

Session: 2025-26		Max. Marks: 30	
Program Name: Master of Business Administration (MBA)			Semester: 2nd
Course Code: MBA 2.1		Course Name: Business Environment	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	Discuss Porter's Five Force Model to understand industry analysis.	2	
2	Discuss advantages and disadvantages of capitalism and mixed economy.	2	
3	What is the effect of recession on economy?	2	
4	Explain the concept of Foreign Trade Policy and Fiscal Policy.	2	
5	What is joint sector. Discuss its features and role in Indian economy.	2	
6	Discuss the role of technological factors in the business environment .	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	What is business environment? Explain various components of business environment.	6	
8	Write a note on Liberalization, Privatization and Globalisation (LPG) in India.	6	
9	What do you understand by Economic Integration? Give advantages & disadvantages of economic Integration.	6	

Session: 2025-26		Max. Marks: 30	
Program Name: Master of Business Administration (MBA)			Semester: 2nd
Course Code: MBA 2.2		Course Name: Production & Operations Management	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	What is the meaning of EOQ? How it is determined with the help of EOQ model?	2	
2	Explain the steps involved in Time Study and Method Study.	2	
3	Describe the role and function of Production Manager.	2	
4	What is location planning? What are the factors to be considered while locating a plant?	2	
5	What is logistic management? What are the issues with logistic management?	2	
6	Explain the reasons for keeping inventories. Write short note on ABC analysis.	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	What is Material Requirement Planning? Discuss the principles and structure of Material Requirement Planning.	6	
8	Explain the need for Flexible Manufacturing System (FMS). Discuss different types of Flexible Manufacturing System.	6	
9	Explain various types of layout with an example.	6	

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Program Name: Master of Business Administration (MBA)			Semester: 2nd
Course Code: MBA 2.3		Course Name: Human Resource Management	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	How Human Resource management is different from Personnel management?	2	
2	Differentiate between: (1) job description & job specification, (2) transfer & promotion	2	
3	What is “on the job” & “off the job” Techniques of Executive Development.	2	
4	Give the objectives, meaning and definitions of job evaluation.	2	
5	Discuss the Concepts of Wage Policy.	2	
6	Discuss types of Incentives i.e. Financial Incentives & Non-Financial Incentives	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	Discuss the process involved in selection. How does it differ from recruitment? Briefly explain the methods of selection.	6	
8	Explain the cognitive and behavioral methods of training.	6	
9	(1) Enlist grievances resulting from management policy and practices. (2) What are the methods of identifying Grievances? Discuss the steps involved in handling grievances.	6	

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Program Name: Master of Business Administration (MBA)			Semester: 2nd
Course Code: MBA 2.4		Course Name: Marketing Management	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	Discuss the Boston Consulting Group's Growth Share Matrix (BCG Matrix).	2	
2	What do you understand by 'Holistic Marketing' ?	2	
3	What is brand repositioning? Give six reasons to Reposition a brand.	2	
4	List any four characteristics of consumer buying behaviour.	2	
5	Define product and give various types of product with examples?	2	
6	What is "Promotional Mix"? Discuss various levels of promotional mix.	2	
SECTION -B			h6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	Explain the VALS framework for psychographic segmentation.	6	
8	List the steps involved in marketing research process.	6	
9	Define "Personal Selling". Explain various stages involved in personal selling process.	6	

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Program Name: Master of Business Administration (MBA)			Semester: 2nd
Course Code: MBA 2.5		Course Name: Financial Management	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	What is a Cash Flow Statement? How is it different from a funds flow statement?	2	
2	What is Time Value of Money? What are the two techniques of time value of money?	2	
3	What are the various types of accounting ratios?	2	
4	What are the two critical components of investing decisions?	2	
5	Explain "profit maximization" and "wealth maximization" goals.	2	
6	Define Working Capital. What are the factors determining working capital structure in an organization?	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	What are dividend policy decisions? What factors influence dividend policy decisions?	6	
8	What is leverage? What are the different types of leverages? Explain.	6	
9	What is capital budgeting? Which are the various techniques of capital budgeting?	6	

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Program Name: Master of Business Administration (MBA)			Semester: 2nd
Course Code: MBA 2.6		Course Name: Research Methodology	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	What do you understand by Research Methodology? Why is it needed? Explain.	2	
2	What is business research? Explain the importance of business research in managerial decision making.	2	
3	Write a note on sampling error.	2	
4	A bag contains 4 white, 2 black, 3 yellow & 3 red balls. What is the Probability of getting a white or red ball at random in a single draw of one.	2	
5	What is hypothesis? Explain the types of hypothesis.	2	
6	Write a note on Chi-square test with a suitable example.	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	What are the various types of research designs? Explain with examples.	6	
8	What is interview? Explain the various types of interview methods with three merits and demerits.	6	
9	Define “research report”. Explain the essentials of good research report. What are the types of research report?	6	