

MBA-I



Shri Balasaheb Mane Shikshan Prasarak Mandal, Ambap's
ASHOKRAO MANE GROUP OF INSTITUTIONS
Vathar Tarf Vadgaon-416112 Tal. Hatkanangle, Dist Kolhapur

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QUESTION PAPER: (B.Tech/M.Tech/MBA)

Class:.....

MBA-I

Dept:.....

MBA

Exam date: / / 20

Paper Quantity:.....

July-2023

Seat No.

SC- 150

Total No. of Pages : 2

MBA Part I (Sem I) set. I Examination march / April 2023

Sub: Indian Ethos and Management Concepts.

Sub. Code : 74369

Day and Date : Saturday, 01-07-2023

Total Marks : 60

Time : 03.00 p.m. to 05.00 p.m.

- Instructions :
1. Q. No. 1 and 4 are compulsory.
 2. Attempt any one question from Q. No. 2 to 3.
 3. figures to the right indicate full marks.

Q. 1 Case Study

Mr. Shridhar is the new office manager of Dhanwantari pharmaceuticals Pvt. Ltd. He has been appointed on the condition that he has to make every effort to reduce expenditure. Data collected on the working of the office show that almost all departmental heads have personal assistants to them. The personal assistant sit over time in case of occasional pressure of work, but are grossly underworked during the rest of the period,

According to an office order issued Mr. Shridhar, all personal assistant were required to maintain a diary recording the work done by them daily.

This was seen as a ruse to spot and ease out surplus hands and for this reason it created resentment among the staff in general.

to assuage the ruffled feelings Mr. Shridhar issued another order transferring all personal assistants to the stenographers' pool where their service could be used by all officers, those volunteering for this were to be given an extra increment in their wages.

Questions.**20 marks.**

- A. Analyse the case and find out problem in the case.
- B. Do you see evidence of motivation in the two measures taken by Mr. Shridhar?
- C. Which of the two measures is likely to extract better performance from personal assistants.



Q.2.

Mr. Abhimanyu is newly appointed as a managing director in any multinational company, which company's sales- turnover is more than the expectation of the management of the company and the company is fully utilizing its manufacturing capacity and whole product to use to sale out in market with good returns.

But Mr. Abhimanyu has taken major decision of making effective advertisement of their products and accordingly his concern staff spent huge amount advertisement as per the direction of Mr. Abhimanyu. After the advertisement additional customers. Approached to the marketing department to give their purchase orders, but marketing department is unable to accept the new order of the new customers because their existing production is sufficient for the delivery of their existing customers purchase order. The existing production department is unable to produce extra production because it is utilizing full capacity of production.

In this case as an expert in the field of management what type of advice will be given to Mr. Abhimanyu regarding making any major decision in any business enterprise, and justify your view.

20 marks.

Q. 3. A. Define the term planning. Explain in brief nature and type of planning.

10 marks

B. what do you mean by Directing? Discuss in brief need and principle, of directing.

10 marks

Q.4. Write short noter on (any 4)

20 marks

- A. Levels of management with its functions.
- B. Significance of MBO.
- C. Typer of organization of structure ?
- D. Role of Indian Ethos in managerial practices.
- E . Management lessons from Mahabharata.
- F. Gandhi and philosophy of Wealth management.

Seat No.

QP Code: 6180QP

Total No. of Pages: 2

Summer Examination March - 2023

Subject Name: Master of Business Administration (CBCS) 74399_81421 - Paper I Compensation Management_02.07.2023_02.30 PM To 05.00 PM

Subject Code: 74399

Day and Date: - Sunday, 02-07-2023
Time: - 02:30 pm to 05:00 pm

Total Marks: 60

Instructions.:

- 1) Figures to the right indicate full marks
- 2) Attempt any two questions from Que no 2, 3 and 4.

