

**GANPAT UNIVERSITY**  
**M.B.A. SEMESTER- III EXAMINATION**  
**Remedial April- June 2019**  
**III A01SMA STRATEGIC MANAGEMENT**

TIME: 3 HRS

Marks:40

**Instructions:**

1. Attempt all the questions.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.

- Q # 1** Explain the steps involved in Strategic Management in detail (08)
- Q # 2** Write a short note on the tools used for scanning the external environment (06)
- Q # 3** What do you mean by Corporate strategy ? Write about the functions of corporate level strategy. Explain the concept with the help of an example of your choice. (08)
- Q # 4** Explain the 7S given by Mckinsey. (08)
- Q # 5** Read the following case and answer the questions given below the case (10)

After 60 years of pedaling hospitality through its chain of luxury hotels, the famous Oberoi name is about to be transferred into a consumer products brand. East India Hotels has drawn up plans to become a multi-product, multi-divisional empire through a series of diversification moves. The expansion will see the high profile hotel group venture into unfamiliar terrain food processing, edible oils, tissue paper and health care. These will be in addition to the existing software division. The first move will see the launch of a variety of processed foods every meal from breakfast to dinner as well as chocolates, spices and mineral water. The plan is to target only the up market segment by feeding on as well as nourishing the brand's reputation. Edible oil, for instance, will be positioned as a product of specialty cooking. The Oberoi brand name is also extended to international quality tissue paper. The Oberoi, after the experience of managing the catering business division of a major hospital in Saudi Arabia, now plan to set up a 250 bed, Rs 40 crore hospital in Delhi with US or Australian collaboration. The Oberoi software division has already started selling its hotel management packages in the domestic market and planning to enter the international market using an international tie-up.

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Questions:

- 1) Has East India Hotels capitalized on its strengths in its growth plan? If so, how?
- 2) What are the internal and external weakness the company has attempted to overcome in its growth plan and how?

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**IIIA02MIS MANAGEMENT INFORMATION SYSTEM**

**TIME: 3 HRS**

**Marks:40**

**Instructions:**

1. All questions are compulsory
2. Be precise and to the point in your answers
3. Figures to the right indicate full marks

**Q # 1** What are the different phases involved in designing and developing MIS system. Discuss each of them. (6)

**Q # 2** What is MIS? Discuss role and strategic advantages of using MIS in an organization. (6)

**Q # 3** What is Intranet, Extranet and Internet. Also, explain the business values of each one. (6)

**Q # 4** What is AI? What are the applications of AI in business? Also, explain how an organization can benefit from it (6)

**Q # 5** What is ERP? What are the major components of ERP software? Discuss them . Also, justify "An organization should look for each of these components while it is evaluating ERP vendors". (8)

**Q # 6** Answer the following (8)

- (A) Write a short note : What-If Analysis
- (B) Write a short note : Goal Seek Analysis

**END OF PAPER**

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**IIIA07CBE Consumer Behaviour**

**TIME: 3 HRS**

**Marks:40**

**Instructions:**

1. This is close book examination.
2. Number to the right indicates marks of the questions.

- Q # 1 Explain the consumer buying decision process with suitable example. [8]
- Q # 2 Explain the Maslow's theory of hierarchy of needs and its relevance to consumer behavior. [8]
- Q # 3 Explain the model of high and low involvement of the consumer in the purchasing process. [8]
- Q # 4 "Consumer perception is the base for their decision making"—critically evaluate the statement. [8]
- Q # 5 Write a short note: reference group and consumer behavior. [8]

----End of Question Paper --

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**IIIA06IFS INDIAN FINANCIAL SYSTEM**

**TIME: 3 HRS.**

**Marks: 40**

**Instructions:**

1. All questions are compulsory.
2. It is a closed book examination.
3. Figures to the right indicate Weightage of the question.

