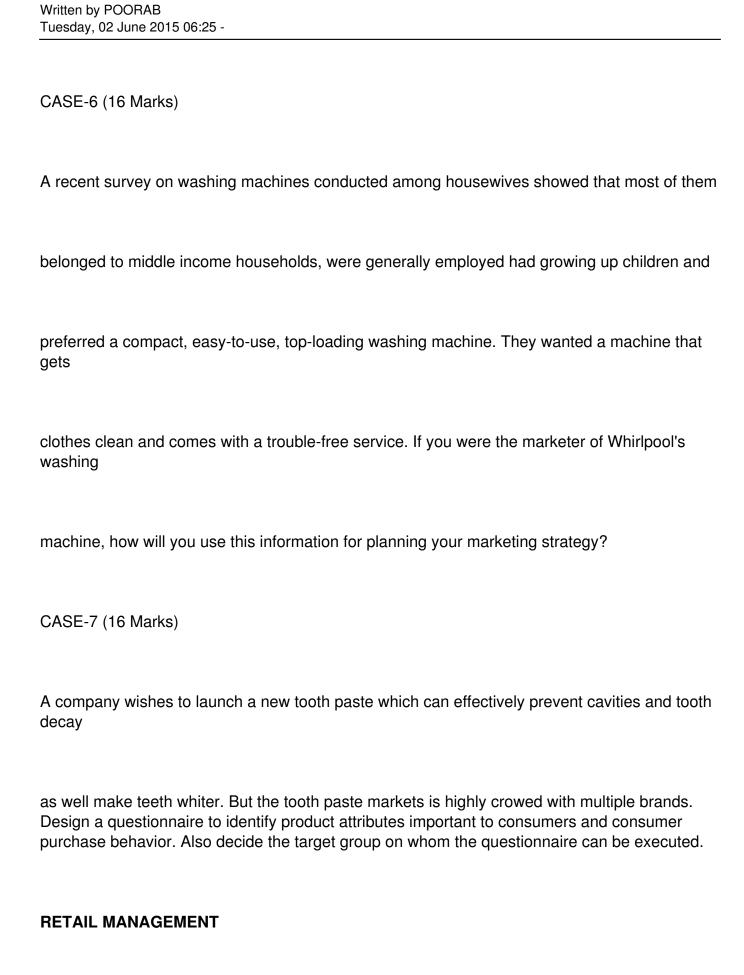
106, 107, 76, 82, 106, 107, 175, 93, 187, 95, 123, 125, 111, 92, 86, 70, 127, 68, 130, 129, 139,

119,115, 128, 100, 186, 84,99, 113, 204, 111

Test whether this sample may be treated as random? Briefly explain?