Special Instruction.:

Question number one is compulsory

Q.1. Read the case and give answers to the questions below it: [20]

Reema has an excellent academic record. She is a gold medalist in B.Tech from Kanpur, India. Her specialization in B.Tech is Information Technology. She is not only a serious student but is also has taken active part in various social activities.

Reema has a good reference from the Dean of her college. In short she is a very promising candidate, for the post of technical executive in the IT department of Oracle Financial Services Software, Mumbai.

The company offers Reema a good salary. Besides salary there is a year ending bonus which is usually 20% of the profits earned by the company during the previous financial year. The company pays all the medical bills of the employee and her family. The employee gets two week's paid vacation after the first year's service and three weeks after two years with the company. Finally the company asked reema to go for Post-Graduate degree course and allows employees two years study leave attend classes.

Questions:

1. What aspects of Oracle Financial Services Software compensation and benefit programme are likely to appeal to Reema? Explain.
2. What additional benefits should provide to Reema? Explain.
3. Give a suitable title to the case.

Q.2. S&D services is providing hygiene and cleaning services. Employees of S&D work on wage basis which are frequently below what is necessary for employees to live decent lives. As a result, employees and their families continue to live in poverty because they are unable to meet fundamental needs like shelter, wholesome food, or education. In an effort to close the income gap, workers could put their mental and physical health at risk by working excessive overtime, which puts the entire family at danger. What suggestions would you give to redefine the wage policies of S&D services considering the implementation of different types of wages. [20]

Q.3. Salary, bonuses, and benefit packages are all examples of compensation which Shantidoot Motors provides to its employees. Compensation management is used by Shantidoot to find, retain, and motivate employees to do quality work but still the results are not as per the expectations. The act of distributing some type of monetary value to an employee for their work through the company's policy or procedures in Shantidoot motors needs to be revised. In simple terms, it is the payment of an employee based on the agreed-upon various components and types of compensation pay for the employees which Shantidoot needs to concentrate on.
As a HR Consultant suggest the various components and types of compensation pay for the employees. [20]

Q.4. Ritemax Co. has been always thinking of the backbone of their company which is their Human Resource. Ritemax Co. thinks that the employee satisfaction should be at an upper figure always so that they dedicate themselves whole heartedly towards their organizational work. Ritemax has considered the employee benefits in addition to the salary and other factors. It has been observed by Ritemax that the employees are not delivering the results upto the mark and thus the company has thought to offer aside from salary which may influence employees work positively. Ritemax now has come to a decision to revise the employee benefit policies which may include benefits related to welfare, safety & security, training & development etc.
1. Being a part of management what kind of benefits you will offer to ensure employees performance.
2. Why do you think suggested benefits will give justice to the employees and thus insure their performance is in a conformation with performance standard. [20]

Seat
No.

SC-151

Total No. of Pages : 3

M-2023 MBA (CBCS) PART I SEM I

Subject Code: 74370_60MCQ

MANAGEMENT ACCOUNTING

Day and Date : Monday, 03-07-2023

Time : 03.00 p.m. to 05.00 p.m.

Total Marks : 60

- Instructions : 1) Q.1 & Q. 4 are compulsory
2) Attempt any one from 2 & 3

Q.1. Case Study

From the following, prepare the Trading and Profit and Loss Account for the year ended 31st March, 2005 and Balance sheet as on that date.



Particulars	Dr. Rs.	Cr. Rs.
Capital		120000
Drawings	14400	
Opening stock	41000	
Purchases	136000	
Carriage inward	3000	
Sales		281000
Sundry debtors	47000	
Sundry Creditors		28600
Cash in hand	1000	
Cash at bank	4400	
Carriage outwards	3400	
Salaries	32000	
Rent	8000	
Bills receivable	10600	
Bills payable		8400
Insurance	2400	
Furniture	20000	
Machinery	56000	
Stationery	4000	
Travelling expenses	43000	
Dividend received		2000
Office lighting	3000	
Salesman commission	10800	
Total	440000	440000

Adjustments :

1. Stock on 31st March 05 was valued at Rs. 27000
 2. Depreciate machinery at 5% and furniture 10%.
 3. Write off bad debts Rs. 500 from sundry debtors
 4. Prepaid insurance is Rs. 200 and salaries are unpaid to the extent of Rs. 1000
- (20)

Q.2. A) The following data is given

Fixed Cost	Rs. 12000 pa
Selling price	Rs. 12 per unit
Variable cost	Rs. 9 per unit.