- Q#1** What are Repos? State the different types of repos. How does the reserve bank use the repos as a tool for managing liquidity in the money market? **05**
- Q#2** "The Indian Financial System is set of many sub-systems" Explain the statement in detail. **05**
- Q#3** Explain the difference between factoring and forfeiting in detail with the process. **05**
- Q#4** "Depository is Securities Bank". Comment on the statement and explain the depository process in detail. **05**
- Q#5** "Payoff of future is symmetric while payoff for the option is asymmetric". Explain the same with example. **05**
- Q#6** What is reverse book building process and how does it work in India? **05**
- Q#7** Explain the following terms in brief. **10**
1. NABARD
  2. IRDA
  3. OMO
  4. Index Mutual Fund
  5. GSM

**'END OF PAPER'**

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Remedial April- June 2019

**IIIA07SAP SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

TIME: 3 HRS

Marks:40

**Instructions:**

1. Right hand side indicates marks. Answer to the point
2. This is a closed book examination. Give appropriate example when needed

**Q#1**

- (A) Briefly explain objectives of security analysis and portfolio management in field of management studies. (5)
- (B) List down short term business forecasting techniques with brief explanation. (5)

**Q#2**

- (A) Currently, TCS is traded at Rs.2045. TCS announced buyback offer at Rs.2100 per share. TCS confirmed completion of buyback within next two month time period with possible entitlement ration of 2:3 for retail investor (having less than Rs.200000 worth shares today). Currently, Derivative market with lot of 500 shares future contract traded at Rs.2020 for two month. Is there any arbitrage possibility? If yes explain how much percent gain one can make? (6)
- (B) What is impact of increase in crude oil price in international market on oil sales companies in India? (4)

**Q#3**

- (A) Explain important of horizontal and vertical analysis in selection of security for investment. (4)
- (B) Explain any two pattern as indicator of buy/sell indicator in technical analysis (6)

**Q#4**

Rank the following mutual fund with assumption of risk free rate of return is equal to 9 percent per annum, market variance is equal to 18.70 percent per annum with average return of 12 percent per annum?

Mutual Fund	Actual Return	Beta	Alpha	Standard Deviation
A	18.3	1.26	1.5	5.48
B	22.5	1.37	2.6	9.25
C	20.4	1.17	3.4	6.98
D	16.4	0.98	2.1	6.86
E	15.5	0.97	1.7	8.49

You are required to measure the performance of optimum portfolio using:

- a) Sharpe's Model
- b) Treynor's Model
- c) Jensen Model

Also, give your comment about performance of optimum portfolio selected by you.

END OF PAPER

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**IIIA08CMF COMMODITY MARKET AND FUTURES**

TIME: 3 HRS.

Marks: 40

**INSTRUCTION:**

- Right hand side indicates marks.
- Give appropriate example when needed

**Q#1**

- (A) Differentiate hedging, arbitrage and speculation with appropriate example. (6)
- (B) Mr. Shah (Speculator) has taken his position on 17<sup>th</sup> September, 2018 in future contract of TCS at Rs.2060 for lot size of 500 shares. His trading account has balance of Rs.300000 on that day. You are required to show MTM settlement for following price till final settlement: (4)

Date	Settlement Price	Date	Settlement Price	Date	Settlement Price
17.09.18	2071	21.09.18	2110	26.09.18	2146
18.09.18	2070	24.09.18	2206	27.09.18	2188
19.09.18	2084	25.09.18	2190		

Also, show final settlement with profit/loss calculation.

**Q#2**

- (A) What is the impact of recent rupee depreciation against dollar? What you suggest about gold as investment option? Support you answer with explanation. (6)
- (B) Define following terms: (4)
1. Call Option
  2. Limit order
  3. Out-of-the-money option
  4. Future Contract

**Q#3**

- (A) Draw pay-off diagram for bull strategy with following data: (6)  
 Spot price = Rs.350, Strike Price<sub>1</sub> = Rs.360 with call premium of Rs.15 and Strike Price<sub>2</sub> = Rs.380 with call premium of Rs.5  
 Also, calculate break-even point for the strategy
- (B) Briefly explain two step binomial valuation model for option valuation. (4)

**Q#4**

- Currently, REC Ltd. is traded at Rs.106. Call and put options for one month at strike price of Rs.105 are traded at Rs.6 and Rs.4 respectively. If market required rate of interest is 12 per cent per annum,
- (A) Is there any arbitrage opportunity? If yes show steps for arbitrage profit with calculation of gain through arbitrage. (5)
- (B) If call price increase to Rs.9 what is your answer? Support answer with calculation. (5)

END OF PAPER