

Swami Vivekananda Yoga Anusandhana Samsthana (S-VYASA)
A Deemed to be University established under Section 3 of the UGC Act, 1956

Program: MBA
Subject: Financial Management
Sem Period: Aug, 2021 – Dec, 2021
Date: 03. Dec, 2021
Examination Mode: Regular

Semester: 2nd Sem
Subject Code: MBAT 201
Batch: Feb, 2021
Time: 09.30 am to 11.00 am
Max. Marks: 50

General Instructions:

1. Read all the questions carefully and then start writing
2. Do not write anything on the question paper
3. Write your registration number on the rectangular space provided here

Reg No:

Short Essay (Attempt any Four) – 5 Marks for each Question 4 *5 =20 Marks

1. Calculate the future value at the end of 5 years of the following series of payments at 12% rate of interest

End of year	Amount
1	500
2	1000
3	1500
4	1000
5	750
2. Total sales of a company is 600,000. Its fixed operating cost is Rs. 100,000 and its variable operating cost is 40% of sales. Tax rate is 40%. Interest cost is Rs.50,000
Calculate : financial Leverage, Operating Leverage and combined leverage.
3. What are the determinants of Dividend policy?
4. Amit industries is considering investing in a project which cost Rs.12,00,000. The cash flows are Rs 240,000 Rs 280,000 Rs360,000 Rs 400,000 Rs500,000. Calculate Pay back period

5. a) Find out the Present Value of an annuity of Rs 5000 over three years when discounted at 10%.
b) Veda intends to have a return of Rs. 5000 p.a for perpetuity in case the discount rate is 20%, calculate the present value of this perpetuity.
6. What are the characteristics of a sound financial plan?

Long Essay: (Attempt any Two) – 10 Marks for each Question 2* 10 = 20 Marks

7. A) Enumerate the significance of adequate working capital
B) Calculate the working capital requirements of the ABC Ltd.
- a) Projected annual sales – 80,000 units
 - b) Selling price Rs.8 per unit
 - c) Percentage of profit -20%
 - d) Average credit period allowed to debtors – 10 weeks
 - e) Average credit period allowed by suppliers – 8 weeks
 - f) Average stock holding in trms of sales requirement- 10 weeks
 - g) Allow 20% for contingencies
8. The following information is available. EPS= Rs10, $k_e= 10\%$, Assume the rate of return on investment expected by the share holders $r = 15\%, 10\%$, and 6% . Show the effect of dividend policy on the market price of a share using Walters Model when payout ratio is 10%, 60% and 100%.
9. Evaluate Wealth and Profit Maximisation as primary objectives of a company
10. Throw light on different types of Preference Shares

Case Study/Compulsory Question: –**1* 10 =10 Marks**

11. The capital budgeting section of a company has given three investment proposals. If the cost of capital is 10%. Based on the information given below advise the management

Expected after tax cashflows are as follows

	Project A	Project B	Project C
Initial investment	110,000	330,000	198,000
Year			
1	30,800	66,000	70,000
2	33,000	110,000	70,000
3	44,000	132,000	70,000
4	40,000	176,000	70,000

Swami Vivekananda Yoga Anusandhana Samsthana (S-VYASA)

A Deemed to be University established under Section 3 of the UGC Act, 1956

Program: MBA

Subject: Human Resource Management

Sem Period: Aug, 2021 – Dec, 2021

Date: 06. Dec, 2021

Examination Mode: Regular

Semester: 2nd Sem

Subject Code: MBAT 202

Batch: Feb, 2021

Time: 09.30 AM – 11.00 AM

Max. Marks: 50

General Instructions:

1. Read all the questions carefully and then start writing
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Reg No:

Short Essay (Attempt any Four) – 5 Marks for each Question 4 *5 =20 Marks

1. What is meant by Performance appraisal?
2. What is the difference between Training & Development?
3. What is meant by PCN, HCN, TCN?
4. What do you understand by Human Resource Accounting?
5. Define the job analysis process.
6. Difference between personal management and Human Resource Management

Long Essay: (Attempt any Two) – 10 Marks for each Question 2* 10 = 20 Marks

7. Explain the methods for conducting Performance appraisal.
8. Describe the Ethical issues in HRM.
9. Describe the benefits and process of Human Resource planning.
10. Define Human Resource Management and its objectives in detail.
11. Explain the purpose and sources of recruitment in detail.