Calculate:

Contribution, Break Even Point, P/V ratio, Profit when sales are - Rs. 60000

(10)

- B) Prepare a stores ledger account from the following details using FIFO method of pricing the issue of materials:

Date	Purchase		Issue
	Qty (kg)	Price/ per kg (Rs.)	Qty (kg)
1/4/05	10850	130.00	
2/4/05	20000	134.00	
3/4/05			6750
5/4/05			8500
6/4/05	17550	128.50	
8/4/05			11000
10/4/05			8950

(10)

- Q.3 A) Explain any five concepts of financial accounting.

(10)

- B) Elaborate the concept of internal and external users of accounting information.

(10)

Q.4 Short notes: (Any 4)

(20)

1. Role of computerized accounting
2. Accounting cycle
3. Make or buy decisions.
4. Difference between financial and cost accounting
5. Elements of cost
6. PV ratio and margin of safety

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420

Seat No.	
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SC-169

Total No. of Pages : 2

SHIVAJI UNIVERSITY, KOLHAPUR
M.B.A. Part-I (CBCS) (Sem.-I) Examination M-2023

Subject Name : Managerial Economics

Sub. Code : 74371

Day and Date : Tuesday, 04-07-2023

Total Marks : 60

Time : 02.30 p.m. to 05.00 p.m.

- Instructions :**
- 1) Q. no 1 & 4 are compulsory.
 - 2) Attempt any one from questions 2 & 3.
 - 3) Figures to the right indicates full marks
 - 4) Draw neat diagrams whenever necessary

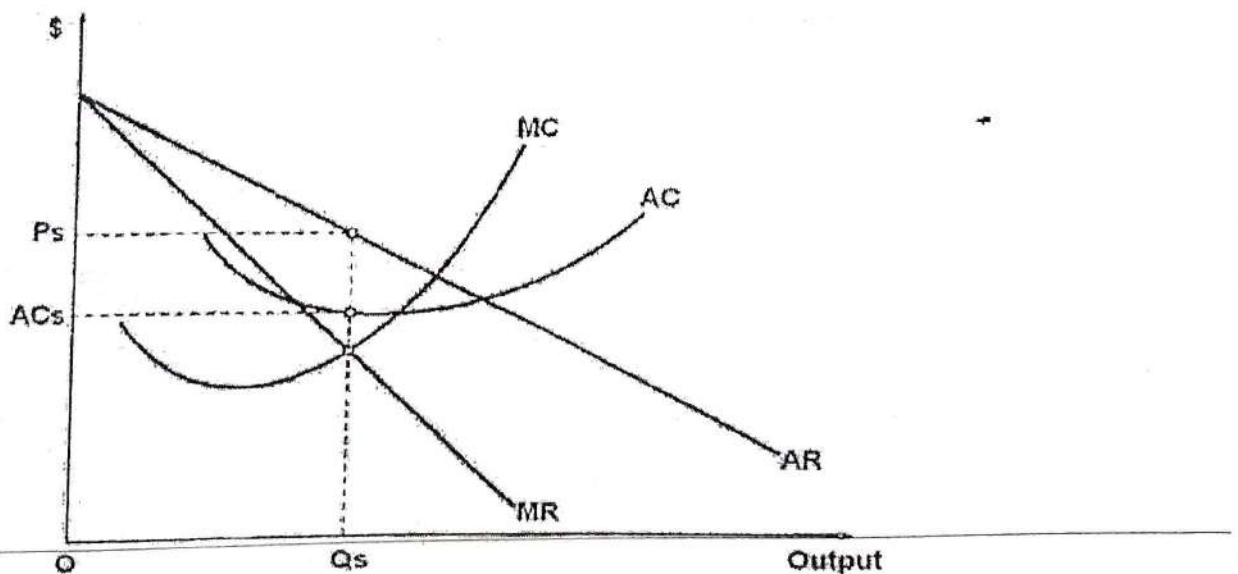
Q.1 A. Complete the table and draw the curves.

