

APEX INSTITUTE OF MANAGEMENT AND RESEARCH, INDORE

MBA (FT) – 2 Years –III Semester

Important Questions of All Subjects

Project Management

- 1) Projects. Characteristics and types of projects.
- 2) Project life cycle and its phases.
- 3) Project selection models.
- 4) Market potential analysis and techniques of long term forecasting.
- 5) Sensitivity analysis, Hiller's model, scenario analysis.
- 6) Network analysis, (Pert and CPM) and Crashing (Practical topic)
- 7) Project manager's skills and functions.
- 8) Matrix organization.
- 9) UNIDO approach.
- 10) Project Termination and Audit.

Practical Questions:

11)

Activity	Precedence Activity	TO	TM	TP
a	---	3	5	7
b	---	4	5	12
c	a	6	7	11
d	a	8	8	8
e	b	7	10	13
f	c,d	7	8	9
g	c, e	3	7	9
h	f	5	6	10
i	f,g	2	9	10

- a) Construct the network diagram
- b) When will you start the project to complete on march 31st , 2014 with a probability of 90%
- c) Assuming average a estimated time , calculate floats for activities “f” , “g” and “h”.

12) Determine the optimum cost and corresponding time for the following project of indirect cost is Rs. 10,000/- Day

Activity	TIME		COST	
	Normal	Crash	Normal	Crash
1-2	8	5	7000	9400
1-3	12	10	2000	2800
2-3	6	5	5000	6200
2-5	8	7	4000	4900
3-5	7	4	3000	4800
2-4	6	4	4900	6000
4-5	5	3	6000	8000

13) ABC Ltd. Is planning to start a new product line with fixed investment outlay of rs. 80 lacs. The expected sales of new product is:

	I year	II year	III year	IV year
Sales:	90 lacs	100 lacs	110 lacs	100 lacs

The variable cost is expected to be 54% of sales. Working capital requirement is expected to be 30% of sales. Fixed cost is expected to be rs. 6 lacs/year. The new product line will cause a contribution loss of Rs. 4 lacs / year on old products. Rate of depreciation is 25% (WDV) and tax is 30%. The project will fetch a net salvage value of Rs. 20 lacs often 4 year.

Determine Project cash flow and NPV if 'r' is 10%.

Strategic materials and Supply Chain Management

1. What is codification, standardization and simplification? Why it is critical now a day? Explain with example.
2. What is SCM? What is the impact of lack of co-ordination on the performance of supply Chain?
3. What is the role of IT in functioning of SCM and inventory management? How it can be helpful. Explain with example.
4. Define the term material management. State its importance mentioning the challenges of material management in today's competitive business.
5. What is inventory model? Explain with example multi-echelon inventory model.
6. What is a value analysis? How does it differ from value engineering? Which is better and why?
7. What do you mean by demand forecasting? What are its various components?
8. What do you mean by fourth party logistics? How does it differ from third party logistics? Why 4PL industry is forecasted as the future of supply chain industry.
9. Write Short Notes on-
 - a) Push Pull based Supply Chain
 - b) Retailer-Supplier partnership
 - c) Value-Engineering
 - d) Bullwhip effect
 - e) SCOR model 4/ Sc performance model

Specialization-Finance

Financial System and Services

1. Discuss the structure and characteristic of Indian financial system and Global financial system?
2. What do you mean by SEBI? Explain its power, functions and Management details?
3. Write short note on RBI with all its features, roles and function?
4. Write short note on:
 - a) Commercial Papers
 - b) Bancassurance
 - c) Insurance
 - d) Credit Cards
 - e) E-Banking
 - f) Treasury Bills
5. What do you mean by Credit rating agencies? Explain its importance and issues.
6. Difference between:
 - a) Primary Market and secondary Market.
 - b) Leasing and Hire-Purchase
7. Explain the meaning of capital market and money market. Compare and contrast these two markets.
8. What is assets liability management? Explain all its technique and process?
9. What is Basel-I and Basel-II Norms? Discuss its applicability to financial systems and services. Give examples.
10. What do you mean by Venture capital? Explain also its objectives and advantages.
11. Explain meaning of mutual fund with structures?
12. What do you mean by Leasing and Hire Purchase? Explain its advantages and disadvantage?
13. Explain the meaning of Factoring and also explain its types and mechanism?