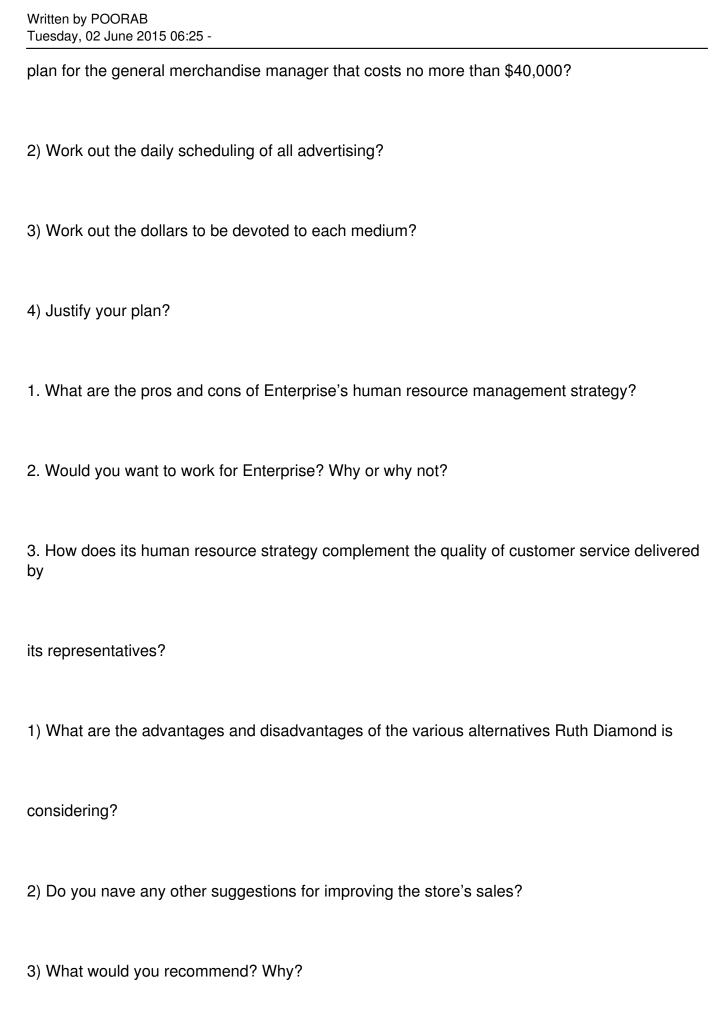


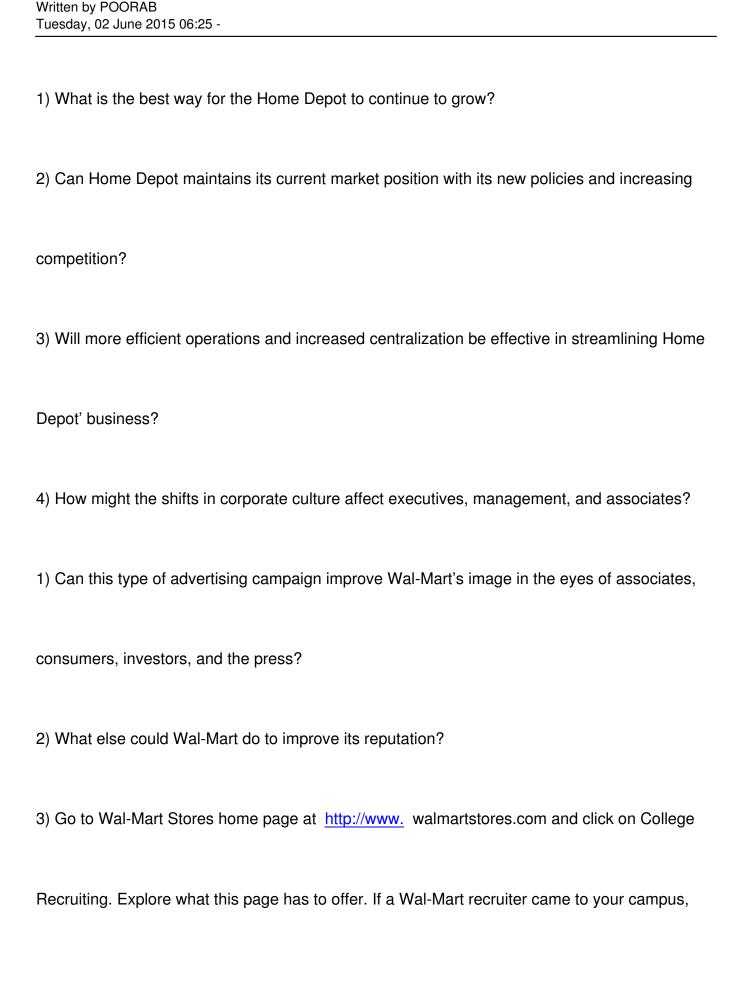




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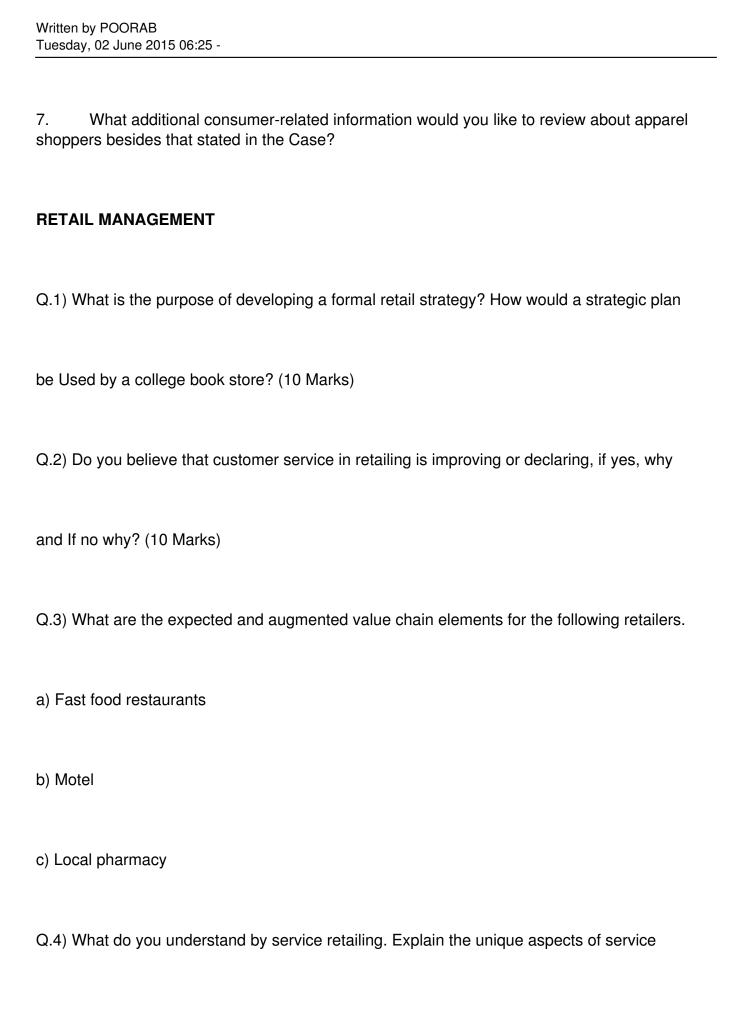
Tuesday, 02 June 2015 06:25 -1. What are the advantages and disadvantages from the buyer's and seller's perspectives of purchasing merchandise through Internet auctions like eBay? 2. Will a significant amount of retail sales be made through Internet auctions like eBay in the future? Why or why not? 3. What are eBay's competitive advantages? Will it be able to withstand the competition from other auction sites like Yahoo! And Amazon's auctions? 1. What prices caused Courtney's charge? 2. Which price would result in the highest profit? 3. What other factors should Courtney's consider? 4. What price would you charge, and how many units would you order? 1) Knowing that the company wants a mixed-media ad campaign to support this event, prepare an ad





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would you consider Wal-Mart as an employer? Why or why not?
1) What, if any, are the differences in A & F's and AE retail strategy?
2) What are the brand images of A&f and AE? What words and phrases are associated with each
retailer's brand name?
3) List other specialty apparel retailers that target the same customers as A&F and AE. How do these
brands differentiate themselves in the competitive retail environment? Construct a product
positioning map to illustrate.
4) Which retailer(s) has (have) the stronger competitive position? Why?
RETAIL MANAGEMENT
1. What can an independent retailer learn from this case?
2. What are the positive implications of this case with respect to the use of leased departments in department stores?

