

Seat No. \_\_\_\_\_

**GANPAT UNIVERSITY**  
**MBA SEM IV EXAMINATION**

**Remedial Nov- Dec 2018**

**IVA01EMI ENTREPRENEURSHIP AND MANAGEMENT OF INNOVATIONS**

**TIME: 3 HRS**

**MARKS: 40**

**Instructions:**

1. All the questions are compulsory.
2. This is a close book examination.
3. Figure on the right indicates marks of the question.

- Q # 1** What are the broad area of changes happening in environment that results in new opportunities for entrepreneurs? Explain with examples. (8)
- Q # 2** "Entrepreneurship and economic development are two sides of a coin." Examine the statement critically with the help of examples. (6)
- Q # 3** Elaborate different sources of funding through bootstrapping. (6)
- Q # 4** In Western economies, more and more ventures are emanating from the university system, as an outcome of R&D efforts leading to patents. However, this kind of a momentum is yet to be picked up in the Indian economy. How can this process be accelerated in India? (6)
- Q # 5** Define Creativity. Discuss its relevance to problem-solving. (6)
- Q # 6** Write Short Notes on the Followings: (8)
- a) Importance of Intellectual Property Rights
  - b) Supporting Institutions for Small Scale Industries

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**GANPAT UNIVERSITY**  
**M.B.A. SEMESTER- IV EXAMINATION**

Remedial Nov- Dec 2018

**IVA02MCS MANAGEMENT CONTROL SYSTEMS**

TIME: 3 HRS

Marks:40

Q # 1	What are the elements of control systems? Discuss the nature and purpose of management control.	(5)
Q # 2	What is a Responsibility Centre? Why are responsibility centres established? Explain the concept of Cost Centres and distinguish between Engineered Cost Centres and Managed Cost Centres.	(5)
Q # 3	Explain the unique features of insurance companies and discuss the management control implications of these features.	(5)
Q # 4	What is performance measurement? Discuss the various metrics used for performance management and identify the purpose for which they are being used?	(5)
Q # 5	Define Transfer Pricing. Describe the various transfer pricing methods in detail.	(5)
Q # 6	Define budget. Explain the features of a budget. Describe the various types of budget with suitable examples.	(5)
Q # 7	<p>Read the following case and answer the questions given at the end of the case.</p> <p>Milk products limited is engaged in collecting processing and distributing milk and milk products in a large city in South India. Most of the products of the company are such that these have to be distributed in daily basis. The company has a crew of distributors who approach the fixed customers, both bulk buyers and individuals. Mr. R. Ramesh joined the crew of distributors after graduating in commerce. The distribution manager was quite impressed by Mr. Ramesh but initially could not offer him a better job than that of a distributor, however he promised to give him better opportunity whenever available. Mr. Ramesh joined gladly.</p> <p>The distributors are employed on monthly salary basis. In order to ensure distributions of the products, the company has a provision of overtime pay. Normally, crew members works slowly in the beginning just to accumulate overtime pay. The pace becomes hectic towards the end of the day with some over time to meet the distributions schedule. There is no group leader but there are several old-timers who influence newcomers regarding the work rules. Mr. Ramesh did not like this method of working but had to follow the group to be a good team mate. He gathered that over the</p>	(10)

years, the company had paid around sixty per cent overtime unnecessarily.

After a year, impressed by the work of Mr. Ramesh and his overall suitability, the distribution manager offered him the position of distribution supervisor. The basic duty of supervisor was to look after the distribution system and to develop new customers in a given area. Beside Mr. Ramesh, there were four other supervisors also. Mr. Ramesh was sure of making distribution system effective as he was aware about the delaying tactics of the crew. He was quite sure about cutting the overtime cost and impressing upon the manager about fixing the quota of work per day in two parts before lunch and after lunch. The distribution manager left convinced and introduced the system. However the efficiency dropped down considerably and no crew member was near the target.

Questions:

1. What were the reasons for decreased efficiency in the new system?
2. Advise Mr. Ramesh and distribution manager about the future courses of action.

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**Remedial Nov- Dec 2018**  
**IVA07RMA RETAIL MANAGEMENT**

**TIME: 3 HRS**

**Marks:40**

**Instructions:**

- 1) All the questions are compulsory
- 2) It is a closed book examination
- 3) Figure on the right indicates marks of the question

- Q#1** Explain the following terms with Indian examples: (6)  
i) Hypermarket  
ii) Discount store  
iii) Specialty stores
- Q#2** Enumerate the key components of atmospherics and discuss each of them. (6)
- Q#3** An important feature of store planning is location planning followed by site selection. In this context mention the important factors a retailer should consider while selecting the location for his store? Discuss with some relevant examples of retailers in your city. (6)
- Q#4** Examine the criticality of the role of operations in the retailing industry through its various stages of maturity. (5)
- Q#5** Explain the following terms with examples: (6)  
1) Staple Merchandise  
2) Seasonal Merchandise  
3) Fashion Merchandise
- Q#6** Explain concept of international retail. Distinguish between push and pull motives behind the internationalization of retailers. (6)
- Q#7** Explain in detail about retail management information system. (5)

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**IVA08MHS MANAGING HOSPITALITY SERVICES**

**TIME: 3 HRS**

**Marks:40**

**Instructions:**

- 1) All the questions are compulsory
- 2) It is a closed book examination
- 3) Figure on the right indicates marks of the question

- Q#1** Define tourism & enumerate the importance of tourism with respect to the hospitality Industry. (6)
- Q#2** How the quality of products & services does affect guest's satisfaction? Explain in the context of the hospitality industry. (6)
- Q#3** Explain the role of food & Beverages Department of Hotel. Draw the organizational structure of luxury hotel. (6)
- Q#4** Describe the various types of rooms you will find in a hotel. (6)
- Q#5** Hotel automation leads to the efficient management of hotel resources and to greater guest satisfaction. (6)
- Q#6** Write a short note on the following: (10)
- 1) Prevention of food Adulteration Act, 1954
  - 2) License & Registration of Hotel

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