

Seat No. : _____

AR-124

April-2022

M.B.A., Sem.-X

Mergers and Acquisitions and Corporate Restructuring

Time : 2 Hours]

[Max. Marks : 50

- Instructions :** (1) All questions in Section – I carry **equal** marks.
(2) Attempt any **three** questions from Section – I.
(3) Attempt any **four** from Section – II.

SECTION – I

1. (A) Explain various types of mergers and acquisition. 7
(B) Explain the factors influencing Corporate Restructuring. 7
2. On 31st March 2021 the balance sheet of WM Ltd. stood as follows : 14

Liabilities	Amount	Assets	Amount
Share capital :		Plant and Machinery	5,00,000
70000 equity shares of ₹ 10 each fully paid up	7,00,000	Furniture and fixture	40,000
General Reserve	3,30,000	Stock	4,50,000
Profit and loss A/c	80,000	Debtors	1,00,000
Creditors	1,60,000	Cash & bank	1,80,000
	12,70,000		12,70,000

On this date, WM Ltd., took over the business of PQ Ltd. for ₹ 5,00,000 payable in the form of its equity shares of ₹ 10 each at par, the Balance Sheet of PQ Ltd, is as follows :

Liabilities	Amount	Assets	Amount
Share capital		Furniture and Fittings	60,000
60,000 equity shares of ₹ 10 each fully paid up	6,00,000	Stock	4,00,000
Creditors	1,00,000	Debtors	1,00,000
		Cash at Bank	40,000
		P & L A/c	1,00,000
	7,00,000		7,00,000

You are required to :

- (i) Pass journal entries and prepare ledger accounts in the books of PQ Ltd.
(ii) Show journal entries for the purchase of business in the books of WM Ltd. and draw WM Ltd.'s Balance Sheet after the takeover.

3. (A) Calculate Beta of a Company E, if its debt-equity ratio is 0.54 and tax rate 50%, information about other similar companies is : 6
- | Companies | Beta | Debt | Equity | Debt-Equity |
|-----------|------|----------|----------|-------------|
| A | 2.6 | 90,000 | 3,75,000 | 0.24 |
| B | 2.30 | 1,26,000 | 3,81,820 | 0.33 |
| C | 2.50 | 1,08,000 | 5,40,000 | 0.20 |
| D | 2.80 | 48,000 | 71,680 | 0.67 |
- (B) Explain Five Phase Business Valuation process. 8
4. (A) Describe any five anti-takeover defences tactics. 7
 (B) Discuss various types of strategic alliances. 7
5. (A) What are the essential characteristics of ideal LBO ? 7
 (B) What are the advantages and disadvantages of Joint venture ? 7

SECTION – II

6. Attempt any **FOUR** : 8
- (1) Compute Realization Profit or Loss.
 Land and Building ₹ 1,00,000, Plant and Machinery ₹ 1,50,000, Goodwill ₹ 60,000, Furniture ₹ 25,000, Inventories ₹ 65,000, Trade receivables ₹ 80,000, Bank ₹ 12,000, Trade payables ₹ 92,000, Purchase consideration ₹ 5,00,000.
 (a) 1,00,000 loss (b) 1,00,000 Profit (c) 4,00,000 profit (d) 4,00,000 loss
- (2) The EBIT of the firm for six years are ₹ 3,00,000, 3,30,000, 3,61,500, 3,94,590, 4,29,300 and 4,65,750. The tax rate is 30%. Depreciation charged on straight line basis is ₹ 1,00,000 for each year. Cost of capital @ 14%. Find out present value of FCFF.
 (a) ₹ 13,89,142 (b) ₹ 15,89,142 (c) ₹ 14,89,142 (d) ₹ 12,89,142
- (3) Compute Purchase consideration 40,000 equity shares of ₹ 10 each, at a premium of 15%, 2000 preference shares of ₹ 100 each, 8% debentures of ₹ 50,000 and ₹ 90,000 cash
 (a) ₹ 8,00,000 (b) ₹ 8,50,000 (c) ₹ 9,00,000 (d) ₹ 7,40,000
- (4) The EBIT of the firm for six years are ₹ 4,00,000, 4,30,000, 4,61,500, 4,94,590, 5,29,300 and 5,65,750. The tax rate is 30%. Depreciation charged on straight line basis is ₹ 1,00,000 for each year. Find out FCFF.
 (a) 3,80,000, 4,01,000, 4,23,000, 4,46,213, 4,70,000, 4,96,025
 (b) 3,80,000, 4,01,000, 4,23,000, 4,46,000, 4,70,510, 4,96,025
 (c) 3,80,000, 4,01,000, 4,23,050, 4,46,000, 4,70,000, 4,96,025
 (d) 3,80,000, 4,01,000, 4,23,050, 4,46,213, 4,70,510, 4,96,025
- (5) Unit- A of Z Ltd. is demerged with A ltd. The total assets of Z Ltd. is 300 lakhs. It includes deferred revenue expenditure of ₹ 35 lakhs of Unit- A and pre-incorporation expenses of ₹ 20 lakhs of Unit-B. The book value of assets of Unit- A is ₹ 98 lakhs. The general loan of Z Ltd. is ₹ 5 lakhs. What proportion of loan will be allocated to Unit -A for demerger purpose ?
 (a) ₹ 1,63,333.33 (b) ₹ 1,84,905.66 (c) ₹ 2,00,000 (d) ₹ 1,50,000