Case Study/Compulsory Question: –

1* 10 =10 Marks

12. Dev Anand is running an NGO to help street children. He receives government grant of Rs.2 lakh rupees for a project to teach the “out of school” children, who work at tea-stalls, do boot-polishing etc. A year passes, but Dev managed to utilize only 50,000 rupees from the grant. Despite his best efforts, he couldn't convince many poor children or their families to join his NGO's program. As per the grant rules, Dev has to return all the unspent money back to government by the end of March 31st. But his colleague suggests following:

- If we honestly return Rs.1.5 lakh back, then government officials will think we are amateur, ineffective NGOs and they'll substantially reduce our grant for next year or even worse- they'll not give us any project next time!
- We should take help of our Chartered Accountant to manipulate our account books and show majority of the grant was utilized for education.
- Many other NGOs do the same thing- there is no problem – nobody will raise any objection, as long as we give 20% of the grant to SDM in charge of this project.
- Although it sounds unethical but we won't use this money for personal needs, we'll use it on street children only. Hence our act is fully ethical and moral.

Question:

1. What are the ethical issues in the above case study? 5 Marks
2. What should Dev Anand do with the money? Should he return or not? Justify.5 Marks

Swami Vivekananda Yoga Anusandhana Samsthana (S-VYASA)

A Deemed to be University established under Section 3 of the UGC Act, 1956

Program: MBA

Subject: Marketing Management

Sem Period: Aug, 2021 – Dec, 2021

Date: 08. Dec, 2021

Examination Mode: Regular

Semester: 2nd Sem

Subject Code: MBAT 204

Batch: Feb, 2021

Time: 09.30 am – 11.00 am

Max. Marks: 50

General Instructions:

1. Read all the questions carefully and then start writing
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Reg No:

Short Essay (Attempt any Four) – 5 Marks for each Question 4 * 5 = 20 Marks

1. Define Marketing mix.
2. What is meant by Market Segmentation and its uses?
3. What are the Characteristics of Services?
4. What is meant by Advertising and Personnel Selling?
5. What is meant by Cause Related Marketing with examples?
6. What are the Positioning errors?

Long Essay: (Attempt any Two) – 10 Marks for each Question 2 * 10 = 20 Marks

7. Explain the Dimensions of Service quality.
8. Explain the Stages in the Product Life Cycle.
9. Describe the Components of Physical distribution.
10. Explain the Steps in New Product Development Process.

Case Study/Compulsory Question: – 1 * 10 = 10 Marks

11. For the last fifty years, M/s. Tufleather has been in the business of manufacturing and selling leather to companies, which make leather shoes and other, related products. In the post liberalization period, i.e, from 1991 onwards, the company was contemplating entering the shoe manufacturing, primarily because the government was giving substantial support to this industry, particularly to firms that were export

oriented. With the intention of selling shoes, the company set up its own factory with R&D facilities in Hosur, Tamil Nadu. In 1993, the company's R&D department developed a material "Tufcom", which it claimed had properties of shoe material permeability, strength, flexibility and durability. The company also set up a sub unit to produce shoes with this new material and conducted test marketing to gauge the initial response. The pilot study indicated positive consumer response.

Based on the test marketing results, the company set up a large plant with a huge investment and entered into tie-ups with reputed shoe manufacturers to buy the new material and make attractive show models. They also planned to have an in-house trained team of sales people who would visit the shoe retail outlets and train their sales persons on how to sell shoes. Tufleather also helped the shoe manufacturing companies by providing point of purchase and advertising materials for a nationwide advertising campaign.

The company developed a premium pricing strategy for the Tufcom material, based on the consumer perceptual process – the belief that high price is an indicator of high quality. They felt that Tufcom offered quality that was superior to leather in terms of durability and ease of care. After adopting a skimming pricing strategy, the company would later consider penetrating the lower priced shoe market segment. While the first year after the launch of Tufcom shoes showed positive results, sales began to fall drastically after that. Feedback from their sales team indicated that high price buyers did not get motivated by the factors emphasized by Tufleather, namely durability and ease of care. In addition some complaints were received from buyers of Tufcom shoes that they found the shoes unusually warm.

Questions:

1. Where do you think the company went wrong in analysing consumer shoe buying behaviour?
2. Do you think the company should identify a new buyer market, namely the lower priced shoe market segment?