3.	How can a mid-priced apparel store become a destination retailer?
4. Navy,	How is Gap Inc. utilizing the principles of the wheel of retailing through its Gap, Old and Banana Republic divisions?
5. discou	How can high-priced apparel specialty stores successfully compete against full-line int stores?
6.	What role should the Internet play for apparel retailers?
7. retailir	Can an apparel retailer prosper in the future if it does not engage in multi-channel ng? Explain your answer.
1.	What overall conclusions do you reach after reading this case?
2.	How can apparel retailers compete with Wal-Mart?
3.	Does cross-shopping affect apparel retailing? Is this good or bad? Why?
4. either	What are the retail implications of this statement ``American consumers are not trendy at work or play?" Do you agree with the statement? Explain your answer.
5.	How could the information cited in the case be used in a retail information system?
6.	Devise a questionnaire to determine what improvements the loyal customers of an el store chain would like to see in the chain.



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Retailir	ng with suitable examples. (10 Marks)
Q.5) E	xplain the wheel of retailing. Is this theory applicable in today's context. Why or why not?
Q.6) C	ompare a single channel and a multi-channel retailing. State the advantages and
Dis-ad	vantages also. (10 Marks)
Q.7) a)	Explain non-store retailing with example (10 Marks)
. b) Exp	plain the 30 days rule for direct marketers.
Q.8) Ex	xplain the characteristics of retail training methods? (5 Marks)
Rural I	Management
1.	The affluent class of rural consumer
2.	Cottage Industry
3.	Chique sachet shampoo
4.	Attitude

Q2.	Describe the various sources of collecting primary and secondary data during
rural m	narket research? (10 marks)
Q3.	What are the various basis of segmentation of rural market? (10 marks)
Q4.	Describe the rural consumer classification according to income? Which all
classes	s are most likely to possess a two-wheeler? (10 marks)
Q5.	What are the various innovations companies have evolved to overcome the
barriers	s in rural India. Answer using rural success stories. (10 marks)
Q6.	Why are money lenders so successful in villages despite charging high interest rates?
Q7.	What does NABARD stands for? Explain the various services offered by NABARD?
SAFET	TY MANAGEMENT
1) Do y	you agree with foreman?

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2) What things would you want to investigate relative to possible clauses?
3) Discuss some of the possibilities in this case?
4) Is Safety more a psychological problem or more an engineering problem, why?
1) From a Safety point of view what investigations would you wish to have made?
2) Suggest how these investigations might be handled? i.e. what people, departments or
organizations might carry out investigations of what hazards?
3) How serious are the dangers is unsuspected hazards of new products? Cite an
example or two briefly?
4) Suggest steps a company may take to increase the probability that its products will
not prove injurious on occasion?
1) What are the two considerations in reducing the fire hazard?
2) What provisions should be made for rescue units?

3) Which portable fire-extinguishing equipment you would recommend?
4) Suggest a training program for fire prevention?
1) Define the term Insurance cost?
2) Define the term Average Uninsured costs?
3) Why is it desirable to make some use of averages or ratios in calculating the cost to a
company resulting from its work injuries?
4) What is the logical basis for including the cost of no injury accidents as well as
injury cases when appraising the measurable dollar gain from safety work?
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SAP CONSULTANCY MANAGEMENT
Q1) Explain "Retailing"?

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Q 2) What do you mean by franchise?
Q 3) What are the essentials of business?
Q4) What are the types of Integration & mergers?
Q1) Explain counterfeiting
Q2) What do you mean by Licensing
Q 3) Explain protecting rights to merchandising properties?
Q 4) Explain Intellectual property ?
Q1) Explain Line Planning ?
Q2) What do you mean by product development?
Q3) Explain Line presentation
Q4) How do you explain these concepts
1) What are the influences on the design process?

2) Examine pre adoption processes in relation to creative design?
3) Examine post adoption processes in relation to technical design ?
4) What are the factors influencing product development?
1. What are the differences between system fresh and client fresh?
2. What is the difference Between Role and Profile?
3. What is the process of dialog program from first to last?
4. How can one use Bar codes in Sap-script?
5. Answer the following set of questions
a) What is MANUE field in NAST table?
b) What is its purpose?
c) What for it is used in SAP Script?

Written by POORAB Tuesday, 02 June 2015 06:25 d) How can we use that field in our own driver program? e) Where Standard Driver programs reside? f) What is the t code & path for finding the standard driver programs? 6. What are client dependant objects in ABAP or SAP? 7. How do we debug sap script? 8. What are the diff types of dispatcher in SAP? 9. How you will send mail from one SAP system to other SAP system? 10.Is it possible to link R/3 projects to the MS Project? Explain SOFTWARE PROJECT MANAGEMENT 1. You have been appointed a Project manager for a major software products company. Your job is to manage the development of the next generation version of its widely used word-processing software. Because new revenue must be generated, tight deadlines have been established and announced. What team structure would you choose and why? What software process model(s) would you choose and why?

2. You have been asked to develop a small application that analyzes each course offered by a university and reports the average grade obtained in the course (for a given term). White a

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statement of scope that bounds this problem.

- 3. Use the COCOMO II Model I to estimate the effort required to build software for a simple ATM that produces 12 screens, 10 reports, and will require approximately 80 software components, Assume average complexity and average developer/environment maturity. Use the application composition model with object points.
- 4. Develop a spreadsheet model that implements one or two of the estimation techniques described in this chapter. Alternatively, a acquire one or more on-line models for software project estimation from web-based sources.
- 5. A system has 12 external inputs, 24 external outputs, fields 30 different external queries, manages 4 internal logical files, and interfaces with 6 different legacy systems (6 EIFs). All of these data are of average complexity, and the overall system is relatively simple. Compute FP for the system.
- 6. Give at least three examples in which black-box testing might give the impression that everything's OK, while white vox tests might uncover an error. Give at least three examples in which white-box testing might give the impression that "everything's OK," while black-box tests might uncover an error.

