

# **SAM COLLEGE OF MANAGEMENT & TECHNOLOGY, BHOPAL**

**Subject: Business Policy & Strategic Management**

**Subject Code: CP-301(MBA 3<sup>rd</sup> 2019)**

**Faculty- Prof. Meena Tiwari**

## **Important Questions:**

### **Short Answer Type Questions:**

1. Write about “Business Policy” as a field of study?
2. What is vision? Why it is difficult to set a vision for an organization?
3. Write about SWOT analysis?
4. Explain Michael Porter’s five forces Model used for industry analysis?
5. What are the types of Competitive advantages?
6. Write difference between strategic control and operational controls?
7. Write about “Value Chain”?
8. What do you understand by “strategy Implementation”?
9. Discuss the essential characteristics of a mission statement?
10. Why MBO Success?

### **Long Answer Type Questions:**

11. What understanding and capabilities are required in managers to frame a business policy?
12. Discuss GEC model as a tool for strategic analysis. How does it help?
13. Distinguish between External and Internal Components of environment and how these are described?
14. Discuss value chain analysis as a technique of internal analysis of an organization?
15. What organizational capability factors are considered as competitive advantages of a firm? Discuss.
16. Explain the methods of constructing BCG matrix. What are its uses and limitations?
17. Discuss the resources based view as used for internal analysis?
18. What do you mean by Contingency Planning? Write its importance.
19. Write about various tools and techniques for strategic analysis?
20. Write about “Balanced Score Card”.

# **SAM COLLEGE OF MANAGEMENT & TECHNOLOGY, BHOPAL**

**Subject : “Decision Support System Management Information System”**

**Subject Code: CP-302 ,**

**Faculty- Prof. Swapnil Tripathi**

**Important Questions:**

**Short Answer Type Questions:-**

1. What is MIS and what are its objectives?
2. Explain main characteristics of and elements of system?
3. What is Information Technology?
4. What is outsourcing? How is it helpful for a company?
5. What are main elements of decision making?
6. Explain the steps of Herbert Simon Model?
7. Explain main activities of decision support system DSS?
8. What is data file? What is the objective of database?
9. What is user interface?
10. What is performance testing?

**Long Answer type Question:-**

1. What is role of Information system in business?
2. Explain structure of MIS?
3. Explain different steps of SDLC (System Development Life Cycle)?
4. Explain major trends in IT?
5. Explain systems approach in problem solving?
6. Explain common difficulties in in decision –making?
7. Explain the application of DSS and difference between MIS and DSS?
8. What is database system environment? What are main functions of DBMS?
9. Explain the different DSS development tools? What is relationship between them?
10. Explain the building of DSS?

# **SAM COLLEGE OF MANAGEMENT & TECHNOLOGY, BHOPAL**

**Subject: Financial Management - Security Analysis and Investment Management**

**Subject Code: FSF-1(MBA III Sem Spl.)**

**Faculty- Prof. Pooja Sahu**

## **Important Questions:**

### **Short Answer Type Questions:**

1. Explain functions of Stock Exchange?
2. Write about Real Estate Investment?
3. Write about Mechanics of investing?
4. Write about market indices and return?
5. What are the objectives of Fundamental Analysis?
6. What do you mean by Efficient Market Hypothesis?
7. Write about Listing of Securities?
8. Write about Markets and Brokers?

### **Long Answer Type Questions:**

9. What is Investments? Explain its Nature and Scope.
10. Explain Systematic Risk and Unsystematic Risk?
11. What are the main features of Govt. Securities Market?
12. Explain the meaning of New Issue Market. How does it differ from the second market?
13. Write about non-security Farms of Investments?
14. What so you mean by Money Market? Explain the difference between Money Market and Capital Market.
15. Discuss various types of Investment Trust. What is their role in Indian Situations?
16. Write about valuation theories of fixed and variable income Securities?
17. Write about the Return to risk and the Investment decision?
18. What do you mean by Technical Analysis? Describe its characteristics.
19. Write about Recent Development in the Indian Stock Market?
20. Describe the Instruments of Money Market?

# SAM COLLEGE OF MANAGEMENT & TECHNOLOGY, BHOPAL

**Subject : Financial Management - Working Capital Management**

**Subject Code: FSF-2(MBA III Sem Spl.)**

**Faculty- Prof. Pooja Sahu**

## **Important Questions:**

### **Short Answer Type Questions:**

1. What is the receivables management?
2. Write about operating cycle?
3. What is cash management?
4. Write about ABC Analysis?
5. Write about EOQ and Safety Stock?
6. What is Cash Planning?
7. Write about William J. Baumol's Model?
8. Write a short note Just in Time (JIT)?