Swami Vivekananda Yoga Anusandhana Samsthana (S-VYASA)

A Deemed to be University established under Section 3 of the UGC Act, 1956

Program: MBA

Subject: Operations & Supply Management

Sem Period: Aug, 2021 – Dec, 2021

Date: 10th Dec, 2021

Examination Mode: Regular

Semester: 2nd Sem

Subject Code: MBAT 205

Batch: Feb, 2021

Time: 09.30 am to 11.00 am

Max. Marks: 50

General Instructions:

1. Read all the questions carefully and then start writing
2. Do not write anything on the question paper
3. Write your registration number on the rectangular space provided here

Reg No:

Short Essay (Attempt any Four) – 5 Marks for each Question 4 *5 =20 Marks

1. What is Operations and Supply Chain Management?
2. Discuss Capacity Utilization rate with an example.
3. Explain the concept of TQM.
4. Explain the concept of Service Blueprint and Fail-Safing.
5. Discuss the concepts of Independent demand and dependent demand.
6. Briefly explain web-based forecasting - CPFR

Long Essay: (Attempt any Two) – 10 Marks for each Question 2* 10 =20 Marks

7. Discuss the risks associated with OSM strategies.
8. Discuss the different manufacturing processes.
9. Discuss the recent trends in Supply Chain Management.
10. Analyse logistics-driven location decisions.

11. Read the case study and answer the questions listed below:

Mumbai Dabbawallah

Six-sigma level of accuracy in any distribution network of our corporate world is unheard of. Even the well-managed, technology-enabled supply chains lack this distinction. *Mumbai Dabbawallahs*, who collect, transport and distribute home-cooked food in tiffin-boxes from home to workplace and bring-back the empty tiffin-boxes in the afternoon, have achieved a unique level of perfection and customer satisfaction. In 1998, Forbes Global Magazine ranked its operational excellence at a six-sigma level with an accuracy rating of 99.999999. Any six-sigma company would defect lesser than 3.6 per million opportunities.

Followings are the five main characteristics of *Mumbai Dabbawallahs'* operations, which have created a lethal combination to deliver six-sigma quality.

- (i) Error-free distribution of lunch-boxes
- (ii) Highest level of customer satisfaction
- (iii) Highly motivated workforce
- (iv) Minimum use of modern technology
- (v) Low cost of operations

One of the most important aspects in six-sigma quality is identification and management of issues, which are 'critical-to-quality' (CTQ) for a customer. It is well recognised that quality is what customer wants. For the customers of *Mumbai Dabbawallahs*, there are three CTQs: (i) there should never be a mix-up of lunch-boxes, (ii) delivery is neither too early nor too late, and (iii) cost of services is affordable. To ensure these, *Mumbai Dabbawallahs* have devised a unique coding system for the tiffin-boxes, so that there is no mix-up during identification of these boxes in the distribution network. They maintain a strictly well-defined schedule, which is linked to the timing of local trains, running between originating and culminating local stations of Mumbai. Monthly charge for a customer is around ₹300 per lunch box and an annual bonus during festival season. They use low-cost local-trains for a long-distance tiffin-box movement within Mumbai. Otherwise, for short distances, they use carts to carry these tiffin boxes.

Traditionally, they do not use modern technology in their operations. More recently, they are using mobile phone for SMS and internet for online booking. Yet, the cost of operation is very low. *Mumbai Dabbawallahs* have demonstrated an exemplary commitment to work, which is the main reason why their distribution system has shown an unprecedented growth and customer loyalty.

Questions:

11.A) What are the possible reasons due to which Mumbai Dabbawallahs are called as six sigma organisation?

11.B) How would you relate CTQ's to Six Sigma Quality?

Swami Vivekananda Yoga Anusandhana Samsthana (S-VYASA)

A Deemed to be University established under Section 3 of the UGC Act, 1956

Program: MBA

Subject: Research Methodology & Data Management

Sem Period: Aug, 2021 – Dec, 2021

Date: 13th Dec, 2021

Examination Mode: Regular

Semester: 2nd Sem

Subject Code: MBAT 206

Batch: Feb, 2021

Time: 09.30 am to 11.00 am

Max. Marks: 50

General Instructions:

1. Read all the questions carefully and then start writing
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Reg No:

Short Essay (Attempt any Four) – 5 Marks for each Question 4 *5 =20 Marks

1. What do you mean by Research? Give a brief on the types of research.
2. Explain the purpose of literature review with sources.
3. Give a brief on (a) scales of measurements and (b) types of variables.
4. Add a brief note on any two: (a) G-power, (b) ITRANS 99, and (c) Mendeley
5. Why references and citations are important in research? Name any three references styles in research.

