

SAM COLLEGE OF MANAGEMENT & TECHNOLOGY, BHOPAL

SUBJECT: Organizational Behaviour, MBA II SEMESTER

Faculty- Prof. (Dr.) Pallavi Shrivastava

Important Questions:

Short Answer Type Questions:

1. What is organizational behaviour?
2. Discuss the levels of analysis with in organizational behaviour.
3. Describe the conditions that promote job satisfaction.
4. Define values. What are the ways of developing values
5. Describe the nature and functions of group
6. Describe Maslov's / Herzbergs/ vroom's theory of Motivation.
7. What is emotional intelligence? What is its importance in an organization?
8. Discuss the meaning and types of organizational culture.
9. Discuss the challenges and opportunities of organizational behaviour.
10. Suggest ways of motivating employees in an organization.

Long Answer Type Questions:

1. Discuss the types and causes of organizational conflict . How conflicts can be managed?
2. What are the causes and consequences of stress?
3. Explain transactional analysis.
4. What is personality ? What are the various determinants of personality?
5. Write in short: A. Locus of control B. Perceptual error C. Halo effect D. Johari window.
6. Explain organizational change. How can resistance to change be implemented or overcome?
7. " Organizational behaviour represents interaction among individuals, groups and the organization". Elucidate this statement.
8. What is Perception? Discuss its role in OB.
9. What are the ways of managing diversity in an organization?
10. What is learning ? Explain the theories of learning.

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SUBJECT: HUMAN RESOURCE MANAGEMENT, MBA II SEMESTER

Faculty- Prof. Bincy B. Samuel

Important Questions:

Short Answer Type Questions:

1. What are the scope and objectives of Human Resource Management?
2. "What are the major Corporate objectives?"
3. Define various methods of Manpower searching.
4. Write Short notes on –
 - a. Job Analysis
 - b. Job description
 - c. Job Evaluation
5. What are the steps involved in Training Program?
6. What are the methods of Training?
7. Write Short notes on-
 - (i) Traditional Methods of Performance appraisal
 - (ii) Modern Methods of Performance appraisal
8. What are the principles of wages and salary Administration?
9. Write short notes on-
 - Dispute Resolution
 - Grievance Management
 - Employee Empowerment
10. What are the various functions of Trade Union?

Long Answer Type Questions:

1. The term HRM is much boarder as compared to the term Personnel Management" Explain in detail.
2. Define various objective and importance of Human Resource Planning.
3. What are the steps and techniques involved in Job Analysis?
4. What do you mean by Selection Procedure? Define the steps of selection procedure.
5. Describe the differences between training and Development.
6. Write the need for "Management Development" in the Indian Context.
7. What are the trends in "Performance Appraisal"?
8. What are the major factors influencing wage and salary structure and administration?
9. What do you mean by Employee welfare? Explain in detail.
10. "Participation of workers in management is claimed to usher in an era of Industrial democracy", comment with suitable example.

SAM COLLEGE OF MANAGEMENT & TECHNOLOGY, BHOPAL

SUBJECT: FINANCIAL MANAGEMENT, MBA II SEMESTER

Faculty- Prof. Meena Tiwari

Important Questions:

Short Answer Type Questions:

- 1 Write the meaning and definition of Financial Management? Write its characteristics and objectives?
2. Explain cost-volume profit analysis for financial managers.
3. Write a short note on the following:
 1. Operating Leverage
 2. Financial Leverage
 3. Combined Leverage
4. Discuss the steps for calculation of EVA .
5. Explain the difference between share and debenture.
6. What are the various borrowed long term source of finance?
7. Describe the importance of the concept of TVM.
8. Describe "Any One" main instrument of long-term finance.
9. Write the relationship between "EBIT and EPS".
10. Write the factors affecting Cost of capital.
11. What is Capital Budgeting? Explain its Features.
12. What are the determinants of Working capital?
13. Why the "Concept of dividend policy" is significant in financial management? Justify.
14. Explain the concept of "Venture Capital".
15. Write a note on "Inventory Management".

Long Answer Type Questions:

1. Compare profit maximization versus wealth maximization objectives of financial management.
2. What is Du-Pont analysis? Describe the advantages and disadvantages of DU-Pont Analysis.
3. What do you mean by Capital Structure? Explain optimum Capital Structure.
4. What is NPV? Discuss the advantages and disadvantages of NPV.
5. Discuss the factors influencing internal financing? Also explain the advantages of internal financing.
6. Discuss the types and determinants of Dividend policy.
7. Discuss any two methods of "Capital Budgeting" with relevant illustrations.
8. Discuss such factors which exercise influence on the demand for working capital in a business concern.