### **Long Answer Type Questions:**

9. What is Working Capital? Explain Classification of Working Capital.
10. Write about estimation of Working Capital?
11. Write about Credit Management?
12. Define tools for Planning and Control of cash?
13. Explain the methods of Preparing Cash Budget?
14. ABC Co wishes to arrange overdraft facilities with its Bankers during the period April to June 2018. When it will be manufacturing mostly for stock. Prepare a cash, Budget for the above period from the following data, Indicating the extent of the bank facilities the company will require at the end of the month:-

(a).

2018	Sales Rupees	Purchase Rupees	Wages Rupees
FEB	180000	124800	12000
MARCH	192000	144000	14000
APRIL	108000	243000	11000
MAY	174000	246000	15000
JUNE	126000	268000	15000

(b). 50 Percent of credit sales are realized in the month following the sales and remaining so Percent in the second month following. Creditors are paid in the month following the month of Purchase.

(c). Cash at Bank on 01.04.2018 (estimated) Rupees 25000.

15. What is Material Management? Define the Objectives of materials management.
16. Write about main techniques of inventory management?

17. Write about Valuation of inventory?

18. The following information is given about material A for the month of march 2019:-

2018		
MARCH 1	Opening Balance	1000 Units@ Rupees 2.50
MARCH 7	Purchase of material	1500 Units@ Rupees 2.70
MARCH 10	Issue of material	1000 Units
MARCH 14	Purchase of material	2000 Units@ Rupees 3.00
MARCH 15	Issue of material	1500 Units
MARCH 21	Purchase of material	4000 Units@ Rupees 3.10
MARCH 25	Purchase of material	2500 Units@ Rupees 3.20
MARCH 28	Issue of material	1000 Units
MARCH 31	Issue of material	2400 Units

Prepare Stores Ledger account using:-

- i. LIFO Method
- ii. FIFO Method

Base stock is 1500 units.

19. Write about Working Capital Finance?

20. Write about Working Capital Financing?

# **SAM COLLEGE OF MANAGEMENT & TECHNOLOGY, BHOPAL**

**Specialization : Marketing Management –  
Subject : Consumer Behavior , Subject Code: FSM-1 , MBA-III Sem  
Faculty- Prof. (Dr.) Sameer Sinha**

## **Section A**

### **Important Questions:**

Short Answer Type Questions

- 1) What do you understand by consumer behavior? Explain.
- 2) Explain the process of decision making for purchase taken by a consumer.
- 3) Write a note on 'Maslow's theory of need of hierarchy'.
- 4) Differentiate between absolute and differential threshold with a suitable example.
- 5) Explain any one theory of personality.
- 6) What is cognitive dissonance? Explain.
- 7) Write a note on 'Diffusion of Innovation' & 'Lifestyle'.
- 8) Explain the concept of opinion leadership.
- 9) What is Industrial Buying behavior?
- 10) Write a note on 'Consumer Behavior Audit'.

## **Section B**

### **Long Answer Type Question**

1. What is the importance of consumer behavior in making marketing strategies? Elaborate.
2. Explain the high & low involvement of decision making by a consumer with reasonable examples.
3. Explain the concept of Perception & its role in understanding consumer behavior.
4. Write information search process & evaluating criteria for taking the right decision for purchase.
5. What is consumer attitude change? Why is it so important for marketers to know? Explain.
6. Explain any model of consumer behavior.
7. What is reference group influence? Explain with suitable example.
8. Explain the tri component model of attitude.
9. Explain the AIO framework of lifestyle.
10. Write the presence of consumer behavior studies in India.

# **SAM COLLEGE OF MANAGEMENT & TECHNOLOGY, BHOPAL**

**Specialization : Marketing Management –**  
**Subject : Advertising Management , Subject Code: FSM-2 , MBA-III Sem**  
**Faculty- Prof. (Dr.) Sameer Sinha**

## **Section A**

### **Important Questions:**

Short Answer Type Questions

1. Explain the functions of Advertising.
2. Write a note on Rural Advertising.
3. What is Cognitive Dissonance? Explain from Consumer's point of view.
4. Differentiate between Primary and Selective Demand.
5. Explain how to build an Advertising Program.
6. Write Short notes on.
  - a) Message for ad
  - b) Layout for ad
7. What types of Media used for Advertising? Explain.
8. What is Media Planning? Explain.
9. Differentiate between Advertising and Sales Promotion.
10. What are the tools offered in Sales Promotion? Explain.