Long Essay: (Attempt any Two) – 10 Marks for each Question 2* 10 = 20 Marks

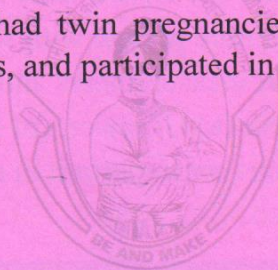
6. Explain different types of ethics in research? Mention the principles of Nuremberg code.
7. Explain the research process in detail.
8. Describe the sampling methods in social science research.
9. Give a detailed explanation of synopsis, dissertation and manuscript writing.

Case Study/Compulsory Question: – 1* 10 =10 Marks

10. Please rearrange content into a structured abstract with appropriate title of the study.

Statistical analysis included the Mann–Whitney test, the McNemar test, a paired Wilcoxon test, and analysis of covariance. The median pain score was lower in the yoga group ($p < .0058$) than the postural orientation group.

Lumbar pain provocation tests showed a decreased response in relation to posterior pelvic pain provocation tests and a gradual reduction in pain intensity during 10 yoga sessions ($p < .024$). Pregnancy-related lumbopelvic pain is a major problem for the majority of pregnant women. Complementary medicine has been used to alleviate pain, and yoga is one of the most commonly chosen alternative methods. The objective of this study was to assess the effectiveness of Hatha yoga in the reduction of lumbopelvic pain in pregnancy. The yoga method was more effective at reducing lumbopelvic pain intensity compared with postural orientation. A visual analog scale (VAS) was used to measure pain intensity. Lumbar pain and posterior pelvic pain provocation tests were used to confirm the presence of pain. Pregnant women were divided into two groups: the yoga group, practicing exercises guided by this method, and the postural orientation group, performing standardized posture orientation according to instructions provided in a pamphlet. Treatment in each group lasted 10 weeks. A randomized controlled trial with 60 pregnant women (age range, 14–40 years) who reported lumbopelvic pain at 12 to 32 weeks of gestation was conducted from June 2009 to June 2011. Pregnant women who had twin pregnancies, had medical restrictions for exercise, used analgesics, and participated in physical therapy were excluded from the study.



Swami Vivekananda Yoga Anusandhana Samsthana (S-VYASA)
A Deemed to be University established under Section 3 of the UGC Act, 1956

Program: MBA
Subject: Yoga Therapy for common Ailments
Sem Period: Aug, 2021 – Dec, 2021
Date: 15th Dec, 2021
Examination Mode: Regular

Semester: 2nd Sem
Subject Code: MBAT 207
Batch: Feb, 2021
Time: 09.30 am to 11.00 am
Max. Marks: 50

General Instructions:

1. Read all the questions carefully and then start writing
2. Do not write anything on the question paper
3. Write your registration number on the rectangular space provided here

Reg No:

Short Notes (Attempt any Five) – 2 Marks for each Question 5 *2 =10 Marks

1. What are the signs and symptoms of COPD?
2. Write the steps of chair breathing?
3. Define Pneumonia.
4. What is Allergic Rhinitis?
5. Write the significance of Cyclic Meditation
6. Write down sign and symptoms of Diabetes Mellitus
7. What is Hypothyroidism?
8. Write about Chronic Renal Failure or CKD

Short Essay: (Attempt any Four) – 5 Marks for each Question 4* 5 =20 Marks

9. Explain about stress according to Yoga.
10. Define COPD, signs and symptoms and its yogic management.
11. Write about Hypertension and its symptoms.
12. Explain autoimmunity and role of yoga in autoimmunity.
13. Write about Obesity and how stress is a contributing factor for it.

Long Question:(Attempt any Two) – 10 Marks for each Question 2* 10 =20 Marks

- 14.Explain in detail about Diabetes Mellitus.
- 15.Write in detail about Bronchial Asthma and its yogic management.
- 16.What is the concept of health and disease? Explain all the dimensions.