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SUBJECT: MARKETING MANAGEMENT, MBA II SEMESTER

Faculty- Prof. Jitendra Sharma IMPORTANT QUESTIONS

1. What do you understand by term market? Cite some examples to explain the concepts of marketing .
2. What is marketing management? Discuss its nature and scope.
3. Corporate orientation towards Market place .
4. Marketers must monitor which environmental forces and why ?
5. What is the difference between Marketing and Sales ?
6. Explain the role of environment scanning in making marketing strategies.
7. What is marketing information system? Why it is important in present scenario?

OR

In what ways components of marketing information help marketing manager to carry out his/her marketing management responsibilities?

8. What is marketing research? Elaborate the process ,role ,steps and types of marketing research?
9. Write a detailed note on segmentation, its basis and benefits to the organization with relevant industrial examples.

OR

What characteristics of segment make is useful for marketers? Market segmentation is considered to be key strategy for marketing

10. What is the difference between Consumer and Industrial markets? How they are different from each other.
11. What do you understand with term Targeting? Explain targeting with the help of targeting grid. Use suitable examples to explain it.
12. What is positioning and how do you develop a positioning strategy?
13. What is marketing mix? Explain in detail all the mix
14. Write a note on promotion mix and its elements.
15. Why evaluation and control of marketing effort is essential . Explain Techniques .
16. How Globalization changed marketing in our country .
17. What is Green Marketing . Give suitable examples
18. What is Product life cycle . Explain various stages of and strategies in each stage with examples .
19. How organization manage their distribution channels and conflicts . Explain .
20. 'Pricing decision are important' . Why? Explain different pricing methods & MRP.
21. Short Notes

- a. Legal issues in marketing
- b. Consumerism
- c. Advertising & publicity
- d. Vertical marketing system
- e. Consumer decision making process

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SUBJECT: RESEARCH METHODOLOGY, MBA II SEMESTER

Faculty- Prof. (Dr.) Sameer Sinha

Important Questions:

Short Answer Type Questions:

1. What do you understand by Research? Explain the concept of Research Methodology.
2. Explain the Objectives & significance of Research in Management.
3. Write a short notes on :
 - a. Research Process
 - b. Setting of Hypothesis
 - c. Research Design
4. What are the types of Research? Explain each in brief.
5. What is Null & alternative Hypothesis? Explain the types of error in Hypothesis.
6. What is sampling & why is it required in Research?
7. Explain the types of Sampling.
8. Differentiate between Primary & Secondary Data.
9. What is a questionnaire design? Explain the types of questionnaires.
10. Explain the processing of data.
11. What is a tabulation of data? Explain.
12. Differentiate between Parametric & Non Parametric Test.
13. What are the different types of tests for proving hypothesis?
14. What is report writing?

Long Answer Type Questions:

1. What is the scope of Research Methodology? Explain in Detail.
2. What steps are taken place in defining a Research problem? Explain.
3. What is the role of hypothesis in Research work? Explain with suitable example.
4. What are the characteristics of good sample design? Explain.
5. What are the criteria of selecting a sampling procedure?
6. What are the importance of survey method & the role of questionnaire in collection of data? Explain.
7. What is the importance of selecting suitable statistical techniques for analyzing data?
8. Explain the application of 't' test and 'Chi square' test with the example.

SAM COLLEGE OF MANAGEMENT & TECHNOLOGY, BHOPAL

SUBJECT: PROJECT MANAGEMENT, MBA II SEMESTER

Faculty-Prof. (Dr.) Sameer Sinha, Prof. Meena Tiwari , Prof. Bincy B.Samuel

Important Questions:

Short Answer Type Questions:

1. Write about the project idea in Business.
2. What do you understand by strategy and capital allocation?
3. What is the meaning of market and demand analysis?
4. Discuss about areas of financial estimate and projection.
5. Write short notes on the following:
 1. Investment Criteria
 2. Discounted Cash Flow Techniques
 3. Portfolio theory
6. What are the components of the cash flow stream?
7. Discuss about the cost of capital and its significance.
8. Write the differences between venture capital and private Equity?
9. What is project control?
10. Write about network concept in detail.

Long Answer Type Questions:

1. Define the various term project management and explain why study project management?
2. What are the various steps of generating and screening of project ideas?
3. What are the ways of collecting data for market and demand analysis? Explain.
4. Write about estimates of working results projection of profitability.
5. Discuss the brief about traditional and modern methods of classifying investment criteria.
6. What do you understand by project cash flows? Define basic principles measuring project cash flows.
7. What is capital budgeting? Define the importance of capital budgeting decisions.
8. What is capital structure? Discuss about the structure of project finance.
9. What is project evaluation? Define various objectives, types and techniques of project evaluation.
10. What is the concept of PERT & CPM and how these are applicable in projects. Explain in details.