(10)

Output(Units)	TFC (Rs.)	TVC	TC	ATC	AFC	AVC	MC
0	90						
1		90					
2		130					
3		200					
4		310					

B. Observe the following diagram and give the answers.

(10)



Q.2. Case Study.

(20)

The automobile industry is characterized by a few dominant players operating in an oligopoly market structure. These companies have significant market share and influence over pricing and market dynamics. Let's consider a case involving three major automobile manufacturers: Company A, Company B. and Company C.

In the oligopoly market of the automobile industry. Company A, Company B, and Company C compete intensively while also maintaining a delicate balance to avoid price wars. They focus on product differentiation, innovation, and customer loyalty to gain a competitive edge.

Consumers benefit from a wide range of choices and quality products, but they may experience limited price competition among the dominant players. Government regulatory bodies play a crucial role in ensuring fair competition, preventing anti-competitive behavior, and protecting consumer interests.

1. Discuss the advantages and disadvantages of an oligopoly market structure in the automobile industry from the perspective of both companies and consumers.
2. Analyze the potential benefits and drawbacks of product differentiation in the oligopoly market of the automobile industry.
3. Explain how interdependence among firms in an oligopoly market affects their strategic decision-making and competitive behavior.

Q.3 A. What is Managerial Economics? Explain scope of Managerial economics. (10)

B. Explain significance and methods of capital budgeting. (10)

Q.4 Short Notes (Any Four)

(20)

1. Elasticity of Demand
2. Methods of demand forecasting
3. Monopolistic competition
4. Pricing methods
5. Hick's theory
6. Schumpeter's theory



Seat
No.

SC- 159

Total No. of Pages : 2

Shivaji University, Kolhapur

M.B.A. (Part-I) (Semester-I)

IT for Management

Sub. Code : 74372

Day and Date : Wednesday, 05-07-2023

Total Marks : 60

Time : 02.30 p.m. to 05.00 p.m.

Instructions: 1) Qu. No.1 and Qu. No 4 are compulsory and attempt any one question from Qu. No.2 and Qu. No.3
2) Each question carries 20 Marks

Q.1 The Bank of Manipur is evaluating a request from the customer to provide an ATM services through all branches in India. At present bank installed TBA banking application in urban areas and back office computer application in rural branches with LAN. All branches have adequate computers and telecommunication facilities. Considering the customer demand and present IT infrastructure, bank management proposed to implement CBS.

Assignments -

- 1) Based on above information, outline the scope for CBS implementation at HO and Branch level.
- 2) Suggest delivery channels other than ATM with its advantages and disadvantages. (20)

Q. 2 Libra Electronics is leading firm having business in sales and distribution of computer peripherals and they are using traditional database system for managing sales data of organization. (20)

- a) Discuss various issues in managing sales data with traditional system and Elaborate Need of DBMS to overcome these problems.
- b) Normalize sales data upto 3NF with suitable example.

Q.3 a) What is e commerce? Discuss Scope of E-Commerce. (10)

b) What is IT? Explain components of IT. (10)

Q.4 Write notes on (Any Four)

(20)

- a) M Commerce
- b) Star Topology
- c) E Business
- d) Network Data Model
- e) E SCM
- f) Payment Systems

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420

Seat No.	
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SC-170

Total No. of Pages : 2

SHIVAJI UNIVERSITY, KOLHAPUR

M.B.A. -I (CBCS) (Sem.-I) Examination M-2023

Subject Name : LEGAL AND BUSINESS ENVIRONMENT

Sub. Code : 74373

Day and Date : Thursday, 06-07-2023

Total Marks : 60

Time : 02.30 p.m. to 05.00 p.m.

