

Seat No. : \_\_\_\_\_

# AE-133

April-2023

Int. MBA, Sem.-X

Service Marketing

Time : 2½ Hours]

[Max. Marks : 70

1. (A) How do you think selling a skin cosmetic product (like a face cream) is different from selling a beauty service at a salon (like a facial massage) ? Answer this in context of discussing service characteristics. **10**  
(B) Give any four points of importance of services in India's growth story. **4**
  2. (A) For a 'Student hostel' service, explain how as a marketer, will you draft your 7Ps strategies ? Be very specific with your suggestions of marketing strategies. **10**  
(B) Why is service pricing a difficult phenomenon than in product pricing ? What factors influence the service price ? **4**
- OR**
- (B) Discuss the role of franchising in service operations of 'Restaurants'. Give examples. **4**
3. Write short notes on any **TWO** : **14**  
(A) Service triangle including its three dimensions.  
(B) Importance of Physical evidence in managing a service centre like a Hospital.  
(C) Service Process Flow chart for a customer using a rental cab service like Ola/Uber.
  4. 'Fluctuation between demand and supply leads to serious issues of concern especially in service industry.' This is seen quite clearly in case of a Theatre where weekends go with jampacked shows and tickets sold to the maximum with the release of a blockbuster movie on one side and on the other, underoccupied morning shows and weekday shows with scanty audience and large number of vacant seats. **14**  
Explain how theatres can use innovative strategies to deal with this challenge ?  
(Answer in numbered bullet points.)

5. Explain the Service Gap model of services with respect to 'online shopping or e-tailing service'. Show it neatly with the help of a figure. **14**

**OR**

New airlines companies are very well aware of the various service related complaints that Indians face in this country. What could be the different grounds for service failures with respect to Aviation service ? How do you think airlines take corrective measures to prevent such failures in future ? **14**

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# AE-133

April-2023

Int. MBA, Sem.-X

## Seminar on Contemporary Issues in Human Resource (HR)

Time : 2½ Hours]

[Max. Marks : 70

1. (A) “The companies that use innovative HR Practices are the most successful ones.” – Explain the statement with suitable examples. 7
- (B) “The Role of HRIS has gathered importance in the recent time.” Explain with appropriate reasons for it. 7
2. What are the Five Levels of PCMM ? Explain with the relevant examples in the context of the organizations implementing it. 14
- OR**
- Explain Tacit Knowledge and Explicit Knowledge with an example. How can we say that knowledge workers are an asset to the organization ? 14
3. “Mergers and Acquisitions are more of People’s issues than any other aspect of Management.” Discuss the statement by drawing attention on HR perspective during various stages of Mergers. 14
- OR**
- “Explain the meaning of recession in economic terms and HR terms.” Why is recession considered to be a good time to hire talent ? Discuss. 14
4. (A) Explain the Employee engagement practices which help in improving the quality of work life and enhances the productivity. 7
- (B) Discuss the measures adopted by organization for work life balance. 7
5. (A) Explain outsourcing and outplacement. Why is outplacement an important activity in today’s scenario ? 6
- (B) Write short notes on : 8
  - (i) Ethical Practices in HR
  - (ii) Benefits of CSR

**AE-133**

April-2023

**Int. MBA, Sem.-X****Mergers Acquisitions and Corporate Restructuring****Time : 2½ Hours]****[Max. Marks : 70**

1. (A) Discuss the advantages and limitations of vertical merger. 7  
 (B) What are the motives behind corporate restructuring ? 7
- OR**
- (A) Explain various types of mergers. 7  
 (B) Discuss various types of due diligence. 7
2. (A) Distinguish between pooling of interest method and purchase method in accounting for amalgamation. 7  
 (B) Which are the laws governing mergers and acquisitions in India ? Discuss. 7