## **Section B**

### **Long Answer Type Question**

11. What is the role of Advertising in increasing market share? Explain.
12. Differentiate among Legal, Ethical & Social aspects of Advertising.
13. What is the importance of DAGMAR approach in Advertisement? Explain.
14. What is the role of Communication in Promotion? Explain any one theory.
15. Explain various elements of Advertising.
16. Explain the factors which affects advertising budget.
17. Write a detailed note on “the role of Digital Media for the growth of advertisement”.
18. Explain the functions of Advertising agency.
19. What is the Trend of Sales Promotion in Indian Market Today? Explain.
20. How the Designing of Sales Promotion Campaigns can be formulated? Explain.

**SAM COLLEGE OF MANAGEMENT & TECHNOLOGY, BHOPAL**

**Subject: Human Resource Management – Mgt. Of INDUSTRIAL RELATIONS**

**Subject Code: FS0-1(MBA III Sem Spl. )**

**Faculty- Prof. BINCY B.SAMUEL**

**Important Questions:**

**Short Answer Type Questions:**

1. Bring out the parties in Industrial Relations and explain their roles?
2. Discuss the unitary approach to Industrial Relations?
3. Discuss in short the general features of Trade Union?
4. What is Industrial Relations? Explain its nature?
5. Write short notes on?

- (i) Collective Bargaining.
- (ii) Participate management.
- (iii) Co-ownership.

6. Bring out the role of Collective Bargaining in resolving?
7. What is code of Discipline? Explain?
8. What is Employer's Associations? And what are its functions?
9. Define conflicts in industry and how to handle it?
10. What do you mean by 'Strike' by workers?

**Long Answer Type Questions:**

11. Examine the role of Industrial Relations in the emerging socio-economic scenario?
12. What do you understand by 'Collective Bargaining' critically examine its evolution in India?
13. Discuss the different approaches to Industrial Relations?
14. Explain in details the grievances redressal procedures in an organization?
15. What are the causes of Industrial Disputes? Discuss the Various Methods of resolving Industrial Disputes?
16. Describe the various methods for achieving employee participation?
17. What do you understand with participative management and how it is different from traditional management? Give examples?
18. Examine the various methods of employee empowerment?
19. What is the role of Negotiation in Industrial Relations and discuss its importance?
20. What are the causes of Grievances in an Industry? How do you discover and manage the same?



# **SAM COLLEGE OF MANAGEMENT & TECHNOLOGY, BHOPAL**

**Subject : Human Resource Management – Mgt. Training & Development**

**Subject Code: FSO-2(MBA III Sem Spl.)**

**Faculty- Prof. BINCY B.SAMUEL**

## **Important Questions:**

### **Short Answer Type Questions:**

1. Distinguish between the terms 'Training and Development'?
2. Write the roles and responsibility of a Training manager.
3. 'Pedagogy is for Children, Andragogy is for adults'. Discuss.
4. Describe the characteristics of an effective training design?
5. Write short notes on –
  - (1) Democratic need
  - (2) Diagnostic need
  - (3) Analytical need
  - (4) Compliance need
6. What do you understand by Learning process define its major objectives?
7. What is e-Learning? Discuss its advantages and disadvantages.
8. What are the essential components of a good training program?
9. Design an organizational structure and objectives for a training and placement company of Bhopal.
10. What do you understand by ROI of training?

### **Long Answer Type Questions:**

11. What are the major challenges of a training manager in an organization?
12. Define the training need assessment with appropriate examples.
13. Discuss the basic principles of Learning, Retention and Transfer.
14. Discuss the 5'E Instructional model in detail.
15. What are the major steps involved in developing training modules?
16. List out and discuss the factors which enhance the credibility of training managers?
17. Explain in detail the various methods of Training which of the training methods would you consider the best for Training management execution, why?
18. Short notes on –
  - (1) ROI of training
  - (2) Training evaluation
  - (3) Tool and techniques of training
19. Discuss in details the steps of training evaluation.
20. Describe the tools and techniques of training programme.