- Instructions :** 1) Question No. 1 and 4 are compulsory.
2) Write any one from Question No. 2 & 3

Q.1 A. Miss Neha a film actress agreed to work exclusively for a period of two years for a film production company. However during the said period she enters into contract to work for another film producer. Discuss the rights of the aggrieved film production company under the Indian contract Act, 1872. (5)

B. Sumit' asked a car dealer to suggest him a suitable car for touring purposes. The dealer suggested him to buy,BUGGATI car. Accordingly A purchase the car but found it unsuitable for touring purposes. Can A return the car and get back the price? (5)

c. Case Study (10)

Macro indicators are key economic factors that provide insights into the overall business environment of a country. India is a rapidly growing economy with a diverse business environment. Several macro indicators influence the overall business landscape and impact investment decisions, market potential, and economic stability in the country.

Key Macro Indicators are Gross Domestic Product (GDP) Inflation Interest, Exchange and Unemployment Rate these indicators help in analysing the growth of an country. India have remarkable story of development since 1991 after the New economic policy but still it needs to travel a miles to compete with the developments of G7 countries

Macro indicators provide valuable insights into the business environment and shape investment decisions, market potential, and economic stability. Monitoring and analyzing macro indicators are essential for businesses to navigate risks, identify opportunities, and make informed strategic decisions. By understanding and responding to the dynamics of macro indicators, businesses can position themselves for growth and success in the ever-changing business landscape.

1. How do macro indicators such as GDP, inflation rate, and interest rates impact the overall business environment in a country? Discuss their significance for businesses and the economy.
2. In your opinion, what are the key factors that contribute to a favorable business environment? Discuss how government policies and reforms can facilitate a conducive business environment and support economic growth.

Q.2 A. Define & Distinguish between condition & Warranty? (10)

B. Discuss the process of formation of partnership firms and company.

Q.3 A. Discuss the growth of emerging sectors in the last 20 years. (10)

B. Analyse the impact on rural sector after the introduction of globalization in 1991. (10)

Q.4. Short note (Any four)

1. Quasi contracts
2. General principles of sale of goods Act
3. Intellectual Property Rights
4. Private Sectors in India
5. Ease of doing business in India.
6. Foreign Trade and foreign investment



Seat
No.

SC-171

Total No. of Pages : 2

SHIVAJI UNIVERSITY, KOLHAPUR

M.B.A. -I (Sem.-II) Examination (CBCS)

Subject Name : MARKETING MANAGEMENT

Sub. Code : 74382

Day and Date : Friday, 07-07-2023

Total Marks : 60

Time : 10.30 a.m. to 1.00 p.m.

Instructions: 1) Q. No. 1 and Q. No. 4 are compulsory

2) Attempt any one questions from Q. No. 2 and Q. No. 3.

Q. 1. Case study.

~ (20)

A Pune based company manufactures authentic ayurvedic products such as massage oil, hair oil, body lotion, face cream, chyavanprash, honey etc. The company is selling its products in Pune region. Products are available in different sizes at slightly higher prices than competitors. The company distributes its products through retailers and use local newspapers and television channels for advertising. The present turnover of the company is 5 Crore. Considering the high market growth rate for ayurvedic products, the company has expanded their manufacturing capacity. Now the company wants to expand its business all over Maharashtra.

- Prepare a marketing plan for the company.
- What marketing-mix strategy do you recommend for the company?

Q. 2. Discuss Segmentation, Targeting and Positioning strategy of following brands-

(20)

- Cadbury Dairy Milk Silk
- Kellogg's Corn Flakes
- Fastrack watch
- i Pad

Q. 3. a. Discuss marketing environment for electric vehicles.

(10)

b. Explain distribution channel design decision.

