

Seat No. : _____

AF-131

April-2016

**T.Y.M.B.A., Integrated
Financial Management – II**

Time : 3 Hours]

[Max. Marks : 100

1. (a) Discuss the key steps involved in obtaining a term loan. What are the types of appraisal done by financial institution ? **10**
- (b) What are the main attributes of debenture/bonds? Briefly explain innovative debt instruments. **10**
2. (a) Lease financing has proved its unique adaptability to various financial problems. Discuss its merits as compared to other methods of financing **10**
- (b) Kaka Ltd. is thinking of installing a Generator. Decide whether the Generator is to be purchased outright through 14% borrowing or to be acquired on lease rental basis. The company is in the 50 percent tax bracket .The other data available are : **10**

Purchase of Generator :

Purchase price : 20,00,000

Annual Maintenance(to be paid in advance) ₹ 50,000 per year

Expected economic useful life 6 years

Depreciation (for tax purpose) Straight line method

Salvage value : ₹ 2,00,000

Payment of loan : 6 year-end equal installments of ₹ 5,14,271

Leasing of Generator

Lease charges (to be paid in advance) ₹ 4,50,000

Maintenance expense to be borne by lessor

3. (A) How do you calculate NPV of project ? Explain merit & demerits of NPV. **5**

OR

Distinguish between NPV & IRR

- (B) ITC Ltd. have decided to purchase a machine to augment the company's installed capacity to meet the growing demand for its products. There are three machines under consideration of the management. The relevant details including estimated yearly expenditure & sales are given below: All sales are on cash corporate tax is 40%. Interest on capital may be assumed to be 10%.The cash flow

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Particulars	Machine 1	Machine 2	Machine 3
Initial investment required	3,00,000	3,00,000	3,00,000
Estimated annual sales	5,00,000	4,00,000	4,50,000
Cost of production			
Direct material	40,000	50,000	48,000
Direct labour	50,000	30,000	36,000
Factory overhead	60,000	50,000	58,000
Admin cost	20,000	10,000	15,000
S&D cost	10,000	10,000	10,000

The economic life of Machine 1 is 2 years. While it is 3 years for the other two. The scrap values are ₹ 40,000, ₹ 25,000 and ₹ 30,000 respectively.

Find out the most profitable investment based on payback period and NPV.

4. (A) How the time horizon for the cash flow analysis is usually determined ?

5

OR

Define estimation of cash flow and discuss the three elements of cash flow stream of a project ?

- (B) Shikha Ltd. is considering two mutually exclusive projects A & B, Project A costs ₹ 36,000 and Project B ₹ 30,000 you have been given below the Cash flow and Probability distribution for each project.

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Project A		Project B	
Cash flow	Probability	Cash flow	Probability
15,000	0.2	15,000	0.1
12,000	0.3	12,000	0.4
6,000	0.3	6,000	0.4
3,000	0.2	3,000	0.1

- Compute the expected NPV of project A & B.
- Compute risk attached to each project i.e. Standard deviation of each project.
- Compute the profitability index of each project.
- Which project would you recommend state with reasons.

5. (A) According to the position taken by Miller and Modigliani, dividend decision does not influence value. Please state briefly any two reasons Why companies should declare dividend and not ignore it ? **10**

- (B) The following information is given for QB Ltd. **10**

EPS	₹ 12
Dividend per share	₹ 3
Cost of capital	18%
Internal rate of return on investment	22%
Retention ratio	40%

Calculate the market price per share using :

- (i) Gordon's Formula
(ii) Walters Formula

OR

- (A) Discuss in detail the determinants of dividend policy. **10**

- (B) M Ltd. belongs to a risk class for which the capitalization rate is 10%.It has 25,000 outstanding shares and the current market price is ₹ 100. It expects a net profit of ₹ 2,50,000 for the year and the board is considering dividend of ₹ 5 per share. **10**

M Ltd. requires to raise ₹ 5,00,000 for an approval investment expense. Show how the MM approach affects the value of M Ltd. if dividends are paid or not paid.

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**T.Y. M.B.A., Integrated
Marketing Management – II**

Time : 3 Hours]

[Max. Marks : 100

- Instructions :** (1) Attempt **all** questions.
(2) **All** questions carry equal marks.

1. (a) Conduct an environmental analysis for a global chain departmental store aspiring to set-up shop in India. **10**
(b) Discuss the methods that an organization may use to enter the global markets. **10**

OR

Discuss the elements of marketing mix in a global context.

2. (a) Discuss the bases commonly used to segment consumer markets. Use illustrations to support your answer. **8**
(b) What is Decision support system ? How is internet impacting DSS and Marketing Research ? **8**
(c) Explain one to one marketing. **4**
3. (a) Identify the key processes of supply chain management and discuss how each of these process impacts the end customer. **12**
(b) Write a note on non-store Retailing **OR** Franchising. **8**
4. (a) Define personal selling. What are its advantages ? How is it different than relationship selling ? **8**

- (b) What is customer Relationship Management Cycle. How can an organization use it to develop good relationship with its customers. **12**
5. (a) Discuss the social media tools used by marketers to generate content through consumers and corporate. How can these social media tools be measured ? **12**
- (b) Describe the characteristics of BOP market. What are the challenges that a marketer can face in serving the BOP market ? **8**
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AF-131

April-2016

T.Y.M.B.A., Integrated

Human Resource Management – II

Time : 3 Hours]

[Max. Marks : 100

1. What are the reasons for organizational change ? Explain the approaches to organizational change. **20**

OR

What is process of communication ? Discuss in detail oral, written and non-verbal communication with examples. **20**

2. Attempt any **two** :

[A] Discuss the need and scope of Human Resource Development. **10**

[B] Discuss the concept of Management Information System and Human Resource Information System. **10**

[C] Define Human Resource Accounting. Discuss the methods of Human Resource Accounting. **10**

3. Answer any **two** :

[A] What is Retention Management ? Explain the importance of retention and discuss retention management strategies. **10**

[B] What do you mean by internal mobility and external mobility ? Explain the types and effects of external mobility. **10**

[C] Explain the preventive measures taken for protection against health hazards in organization. **10**

4. Define Career Planning. Explain the elements of Career Development Programme. **20**

OR

Define Performance Appraisal and discuss trait method of performance appraisal in detail.

5. Write short notes on any **two** : **20**

[A] Aspects of E-HRM

[B] Dual Career Group

[C] Right sizing workforce and its consequences.