SOFTWARE PROJECT MANAGEMENT

- 1. Prepare a business case
- 2. Draft the feasibility report
- 3. Identify the stake holders involved in this project with their suitable role and responsibilities

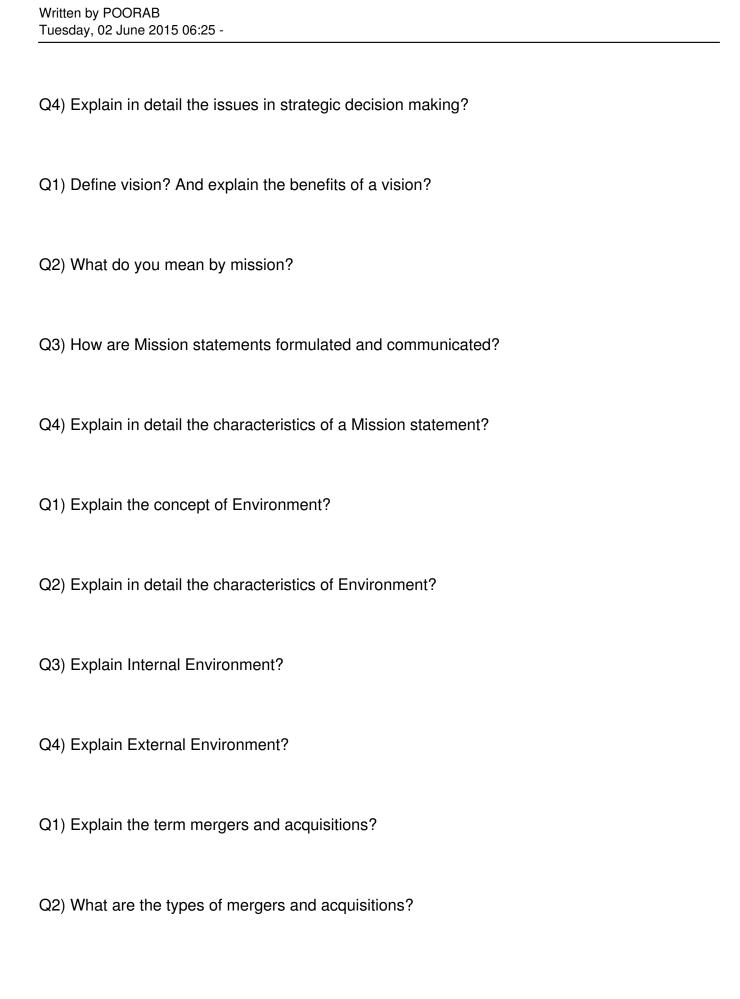
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Tuesday, 02 June 2015 06:25 -4. Under what circumstances can Ms.Mary outsource this work? 5. Identify few known quality principles/policies that can be implemented while developing this project. 1. Calculate the weighted average development time for each module 2. Standard deviation for each module 3. Calculate the standard deviation for the complete project and the estimated time frame for completion? 4. Assuming Rakesh has to finish this project 20 weeks. What is the team strength he would need to do it? 5. What are the possible issues Rakesh may face while hiring Human Resources from the local country? 1. Based on assumptions, identify minimum of five important risks involved in the project 2. Perform a qualitative risk analysis based on the answer for Q. 1 above

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3. Perform a quantitative risk analysis based on Q.1 and Q. 2 above. Assume numerical value ranges for probability and impact (Exposure) of risks 4. Prepare a sample risk register for such a project 5. List out three positive risks in such a project 1. Should a third party vendor be selected to do this software project? If yes, then what are the legal formalities D-Smart Infotech need to complete with New Boston School and the selected vendor? 2. What are the high level risks associated in such a project? STRATEGIC MANAGEMENT Q1) Explain the term strategic decision making? Q2) Explain the process of decision making? Q3) What is the basic thrust of strategic decision making?



ISBM CASE STUDY SOLUTIONS. BMS.MBA.EMBA.DMS.ARAVIND 9901366442.doc Written by POORAB Tuesday, 02 June 2015 06:25 -Q3) Explain in detail the reasons for mergers and acquisitions? Q4) What are the important issues in mergers and acquisitions? STRATEGIC MANAGEMENT 1. Define strategic intent, vision and mission. Write major components of a mission statement. How do you define corporate objectives? Distinguish between purpose, mission, long-term objectives and goals. 2. Discuss the roles of the following in corporate governance. 3. The organizational resources and behavior exercise a significant influence on the environment of an organization. Illustrate how strengths and weaknesses create synergistic effects. 4. Define strategic management and bring out the main elements of strategic management. Explain with appropriate diagram the strategic management model and its major components. 5. Discuss the global challenge facing Indian firms. Explain important techniques for environmental analysis.

What are generic Strategies? Discuss the reasons for adopting stability and expansion

What do you understand by industry environment? Discuss main components of

6.

7.

strategies.

industry environment.