(10)



Q. 4. Write Short notes. (Attempt any 4)

(20)

- a. Marketing in 21st century
- b. 5 M's of advertising
- c. Product positioning
- d. Functions of Packaging
- e. Sales promotion
- f. Factors influencing pricing



420

Seat No.	
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SC-172

Total No. of Pages : 2

SHIVAJI UNIVERSITY, KOLHAPUR**M.B.A. -I (Sem.-II) (CBCS) (New) Examination 2023****Subject Name : FINANCIAL MANAGEMENT (Paper-II)****Sub. Code : 74383****Day and Date : Monday, 10-07-2023****Total Marks : 60****Time : 10.30 a.m. to 1.00 p.m.**

- Instructions:**
1. Question No. 1 and 4 are compulsory.
 2. Attempt any one from Question No. 2 and 3
 3. Figures to the right indicates marks

Q.1 You are required to prepare for the board of directors of ABC Ltd company a statement showing the working capital needed to finance a level of activity of 52000 units of output you are given the following information:

Element of cost	Cost per unit (Rs)
Raw material	8
Direct labor	2
Overheads	6
Total cost	16
Profit	4
Selling price	20

Raw material are in stock for 1 month, material are in process (WIP) For half month, finished goods are in stock for 6 weeks, credit allowed to debtors is 2 month, credit allowed by suppliers is 1 month, lag in payment of wages one & half weeks, lag in payment of overheads 2 weeks. cash in hand & at bank is Rs 7300. You are informed that production is carried on evenly throughout the year & wages & overheads occur similarly.

(20)

Q.2 a) Prepare cash flow statement from the following information.

(10)

Liabilities	2017	2018
Equity share capital	Rs. 140001	Rs.24000
P&L A/C	7000	9600
Debenture	20000	20000
Trade Creditors	14000	12000
Total Liabilities	55000	65600
Assets		
Fixed assets at cost	20000	24000
(-) Depreciation	4000	8000
	16000	16000
Cash	16000	20000
Stock	14000	16000
Debtors	7000	12000
Discount on Debentures	2000	1600
Total Assets	55000	65600

Income statement for the year 2018

Particulars	Rs.
Revenue	84000
Less--COGS	48000
Depreciation	4000
Interest	6000
Other expenses	22000
Net Profit	4000

Q. 2. b) Calculate the value of 5 years for deposit of Rs. 1000 made today, if the interest rates are 8%, 10%, 12% and 15%. (10)

Q.3 a) Explain the concept & determinants of working capital. (10)

b) Explain the concept of capital structure. (10)

Q.4 Write short notes on any Four.

(20)

- a) Common Size Statement
- b) Finance Functions
- c) Capital Structure
- d) Trend Analysis
- e) Fund Flow Statement



420

SHIVAJI UNIVERSITY, KOLHAPUR
M.B.A. Part I (Semester - II) (New) (CBCS)

March, Examination-2023

Subject : Operations Management

Subject Code : 74385

- Instructions:**
1. Que.1 is compulsory
 2. Attempt any two questions from Que.2, 3 and 4.
 3. Figures to the right indicate full marks.

Day and Date : Friday, 14-07-2023

Total Marks : 60

Time : 10.30 a.m. to 01.00 p.m.

Q.1 Divya Motor is an automobile company purchases annually an item of 10000 units at price of Rs.5. The ordering cost is Rs.100 per order and the cost of carrying inventory is 25%. The company works for 250days. Suppliers takes 4 days to supply these items. Consider safety stock as 200 units and estimate [20]

- 1) DEOQ
- 2) No. of orders
- 3) Time between two successive order
- 4) Maximum. Minimum. Reorder level



Q.2 Vidali Manufacturing is a medium-sized company that specializes in the production of automotive parts. The company faces challenges in maintaining an efficient production process, meeting customer demands, and minimizing inventory costs. The management team realizes the need for an effective production planning and control system to address these challenges and improve overall operational performance. Vidali Manufacturing currently faces the challenges in production planning and control as inaccurate Demand Forecasting, Production Scheduling Issues. Suggest initiatives for implement an enhanced production planning and control system. [20]

- Q.3**
- A) Write down different types of plant layout [10]
 - B) Explain functions of PPC in details. [10]

Q.4 Write short notes on.(Any four)

- A) Flexible Manufacturing system structure, usage
- B) Project scheduling
- C) ABC Analysis
- D) Cost of Quality
- F) ISO Certifications
- F) Operations functions



Seat
No.