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April-2022

M.B.A., Sem.-X**Services Marketing****Time : 2 Hours]****[Max. Marks : 50****SECTION – I**Attempt any **THREE** Questions out of **FIVE** Questions :

1. (A) Mrs. Paul has purchased Godrej Air Conditioner for her home from Saurav & Sons Company. They have sent installation guy to install the AC. You are required to distinguish between Goods and Services. 7
(B) Discuss the service characteristics and their managerial implications. 7
2. (A) Explain the flow of service by taking a service of your choice. 7
(B) What is Customer Delivered Value (CDV) ? How can CDV be calculated ?
Explain different approaches to pricing of services. 7
3. Mr. Kapoor recently retired from the armed forces. A fine athlete and physical fitness enthusiast, Mr. Kapoor has been leading a vigorous and active life. Mr. Kapoor has been planning to start a business of his own after his retirement for a long time. He had always felt concerned about the low standards of physical fitness and poor quality of food of average Indian. During his participation in sport meets abroad, he saw that the foreigners were well organized in this field. Mr. Kapoor feels that running a gymnasium and a health resort would offer a good business opportunity besides fulfilling an important need of the society at large. He has seen pictures of ultra-modern gymnasiums and read about complete health resort facilities which exist abroad. Mr. Kapoor is planning to establish similar facilities in a large city in India. He is ready to settle anywhere and start this activity in a place which offers a high potential of business success. He would initially cater to the needs of company executives and businessmen. He would later extend the scope of this venture to include housewives and working women too. He is optimistic that with the hectic lifestyle of present day business people and the growing consciousness about good health, he would be able to attract a substantial clientele. He is, however, aware of the heavy financial investment required for this project and would like to be careful before taking any long-term decision in this regard. He would like to estimate the possible demand for this type of service and an indication of the financial returns that he can expect.

Question :

Describe in detail the Front-End Planning and Implementation in new service development process. 14

4. (A) What is Moment of truth ? What are the ways to manage the moments of truth ? 7
(B) Explain service blueprinting with the help of a suitable example for the same. 7
5. Mr. Chena failed to pay 3rd EMI for motor loan. He got a call from PIN Bank to pay the instalments but he was unreachable. PIN Bank has decided to open a new department called Recovery Team who will deal with the defaulter customers. 14

Read the above passage and answer :

- (1) Explain in detail Failure types. What are the ingredients of effective service recovery ?

SECTION – II

Attempt any **Eight** Questions out of **Ten** Questions : 8

- (1) Which of the following statements about the pricing of services (compared to the pricing of goods) is false ?
- (a) The demand for services tends to be more elastic than the demand for goods.
 - (b) Cost-oriented pricing is more difficult for services.
 - (c) Comparing prices of competitors is more difficult for service consumers.
 - (d) Consumers are less able to stockpile services by taking advantage of discount prices.
- (2) Characteristics of services _____
- (a) Perishability, Inseparability, Tangibility and Heterogeneity.
 - (b) Concreteness, Perishability, Inseparability and Heterogeneity.
 - (c) Heterogeneity, Solidity, Inseparability, and Perishability.
 - (d) Intangibility, Perishability, Inseparability and Heterogeneity.
- (3) Charging customers different prices for essentially the same service is called
- (a) Price Discrimination
 - (b) Supply and Demand
 - (c) Complementary
 - (d) Substitutes