Bank and Insurance Management

1. What do you understand by Risk? Explain different types of risks with example.
2. Define the Life Insurance? Also explain its types.
3. Write an overview of banking industry in India.
4. Explain the Assets Liabilities Management of Bank.
5. Write short note on:-
a) IRDA b) CRR c) SLR
6. Explain the following risk in banking business and how these are dealt with, credit, and liquidity?
7. Explain the basis given in CAMELS model for evaluating the performance of a bank.
8. Write short note on: -
a) GAP Analysis B) Bank Performance Analysis c) General Insurance Principles.

Tax Planning and Management

1. Explain the concept of Income Tax.
2. What deduction is allowed to a company out of gross total income? Explain
3. Define Agriculture income with example.
4. Explain the valuation of Rent Free House with example.
5. Explain the following concepts with relevant section no. of Income tax act:-
 - a) Income
 - b) Residential Status.
6. Define the Head income from salary:-
 - a) Different allowances and their taxability (any two).
 - B) Different type of Perquisites and their taxability (ant three)
7. Explain the basic concepts about wealth tax.
8. Explain the Annual Rental Value of House Property.
9. Explain the following terms with suitable example: - 1) Assessment year 2) Income 3) Tax Free Income. 4) Income from other sources.
10. Explain the deduction allowed and conditions applicable for the following: -
 - (a) 80 CCD (B) 80 E (C) 80 D.

Mrs. Hansa Rastogi is sales representative in Ankur Enterprises at Ahmedabad (population 40 lacs) and her income particulars are as under for the year 2014-15 .

1. Basic salary ₹ 1,800 per month.
 2. Dearness allowance ₹ 200 per month under the terms of employment.
 3. Bonus equal to two months' basic salary.
 4. Commission ₹ 8,000.
 5. Conveyance allowance ₹ 400 per month (60% is utilised for official purposes and 40% is used for personal purposes.)
 6. Entertainment allowance ₹ 500 per month which is fully expended on customers.
 7. Rent free furnished house which fair rent is ₹ 6,000 per annum and furniture rent is ₹ 230 per month. Electric and water bills of the house were paid by the employer ₹ 3,270.
 8. Lunch at concessional rate for 300 working days. Value of concession ₹ 15 per day.
 9. The employer paid ₹ 650 for employee's children education fees.
 10. During the previous year her son fell sick, received treatment in a private nursing home. Nursing home raised the bill in the name of company and ₹ 16,500 were paid by the company.
 11. Mrs. Hansa contributes ₹ 300 per month to Recognised Provident Fund, Ankur Enterprises also contributes the same amount. During the previous year interest credited at the rate of 9% ₹ 4,800 on the Fund balance.
- Compute her taxable Income from Salary, She has no other income during the previous year.

Mr. Ramashankar Shukla owns a house property at Khandwa.

Its annual rental value is ₹ 12,000. During the previous year this house was let out on monthly rent of ₹ 900 for 10 months. The tenant has not paid rent for 6 months and legal procedure is in process.

Mr. Ramashankar claims for the following deductions -

1. Municipal Tax ₹ 1,200.
2. Legal expenses for recovery of rent ₹ 700.
3. Maintenance allowance paid to the step mother ₹ 1,500 annually, which was a charge on the property according to his father's will.
4. Unrealised rent for six months ₹ 5,400.
5. He had taken a loan from his friend Virendra for construction of this house. Its interest ₹ 6,000 was sent to America because Mr. Virendra lives there now. Interest has been remitted without deducting any tax from it but Virendra's Brother lives in India and he is his agent.
6. Land revenue due ₹ 300 to state government was not paid.

A former tenant was defaulter to pay rent ₹ 15,000 and the same was deemed unrealised in assessment year 2010-11, but the assessing officer allowed deduction for ₹ 10,000. In the previous year ₹ 8,000 was recovered from the tenant and ₹ 2,000 was spent in legal procedure. Find out income from house property for the assessment year 2015-16.

Mrs. Leela Nahar sold a residential house for ₹ 38,70,000 and brokerage paid ₹ 70,000 on 1st August 2014.

The house was purchased by her in 1980 for ₹ 2,50,000 and registration charges paid ₹ 30,000. She has purchased a new flat for ₹ 8 lacs on 1st January, 2015 ₹ 40,000 Registration charges paid. Find out taxable long term capital gains.