SC- 160

Total No. of Pages : 2

M.B.A.(Part-I)(Semester-I) (CBCS) (New) Examination, May-2023

ORGANIZATIONAL BEHAVIOUR

Sub. Code: 74374

Day and Date : Monday, 10-07-2023

Time : 02.30 p.m. to 05.00 p.m.

Total Marks : 60

- Instructions : 1) Q. No. 1 & Q. No. 4 are compulsory.
2) Attempt any one question from Q. No. 2 to Q. No. 3.

Q.1 Read the questions carefully and answer the questions below it. [20]

What decoy 40 million customers to visit Starbucks each week? Customers will pay a higher price for a cup of coffee, compared with that in other local establishments; because Starbucks delivers consistent product and service quality to give customers a "Starbucks Experience" that is unique in the industry. The ability to set a new benchmark in product quality and customer service has been the cornerstone of its business.

Starbucks's excellent global reputation developed from management's belief in human capital and in treating employees as the company's greatest asset. Jim Donald, CEO and President of Starbucks, believes that human resources should attend every strategic discussion concerning the company. By aligning human resources management and strategic management, the corporation created a corporate culture that focused on delivering world-class customer service to customers. Employees at Starbucks are expected to cooperate and work together to meet the demands of their customers. Starbucks attracts and retains the best and the brightest in the industry due to the high level of satisfaction that employees receive while on the job. To increase employees' passion to deliver high levels of customer service, Starbucks offers a multitude of training options to employees so they may become coffee masters. Starbucks has created a competitive advantage by creating a workforce that is very knowledgeable and passionate about what it does.

Questions:

1. Do you believe that Starbucks's corporate culture has given the organization a competitive advantage in the industry? Explain.
2. What makes Starbucks more desirable to work than other coffee shops? Would you prefer to work at Starbucks? Why or why not?

Q. 2 Read the following case let and answer the question.

[20]

The urgent and important work allotted to Mr. Sushant was executed and completed by Mr. Aniket in absence of Mr. Sushant Management appreciated the efforts of Mr. Aniket, who is working as a junior to Mr. Sushant in the same department. This has created a conflict between the two.

Questions:

- a) According to you who is at fault?
- b) What measures will you take to resolve the conflict between Mr. Sushant and Mr. Aniket?

Q. 3 a) Explain with suitable diagram perceptual process.

[10]

b) Explain in detail A. H. Maslow theory of motivation.

[10]

Q. 4 Write short notes on (Any four)

[20]

- a) Leadership styles
- b) Learning
- c) Components of attitude
- d) Determinants of personality
- e) Causes of stress
- f) System approach

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Seat No.	
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SC-161

Total No. of Pages : 2

Shivaji University, Kolhapur

M.B.A.(Part-I) (Semester-II) (CBCS) (New) Examination, May-2023

HUMAN RESOURCE MANAGEMENT

Sub. Code: 74384

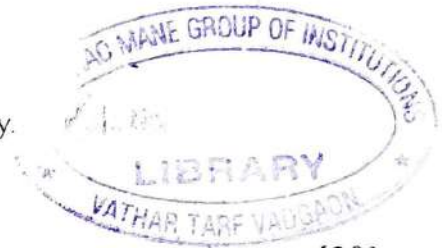
- Instructions:**
- 1) Q. No. 1 & Q. No. 4 are compulsory.
 - 2) Attempt any one question from Q. No. 2 to Q. No. 3.
 - 3) Figure to the right indicates full marks.