- (4) Under Service Characteristics, Membership of a gym is the example of
- (a) Ownership (b) Inseparability
(c) Perishability (d) None of the above
- (5) The Demand of services can be _____
- (a) Abnormal, Sudden Seasonal, Situational and Dependent.
(b) Unusual, not-Seasonal, Situational and Dependent.
(c) Situational and Independent, Abnormal, Sudden Seasonal.
(d) Normal, Seasonal, Situational and Dependent.
- (6) In physical evidence, facility design refers
- (a) Equipment (b) Social Platforms
(c) Incentive (d) Outposts
- (7) Reasons for growth of Service Industry
- (a) Affluence (b) Leisure Time
(c) Product Complexity (d) All of them
- (8) Promotion is a way a company communicates what it does and what it can offer customer, includes _____.
- (a) Paid Media (b) Earned Media
(c) Owned Media (d) All of them
- (9) The unique service characteristic that reflects the interconnection between the service firm and its customer is called
- (a) Intangibility (b) Inseparability
(c) Homogeneity (d) Perishability
- (10) Following which is example considered for Customers Calling Service Outlets ?
- (a) Salons (b) Theatres (c) Hospital (d) All are correct
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April-2022

M.B.A., Sem.-X

(HR Specialization)

Seminar on Contemporary Issues in HRM

Time : 2 Hours]

[Max. Marks : 50

SECTION – I

Attempt any 3 out of 5 :

1. (A) Differentiate between data, information, knowledge and wisdom. 7
(B) What are the functions of HR where HRIS is used and in what manner ? Explain. 7
2. (A) Explain the five levels of PCMM with the help of suitable example. 7
(B) Highlight the importance of Knowledge workers in today's millennial generation. Explain. 7
3. (A) Mergers and Acquisition are more of people's issues than any other aspect of management. Discuss this drawing attention on HR perspectives during various stages of Mergers. 7
(B) The US Labour Department laid mass layoffs or job cuts of 50 or more by a single employer, increased to 2227 in January 2009, up by almost 50% from the same month of year 2008. Analyze this as a major HR challenge because of the impact of recessionary tendencies and strategies to overcome it. 7
4. (A) "Work Life Balance is not gender Centric" – Explain this statement and discuss the impact of work life balance on productivity of an employee and organization. 7
(B) Diverse work force in an organization has various dimensions. Throw light on diversity in this context and its impact on Culture of an Organization. 7
5. (A) Outplacement services are a successful tool to employer branding. Explain. 7
(B) Outsourcing services have created a lot of HR job opportunities. Discuss. 7

SECTION – II

6. Attempt any **8** MCQ out of **10**, each MCQ carries **1** mark.

8

- (1) A capability framework can start to develop talent for _____ planning.
 - (a) Performance
 - (b) Succession
 - (c) Appraisal
 - (d) All

- (2) The network in the company that allows company's employees to have access to all the information given by some external entities is classified as
 - (a) Wide Area Network
 - (b) Extranet
 - (c) Intranet
 - (d) Geographic Area Network

- (3) The people who ultimately use the software are called
 - (a) Final Users
 - (b) Actual users
 - (c) End users
 - (d) Consumers

- (4) A merger involving acquisition of unrelated business is known as
 - (a) Vertical Merger
 - (b) Horizontal Merger
 - (c) Conglomerate Merger
 - (d) Concentric Merger

- (5) The CMM model was first developed by
 - (a) James Watt
 - (b) David Watt
 - (c) Humphrey Watt
 - (d) Charles Watt

- (6) Which is not a challenge of outsourcing ?
 - (a) Service cost
 - (b) Data and information rights
 - (c) Convenience
 - (d) Transition of responsibilities

- (7) Which one of the following is NOT the advantage of workforce diversity ?
- (a) Increased creativity
 - (b) Decreased problem solving skills
 - (c) Multiple perspectives
 - (d) Greater openness to new ideas
- (8) HR can contribute to CSR by
- (a) Engaging employees
 - (b) Creating ambition around CSR
 - (c) Involving in decision related to CSR
 - (d) All
- (9) Recession is a period which
- (a) Increases employment
 - (b) Reduces employment
 - (c) Increases productivity
 - (d) None
- (10) Which is not a key area to focus on during Merger ?
- (a) Retention of key employees
 - (b) Employee selection and downsizing
 - (c) Development of compensation strategies
 - (d) None
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