**OR**The balance sheet of Yellow Co. Ltd. as on 31<sup>st</sup> March 2023 is as follows :**14**

<b>Equity &amp; Liabilities</b>		<b>Amount</b>
5000, 8 % cumulative preference shares, each of ₹ 10		50,000
20000 Equity shares each of ₹ 10		2,00,000
12% Debentures		1,00,000
Creditors		30,000
Provident fund		5,000
Bills payable		2,000
<b>Total</b>		<b>3,87,000</b>
<b>ASSETS</b>		
Goodwill		20,000
Land and building		1,00,000
Plant and Machinery		1,50,000
Furniture		5,000
Patents		2,000
Stock		30,000
Debtors	50000	
Less : BDR	(1000)	49,000
Bills receivables		3,000
Cash and Bank balance		4,500
Profit & loss A/c		23,500
<b>Total</b>		<b>3,87,000</b>

Yellow Co. Ltd. is absorbed by Green Co. Ltd. as per following conditions :

- (1) Green Co. Ltd. should take over all assets and liabilities of Yellow Co. Ltd. For this purpose Land and Building and Plant and machinery be taken at ₹ 90,000 and 130,000 respectively. Patents are valueless. Provision for doubtful debts to be calculated at 5%.
- (2) Preference share holders will be given shares worth ₹ 40,000 in Green Co. Ltd. and the dividend of ₹ 4,000 will be paid in cash.
- (3) Equity share holders will be given 4 shares for every 5 shares held by them in Yellow Co. Ltd.

Prepare Realisation A/c, Preference share holders A/c, Equity shareholders A/c and Green Co. Ltd. A/c to close the books of Yellow Co. Ltd.

3. Answer ANY **TWO** from the following :

**14**

(A) The cash flow of division A of a company are given below :

	Year 1	Year 2	Year 3	Year 4	Year 5
Net operating profit after tax	7,50,000	8,02,000	8,54,000	9,06,000	9,71,000
Depreciation	3,00,000	3,20,000	3,40,000	3,60,000	3,80,000
Capital expenditure	4,00,000	4,20,000	4,50,000	4,70,000	5,00,000
Change in working capital	3,00,000	3,20,000	3,30,000	3,50,000	3,70,000

- (1) Cash flows are expected to grow at 5% after 5 years.
- (2) Cost of capital is 15% and capital employed is ₹ 32,50,000.

Evaluate the performance of the division A.

(B) Discuss the factors affecting business valuation.

(C) The balance sheet of Infinite Ltd. as at 31<sup>st</sup> March, 2023 is given below :

<b>Particulars</b>	<b>Amount</b>
Equity and liabilities	
10% Redeemable Preference shares of ₹ 10 each	10,00,000
Equity shares of ₹ 10 each, ₹ 8 per share paid-up	16,00,000
General reserve	12,00,000
12% Debentures	10,00,000
Creditors	8,00,000
<b>Total</b>	<b>56,00,000</b>
<b>Assets</b>	
Land and Building	10,00,000
Plant and Machinery	24,00,000
Furniture	3,00,000
Stock	8,00,000
Debtors	4,00,000
Bank balance	3,00,000
Bills receivables	2,00,000
Preliminary expense	2,00,000
<b>Total</b>	<b>56,00,000</b>

**Additional information :**

- (1) The present value of the fixed assets of the company is to be taken as double. Stock is valued at ₹ 16,00,000.
- (2) The goodwill of the company is to be valued at three times the average super profit of last three years.
- (3) The average super profits of last three years after tax is ₹ 12,00,000.
- (4) The expected rate of return in similar business is 12%.

Find out the value of goodwill and Intrinsic value of equity shares.

4. What is strategic alliance ? What are various types of strategic alliance ? Discuss its advantages and limitations. 14

**OR**

Give various types of Anti-takeover Defence strategies. Discuss any four in detail. 14

5. Discuss the following : (ANY **FOUR**) 14

(1) What is Buy-back of shares ? What is the need to buy-back the shares ?

(2) What is Spin off ? Explain its benefits.

(3) Distinguish between Joint venture v/s Strategic alliance.

(4) Distinguish between Management Buy-out v/s Leveraged Buy-out.

(5) Explain the characteristics of divestiture.

**OR**

What is Leveraged Buy-out ? Explain its objectives and characteristics. Explain the stages of LBO operations. 14