Day and Date : Wednesday, 12-07-2023

Total Marks : 60

Time : 10.30 a.m. to 01.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.
 - 3) Draw neat labelled diagrams wherever necessary.

**Q1) Case Study****[20]**

M/s. Fine Chemicals Ltd. used to spend huge amount for Training and development of employees. The company insisted from each department the periodical report on the Training and Development programmes conducted by them. In spite of huge amount spend and periodical programmes conducted the quality of the workforce is not improving. The company appointed a consultant to find out the causes for the failure of the Training and Development programmes.

The consultant observed that there existed lack of Training Need identification and the programmes not focused properly. The company based the training programme as per the requirement of training need.

Questions:

- a) Whether the consultant is right in his recommendation? Why?
- b) How training needs can be identified?

Q2) Solve the following Caselet.**[20]**

Manish is new as a manager. He has been recently promoted to this position to head a small department, having previously worked as an administrative assistant. He has worked for two separate organisations. Generally, his experience of appraisal has been pleasant. He feels that this has been largely because of the positive attitude and feedback skills of his bosses. He felt that his last appraisal interview as an

administrative assistant was mutually helpful and motivating. Now he is determined to follow this example with his own staff as an appraiser. Annual appraisal time is approaching, and he discusses this with Ashish, another manager, over lunch. Ashish has been in management for a number of years. He obviously sees the annual appraisal process as a routine affair to be discharged as quickly as possible. "I use the same form each year", he says, "it's a system of boxes which you tick. You just assess each member of your team against set criteria. I will give you a copy if you want." This sort of approach left Manish feeling deflated and despondent. Manish tries to convince Ashish that appraisal interviews are mutually beneficial to the boss and appraisee and also to the organisation.

Question:

- a) Put yourself in Manish's shoes. How would you convince Ashish? Justify your answer specifically related to this case.

Q3. a) Explain the various internal and external sources of recruitment. [10]

- b) What are various principles of employee benefit programme? [10]

Q4. Write short notes (Any four) [20]

- a) Moonlighting of employees
- b) HRP
- c) Talent management
- d) Job specification
- e) Dual career
- f) Use of career planning

Seat
No.

SC-204

Total No. of Pages : 2

Shivaji University, Kolhapur
M-2023 MBA (CBCS) PART I (SEM. II)

Subject Code: 74387

Research Methodology

Day and Date : Tuesday, 18-07-2023

Total Marks : 60

Time : 10.30 a.m. to 01.00 p.m.

- Instructions :
1. Question number One is compulsory.
 2. Attempt any Two questions from questions 2 to 4
 3. Figures to the right indicate Marks.

Q.1 A researcher wants to study the impact of fast food on the health of youth. Formulate the research problem, prepare research plan and design the questionnaire that you can use for data collection. [20]

Q.2 a. A school conducted a study to see the impact of tuition class on performance of children. following data is available [10]

	Positive Change	No Change	Total
Tuition Class	36	14	50
No Tuition Class	30	25	55
Total	66	39	105

Find out the impact of tuition on students performance.

Table value of X^2 at 5% level of significance is 3.841

b. Following are the marks obtained by two students X & Y in 10 tests of 100 marks each. [10]

Test	1	2	3	4	5	6	7	8	9	10
X	44	80	76	48	52	72	72	51	60	54
Y	48	75	54	60	63	69	72	51	57	66

Find who is better in studies and if consistency is the criterion for awarding the prize, who should get the prize.

Q.3 a. What is research? Describe research process in detail. [10]

b. What is Sampling? Explain the types of sampling. [10]

Q.4 a. Explain the objectives & Motivation in research. [10]

b. What is hypothesis? Explain the procedure for hypothesis testing. [10]

Q.5 Write short notes any Four [20]

- i. Types of research design
- ii. Measurement scales
- iii. Errors in measurement
- iv. Distinction between management problem and managerial research problems
- v. Layout of report
- vi. Scope of research in management

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