Written by POORAB Tuesday, 02 June 2015 06:25 -Explain Cost leadership strategy, its strategic choices, and advantages and 10. disadvantages of cost leadership. Define Differentiation Strategy. Discuss is advantages and disadvantages. 09901366442 - 09902787224 **SUPPLY CHAIN MANAGEMENT** a) Explain the push/pull view of supply chain. b) Explain, what is the competitive strategy of supply chain. c) Discuss the goal of Supply Chain. d) Describe the major obstacle that must be overcome to successfully manage a supply chain. Q2) a) Identify the major drivers of supply chain performance and discuss the role of each driver in creating strategic fit between the supply chain strategy and the competitive strategy. b) Evaluate the strengths and weakness of different modes of transportation Q3) Attempt any three of the following

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a) List the various view of supply chain and discuss one of them. b) Describe how the company achieves strategic fit between its supply chain strategy and competitive strategy. c) Discuss the impact of replenishment policies on supply chain on safety inventory. d) Discuss the role of distribution in the supply chain. Q4) Write the short note on any five of the following. a) Role of transportation in supply chain b) Role of sourcing in supply chain. c) Safety inventory management in Supply chain d) Coordination in supply chain. e) Role of Information technology in Supply chain.

Written by POORAB Tuesday, 02 June 2015 06:25 -**SUPPLY CHAIN MANAGEMENT** How has technology helped SCM? Is e-tendering a good process to select vendors? Define supply chain and supply chain collaboration? Define hierarchy of decision making in supply chain management? Define Inventory is a ``Flexibility Buffer"?

TAXATION

i)

ii)	Assessee		

What are the various pitfalls in inventory management?

iii) Assessment year

Annual Value

iv) Assessment

Q2) Di	istinguish between :
a)	Resident and Non-resident
b)	Ordinary Resident and non-ordinary Resident?
Q3) Di	iscuss the following exemption from Income tax?
a)	Scholarship
b)	Daily allowance of MP or MLA
c)	Awards and Rewards.
	hat are the different heads of income under which income is to be computed under the e tax Act 1961?
Q5) D	Pefine
a)	Salary
b)	Pre-quisite

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c) Profits in lieu of Salary
Q6) How will you determine the income from house property under the Income Tax Act 1961?
Q7) What are the incomes chargeable under the head "Profits and Gains of Business or Profession? Explain.
Q8) Which are the amounts chargeable under the head "Income from Capital gains"?
TOTAL SAFETY MANAGEMENT
1. What is HASAWA? Describe this in terms of the following:
a) Employees
b) Employers
c) Manufacturers
d) Suppliers
e) Occupiers of premises;
2. How many types of Fire appliances are available? Explain them.

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3. What is Stress? Classify the Stressors? What are the sources of stress among managers? 4. What is Benchmarking? Explain the process of Benchmarking in respect of Health & Safety Management. 5. What are the Ergonomics on the occupational health? 6. Explain the concepts of BS 8800? 7. What are the parameters of Safety Monitory System? Explain them. 8. Enumerate the various occupational health initiatives? 9. What is the role of communication on health & safety issues? 10. Who are a Atypical workers? Give example. 11. What is MHSWR? Differentiate between MHSWR & HASAWA in terms of employers? 12. What is Risk Management? Critically Evaluate Risk Management strategies? 13. Describe the role of the health and safety practitioner?

Written by POORAB Tuesday, 02 June 2015 06:25 -14. What are the different measures (rates) used in the calculation of accident and ill health? 15. Identify the different areas of influence, which affects the people at work? 16. What do you understand by 'The Fire Triangle' Explain this with illustration. 17. (I). Based on your perception, describe the following. a) Safety in offices b) Safety at home c) Safety at operational areas. (II). In each of the above situation (a, b, & c), establish the necessary safety norms as a part of precautionary measures. 18. Describe the basics of Electrical safety. Explain the nomenclature 'sound working environment'. **TOTAL QUALITY MANAGEMENT**

1. Which of the gurus would be the father of quality control? Which had the greatest impact on management? Which is noted for robust design?

Written by POORAB Tuesday, 02 June 2015 06:25 -2. Write your personal philosophy or creed? 3. List and explain the six most important factors that influence consumer purchases? 4. What conditions are necessary for empowerment? 5. Describe how empowerment, work groups, and multifunctional teams would or would not affect the five types of problems? 6. Working as an individual or in a team of two or three people, develop a supplier selection plan for one of the organizations. 7. Working in a team of three or more people, what performance measures would you recommend for the following organizations? Large bank a) Health-care facility b) c) University academic department University nonacademic department d)

Large department store

e)

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Tuesday, 02 June 2015 06:25 f) **Grade School** Manufacturing facility g) h) Large grocery store 8. What is a critical success factor? How is it important in benchmarking? retention rate in college. Identify four factors each at two levels that you feel influence retention rate. For example, one factor could be external work with two levels, 20 and 40 hours per week. TREASURY MANAGEMENT Q1) Explain six components of interest rate risk? Q2) What is Earnings at Risk (EAR)? Q3) Explain the important wings of organizational structure for management of market risk? Q4) Define currency risk and explain how a domestic organization is concerned with currency risk? Q5) Define equity risk and state the various forms of equity risk?

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Q6) What is OTC Market?
Q7) What is commodity currency. Explain in brief.
Q8) State the various categories of investment? How can a bank undertake security shifting?
Q9) What are the obligations of Mutual Funds to the unit holders?
Q10) Discuss Zero Based Budgeting in detail?
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QUALITY STANDARDS AND POLICY
Q.1) The mean value of the modulus of rupture of a large number of test specimens of green Sitka spruce has been found to be 5,600 lb/in2.
a) If the standard deviation is 840 lb/in2 & the distribution is approximately normal, the modulus of rupture will fall between 5,000 & 6,200 for what percentage of the specimens?
b) For what percentage will it be above 4,000?