Find out the taxable income from business of Mr. Bansilal Sitlani for the assessment year 2015-16 from the following P& L. A/c year ending 31st March 2015 -

Salary	1,00,000	Gross profit	5,00,260
Advertisement	45,500	Property rent	48,000
Establishment charges	92,500	Income Tax Refund	3,000
Fire insurance premium		Bad debts recovered	7,800
Goods	8,600		
Property	3,400		
Life Insurance premium	5,000		
Depreciation on Motorcar	13,000		
Provision for Taxation	26,000		
Entertainment expenses	18,500		
Cost of patent	25,000		
Car expenses	12,000		
Bad debts	2,500		
General expenses	3,000		
Net Profit	2,04,060		
	5,59,060		5,59,060

The following information is available-

1. Manager gets ₹ 8,000 per month salary. Assessee's brother is manager and reasonable salary is ₹ 5,500 per month for such work.
2. Advertisement expenses include following-
 - (i) ₹ 10,000 for advertisement is souvenir published by Congress party.
 - (ii) 2 T.V. Sets, each ₹ 4,500 were given to customers as prize.
 - (iii) Diaries and calendars ₹ 3,000, remaining amount was spent for advertisement to News papers.
3. Bad debts recovered amount includes ₹ 6,000 of such amount which was disallowed by Income Tax Officer in 2012-13.
4. Written down value of car on 1.4.2014 was ₹ 80,000 and allowed depreciation @ 15%.
5. Allowed depreciation for patent is 25% Patent bought on 30th June 2014.

Specializations- Marketing

Advertising & Brand Management

1. Define Advertising. Discuss its significance in the dynamic business environment.
2. Discuss Economic, Social, Ethical and Regulatory aspects of advertising.
3. Define Brand Equity and explain the factors affecting Brand Equity.
4. Write short notes on any two: Brand Positioning, Brand Image, and Brand Portfolio & Brand Planning.
5. Explain Communication Model. Also discuss Advertising as a Communication Process with a suitable example.
6. What is Media Strategy? How does it relate to the IMC Program.
7. What is DAGMAR? What is Value Proposition? Explain with suitable example.
8. How advertising play a role for demand creation in primary and secondary demand? Explain.
9. Write short notes on : (a) Hierarchy of Effects Model (b) Customer Behavior and Advertising (c) Pre and Post Launch Research.
10. How segmentation affects the advertising strategy? Explain by giving suitable example.

Sales and Distribution Management

1. Critically evaluate the role of Personal Selling in Marketing Mix. Also describe the personal selling process.
2. Evaluate various theories of Sales Management. (AIDAS Theory, Buying formula theory, Behavioral Equation Theory, Theory of Selling).
3. Explain Sales forecasting & Sales budgeting.
4. How can you motivate your sales force?
5. Briefly discuss the various modes of compensating sales force.
6. What do you understand by the term “Distribution Channel”? Critically evaluate the co-operation conflict and competition in the management of channels.
7. Write detailed notes on Retailing. Compare it with Wholesaling.
8. Explain various methods of Sales Forecasting.
9. What are the various objective of Physical Distribution? Also discuss importance of internet as a medium for order processing and information.
10. Explain the following: a) EDI and Supply Chain. b) Territory Design and Setting Quotas. c) Reasoning for Territory Design.

Product Policy Management

- 1) Types of Product, Product classification and its process
- 2) Product Planning Model , Product Mix Strategy
- 3) Situation analysis.
- 4) Short note on:-
 - a) Product Line
 - b) Product Mix
 - c) Launching a new product
- 5) Test Marketing Planning and Evolution.
- 6) Product Development characteristics and its process.
- 7) Marketing mix and test marketing objectives.
- 8) Idea Generation
- 9) Brands and Equity.

Specialization-Human Resource (HR)

Industrial relation and Labor Law

1. What is the role and scope of Industrial relation in contest of globalization and emerging socio- economic scenario of India?
2. Discuss the impact of technology and economic reforms on trade union. What suggestion would you give to develop the movement on the healthy lines?
3. Discuss different methods of discipline and resolve disputes permitted by law?
4. Discuss the Socio-economic importance adjudication. Explain the system of adjudication under Industrial dispute act of 1947.
5. What do you understand by management of grievance? Discuss the key feature of good grievance handling procedure and the steps involved in it.
6. Explain the detail about productivity Bargaining and gain sharing.
7. Discuss the main organization of labor administration in states. Also describe their evaluation and write suggestions for their effectiveness.
8. Write Short Notes on-
 - a) Quality of work life
 - b) WPM (Work Participation Management)
 - c) Role of Judiciary in IR
 - d) Conflict VS Collaboration model in IR
 - e) Grievance management
 - f) Employee empowerment