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Tuesday, 02 June 2015 06:25 c) Below 3,500? (5 Marks) Q.2) a) How many different hands of a 13-card might you have out of standard deck of 52 playing cards? b) What is the probability of a 13-card hand containing all four aces? c) What is the probability of a 13-card hand without an ace, king, queen, or jack? d) What is the probability of a 13-card hand containing one or more aces? (5 Marks) Q.3) An acceptance plan calls for the inspection of a sample of 75 articles out of a lot of 1,500. If there are no nonconforming articles in the sample, the lot is accepted; with 7 or more, it is rejected. If a lot 5% nonconforming is submitted, what is the probability that it will be rejected? Solve using the poisson distribution as an app (5 Marks) Q.4) Random Samples of 100 items are drawn from a continuous process that is known to produce 20% nonconforming items. Determine the probability of finding exactly 15 nonconforming items in a sample: a) Using the exact binomial distribution. b) Using the normal approximation to the binomial. c) Using the poisson approximation to the binomial.

d) Comment on the relative accuracy of the approximations.
SHIPPING MANAGEMENT
1) what are quality Management Systems? (Marks 10)
2) Explain Impact of Competition on rates? (Marks 10)
3) Describe the complete structure of shipping Operations? (Marks 10)
4) Explain the following in brief? (Marks 10)
a) Bulk Cargo market.
b) Iron Ore trade.
c) Coal trade.
d) Grain Trade.
e) Shipping Demand Forecast.
f) Operating Cost.

g) Ship Market.
h) Freight Market.
5) Explain Financial Management with the help of the following points. (Marks 20)
a) Debt Equity Mix and Dividend.
b) Treasury Function.
c) Funds from international sources.
d) Trading activities.
e) Shipping Business.
f) Buying and selling of ships.
SIX SIGMA QUALITY STANDARDS

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Tuesday, 02 June 2015 06:25 -
Q.1) Explain the hyped six sigma? (10 Marks)
Q.2) Explain the benefits of ultimate Six Sigma. (10 Marks)
Q.3) Explain hyped Six Sigma weakness area by area. (10 Marks)
Q.4) Which are the infrastructure to capture maximum customer vality? (10 Marks)
Q.5) Explain 10 steps process in constructing & Empowerment infrastructure? (10 Marks)
Q.6) Types of majorment? (10 Marks)
Q.7) Explain Design Quality Liliability? (10 Marks)
Q.8) Explain the Escalating important of Supply Chain Management?
WARE HOUSE MANAGEMENT
Q.1} If you are in charge of an warehousing department what steps you will take to understand its
basic and formulate and structure? (10 Marks)
Q.2} "Haphazard' inventory management is great cost. How will you take care of:- (10 Marks)

(i) FMCG Goods
(ii) Perishable Goods
(iii) White Goods
Q.3} As an auditor what will recommend for:- (10 Marks)
(i) Unaccounted good
(ii) In process losses
Q.4} Enumerate five major steps to put Management Control System for:- (10 Marks)
(i) In flow material
(ii) Scrap Materials
(iii) Issue and receipt of material
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Business Communication	1
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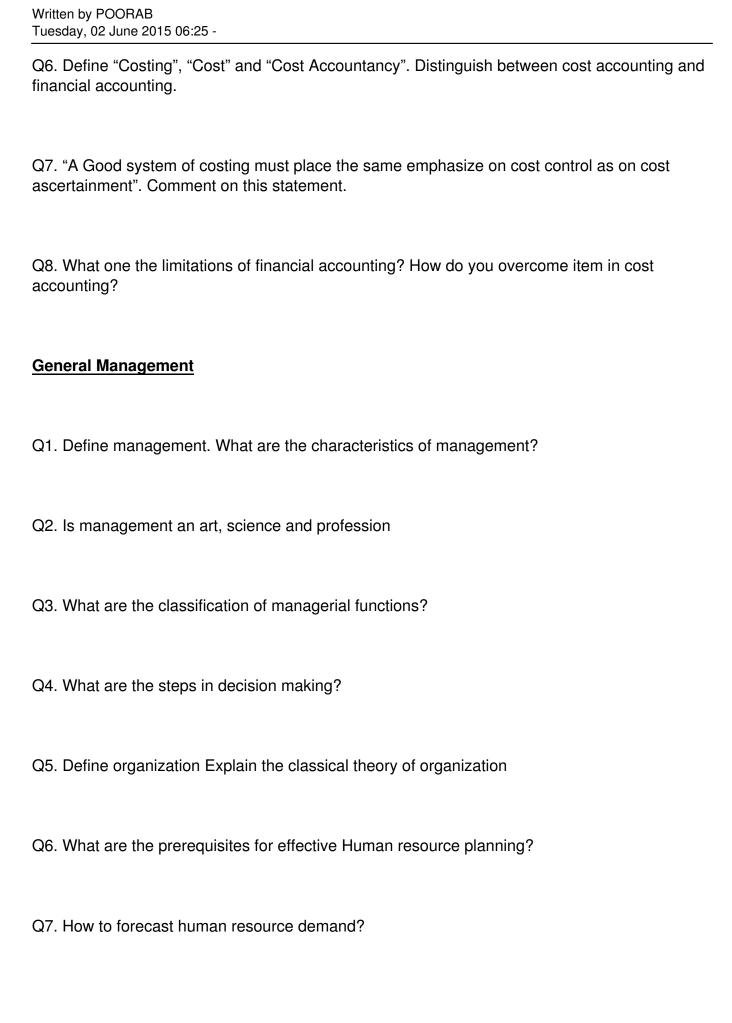
Q1. Explain the nature and general purpose of financial statements.)
Q2. What is meant by the term 'Just-in-Time' Inventory system?
Q3. Differentiate between push and pull strategies for promotion.
Q4. Define the term "Material Management". What are the problems faced by materials managers in today's world?
Q5. Define channel of communication, discuss different types of channels of business communication.
Q6. What do you know about 'Adjustment Requests'?
Q7. Which format one should perceive while writing a report?
Q8. What is a bad news message?
Business Ethics
Q1. Write a note on consumerism.

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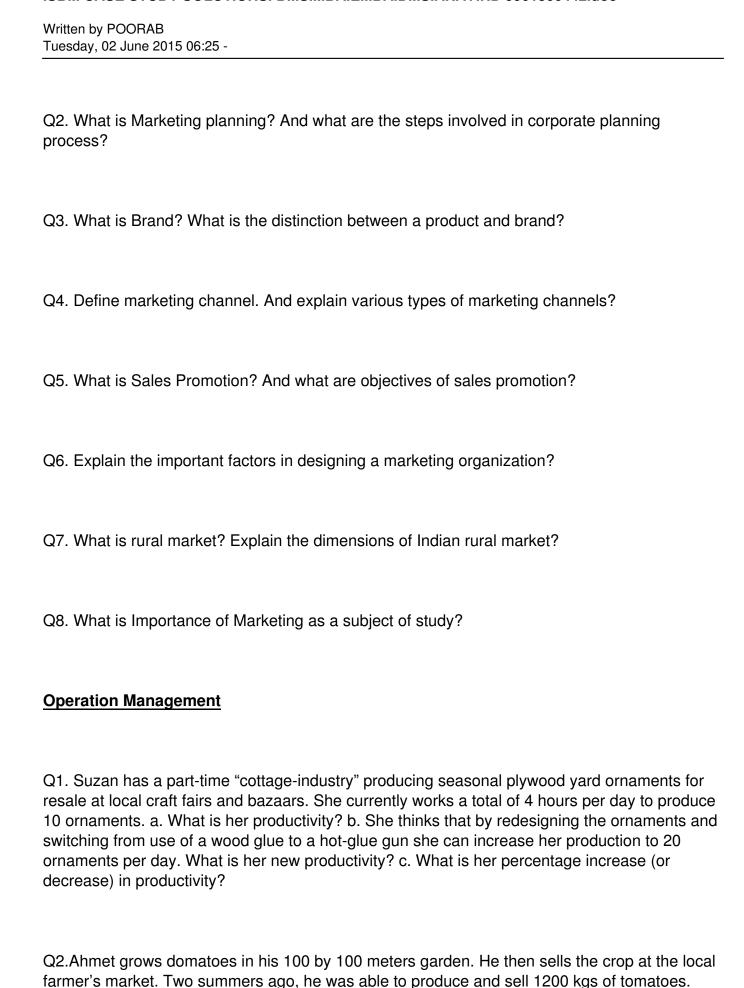
Q2. How morality is useful in business?
Q3. Write a note on value education.
Q4. Discuss philosophy and religion.
Q5. Give 7 points of New World order by M. K. Gandhi.
Q6. Give a note on Human culture.
Q7. Write a note on Consumer Safety.
Q8. Give benefits of consumer education.
Corporate Law
Q1. Is it safe to go in for oral contracts?
Q2. What is FEMA?
Q3. What are powers of the authorized person

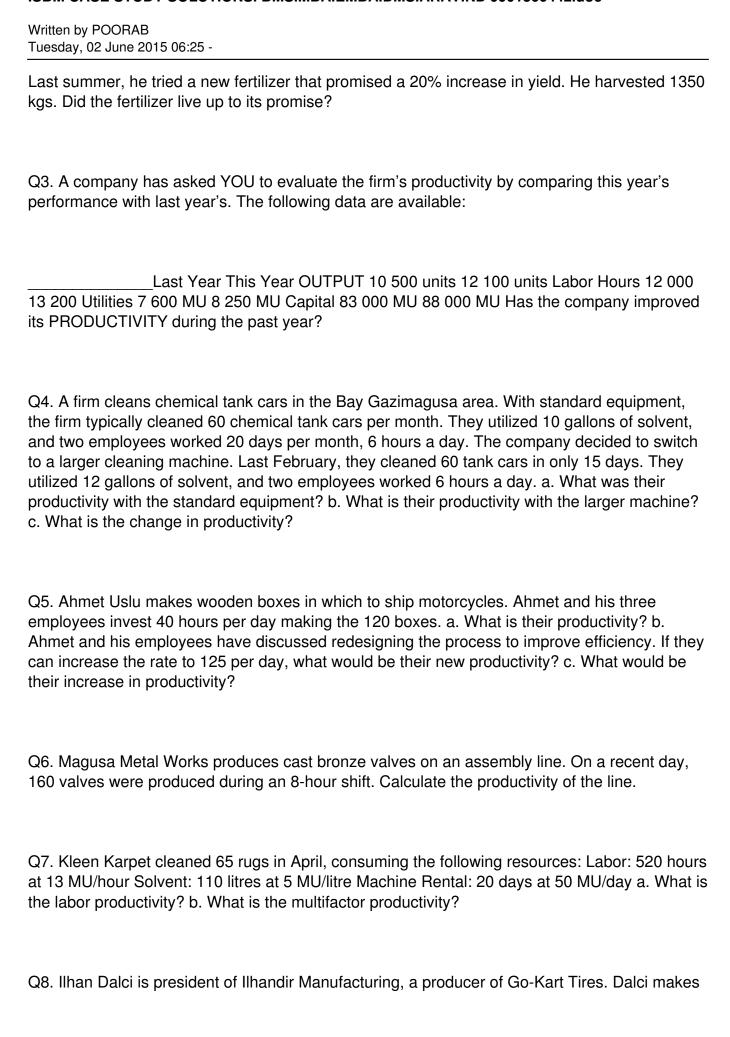
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Tuesday, 02 June 2015 06:25 -Q4. What are powers of RBI to inspect authorized person Q5. What is possession and retention of foreign currency Q6. Discuss FDI Q7. Discuss Foreign Investment in small scale sector Q8. What are the essentials of contract **Financial & Cost Accounting** Q1. Differentiate between Management Accounting and Financial Accounting. Q2. What is the different between cost accounting and management accounting? Q3. State the objectives of cost accounting briefly explain the advantages of cost accounting. Q4. "Cost accounting is better understood as a cost control and cost reduction exercise and not a more cost ascertainment process". Discuss. Q5. "Cost accounting is a system of foresight like pre-natal care, but financial accounting is just a postmortem examination". Critically examine this statement