Human Resource Development and Audit

1. “HRD is a broader concept than Personnel Management.” Do you agree?
2. What are the special features and challenges of the field of HRD?
3. Elucidate the role of HR Managers in the changing environment of 21st century.
4. Do you agree with Mentoring Process at work place? How does it help in work life integration?
5. What is meant by HRD Strategies? What challenges managers face in developing HR Strategies? Discuss.
6. What is the role of HRD Audit in business improvement?
7. Training and Development is the heart and soul of HRD. Justify. Give examples.
8. What is HR Audit? And how HR audit process takes place?
9. Throw some light on Career Management and Development.
10. You are HRD manager of Software Company. How will you formulate the training policies of your company? Give examples.
11. Explain various HRD practices used in manufacturing and service organization.
12. Short Notes:
 - i) Roles and Competencies of HR Professionals
 - ii) Cost benefit Analysis
 - iii) Difference between HRM and HRD

SOCIAL PSYCHOLOGY

Q1: Define Social Psychology. It's Nature and background?

Q2: Write Short Notes on the following:

- a) Self Concept
- b) Self Esteem
- c) Self Efficacy
- d) Self Monitoring
- e) Self Focusing

Q3: What are the differences in attribution style between individualist and collectivist cultures?

Q4: Define Social Perception? How do we decide how to classify people and things?

Q5: Difference between Conformity, Compliance and Obedience?

Q6: Do u think first impression is the last impression. Justify it by giving a suitable example?

Q7: Why do we need SMS (Safety Management system)? How does SMS differ from traditional safety control methods?

Q8: Write in brief on any two of the following:

- (a) Testing Abilities
- (b) Testing Personality
- (c) Testing Skills

Q9: Write difference between References and Bibliography?

Q10: Write 5 frequently asked questions asked by the Interviewer at the time of HR round?

Specialization-IT

Object Oriented Programming Using C++

1. Differentiate procedural and OOPs languages. Explain the advantages of OOPs.
2. Write a note on followings: Objects, Classes, Encapsulation, Data Binding, Inheritance and Polymorphism.
3. Explain different data types used in C++ programming. Make a simple program showing “Hello” in C++.
4. Make a program in C++ using Switch.
5. What is exception handling? Describe meaning of ‘try’, ‘catch’ and ‘throw’ keywords.
6. Explain class templates, function templates and member function templates. What is the purpose of them?
7. What do you mean by overloading of a function? Explain with example.
8. Make a program in C++ to overload binary operator using friend function.
9. Differentiate constructor and destructor, arrays and pointers.
10. With the help of a program, explain following control statements:
 - i) If-else statement
 - ii) break statement
 - iii) Continue statement
 - iv) Go to statement

Management Information System

1. Explain the meaning, use and process of MIS in an organization.
2. Explain the characteristic features and components of Decision Support System.
3. Develop an MIS for a BPO Organization.
4. Describe manual and computer based information systems with process of inter-conversion and examples.
5. Discuss system design considerations for file and program designs.
6. Write short notes on :
 - a) Modem
 - b) System View of Business
 - c) Control and Security via MIS
 - d) File organization
 - e) Data Management
7. Explain system approach in planning, organizing and controlling MIS.

Relational Database Management System Using Oracle

1. What do you mean by Database? Differentiate DBMS and RDBMS.
2. Explain Hierarchical and Network model of data base management systems.
3. Explain the theory of Normalization with all normal forms.
4. Explain Codd's Rules for RDBMS.
5. Write a note on E-R model.
6. What do you mean by Functional Dependency? Describe following dependencies:
 - a) Full Functional Dependencies
 - b) Partial Dependency
 - c) Transitive Dependency
 - d) Multivalued Dependency
 - e) Join Dependency
7. Describe knowledge extraction process from huge and vast repository of data. Also state the importance of data pre-processing in this process.
8. Explain Joins and Operators with complete syntax and example.
9. Write a note on following:
 - a) SQL Plus
 - b) OLAP
 - c) Trigger
 - d) PL/SQL
 - e) DML, DCL and DDL
 - f) Cursors
 - g) Data Mining and Data Warehousing
10. Make a program in RDBMS using while loop and if...else.