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Q8. What are the sources of recruit?
International Business
Q1. What is meant by Technology? What is its influence on business?
Q2. What are the functions of WTO?
Q3. How do differences in culture affect in international business?
Q4. Write a detailed note on foreign direct investment
Q5. Explain theory of global competitiveness alignment
Q6. Explain global human resource management
Q7. What is agricultural & village industry facility in special focus initiatives?
Q8. What is cost & freight (CFR)?
Marketing Management
Q1. Define marketing and explain how marketing has evolved to the current state as it is practiced?





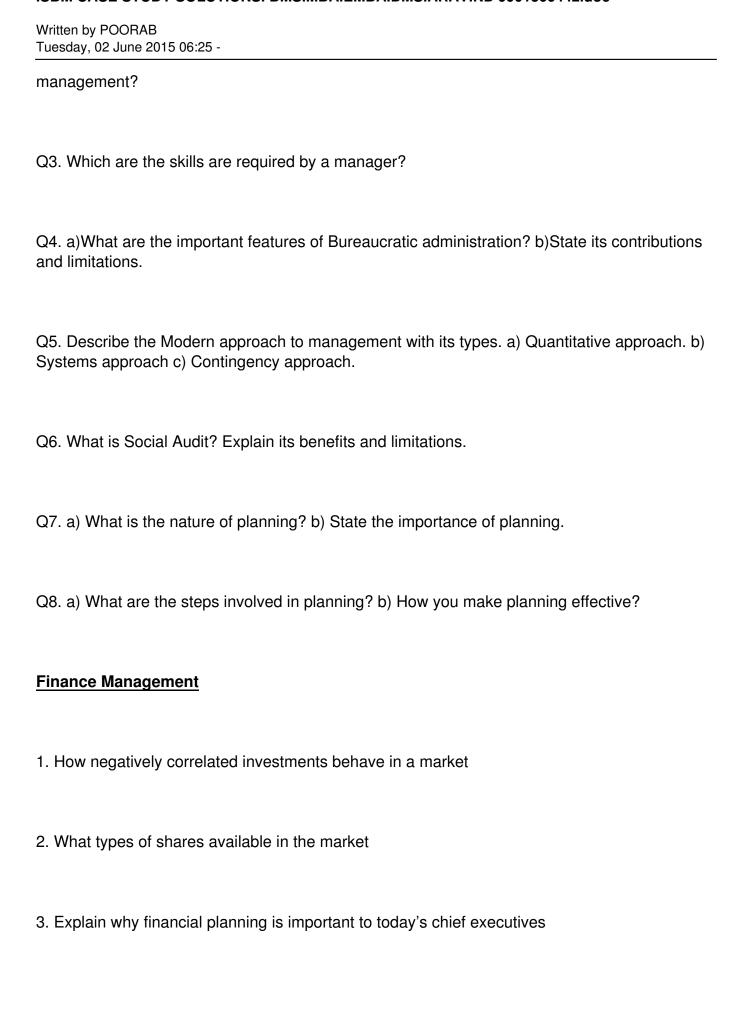
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1000 tires per tires per day with the following resources: Labor: 400 hours at 12.50 MU/hr Raw Material: 20 000 kgs/day at 1MU/kg Energy: 5 000 MU/day Capital: 10 000 MU/day a. What is the labor productivity for these tires at Ilhandir Manufacturing? b. What is the multifactor productivity for these tires at Ilhandir Manufacturing? c. What is the percent change in multifactor productivity if Ilhandir can reduce energy bill by 1000 MU without cutting production or changing any other inputs?

Organizational Behavior
Q1. How does the study of personality helps in understanding organizational behavior?
Q2. What are the barriers in communication? Explain the Strategies for improving organizational communication
Q3. How does line and staff organization structure differ from pure line organization structure? What are the benefits and limitations of line and staff organization structure?
Q4. Explain the significance of non-verbal communication in organization and explain different types of non-verbal communication
Q5. Define leadership. Explain the measure that can be taken for developing leadership ability of managers.
Q6. What elements comprise an organizational culture? How does this differ from our understanding of organizational climate?

Q7. Theorists have attempted to define organizational cultures into specific taxonomies. How useful has this profiling work been to our understanding of cultural effectiveness?

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Q8. How have traditional theories in social psychology contributed to our understanding of how organizational identity is formed?
Personnel Management
Q1. What is Rational System Model? Explain in short the examples of Rational System Model.
Q2. What are the characteristics of the Rational System Model?
Q3. What is Social System Model? Explain in short the examples of Social System Model.
Q4. What are the characteristics of the social system model?
Q5. Critically compare Rational system model and social system model
Q6. Why is there need for training in industry?
Q7. What are the areas of training?
Principles & Practice of Management
Q1. Explain different roles of a manager.
Q2. Distinguish between management and administration. What is an importance of



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4. How risk and expected return is compared in two distribution
5. What do you mean by yield to maturity (YTM) of a Bond? Explain briefly
6. How does interest coverage ratio affects the capital structure.
7. Why Capital budgeting decisions are more important?.
8. What is Financial risk? How does it arise?
http://www.mbacasestudyanswers.com/reg.php
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