



Seat No. : _____

XY-128

Five Years M.B.A. Integrated (K.S.)

T.Y. MBA

April-2013

Business Management

Time : 3 Hours]

[Max. Marks : 70

1. (a) Identify early theories of motivation and evaluate their applicability today. (any **two**) 7
- (b) Define charismatic leadership. Give examples of charismatic leaders. Explain key characteristics of charismatic leaders. 7

OR

Define strong and weak culture. Explain factors that create and sustain an organizations culture.

2. (a) Define the term Discipline. Explain disciplinary action procedure in detail. 7
- (b) Define the terms given under the Industrial Disputes Act, 1947 : 7
- (i) Strike
- (ii) Lock out
- (iii) Lay off
- (iv) Retrenchment
- (v) Workman
- (vi) Wages

OR

Draw out an ideal grievance redressal procedure and elaborate it.

3. (a) What is advertising ? Explain 5 M's of advertising with relevant examples. 7
- (b) Pickup any brand from the following brands :
- (1) MTS
- (2) Apollo Hospitals
- (3) Car

rental service provider and practically explain 7 P's of marketing with relevant examples. 7

OR

McDonald is going to launch a new product series. You are appointed as research analyst. How would you proceed further ? What strategies would be used by you ?

4. (a) Write short notes on : 7
 (1) Channels of distribution
 (2) Public relations
- (b) Explain internal sources of finance. 7

OR

Write a short note on 'Financial Institutions'.

5. (a) The sales forecast for January to May, 2013 and actual sales for November and December, 2012 of Sayona Co. are given as under :

Month	Sales (₹)
<u>Actual</u>	
November-2012	80,000
December-12	70,000
<u>Forecast</u>	
January, 2013	80,000
February-13	1,00,000
March-13	80,000
April-13	1,00,000
May-13	90,000

20% of sales is in cash and rest is on credit, payment of which is realized in the third month. (January sales in March).

The following other information are also available :

- (1) Amount of purchase is budgeted at 60% of the sales turnover of a month and paid in the third month of purchase.
- (2) Variable expenses is 5% of sales-time lag of payment is half month.
- (3) Commission on credit sales @ 5% is payable in the third month.
- (4) Rent and other expenses amounting ₹ 3,000 paid every month.
- (5) Payment for purchase of fixed assets ₹ 50,000 in March, 2013.
- (6) Payment for taxes in April, 2013 is ₹ 20,000.
- (7) There will be an opening cash balance on 1st January 2013 was ₹ 25,000.

You are required to prepare a Cash Budget for five months from January to May, 2013. 8

- (b) Define Receivable Management. Explain costs associated with Receivable Management. 6

OR

ABC Ltd., is examining the question of relaxing its credit policy. It sells at present 20,000 units at a price of ₹ 100 per unit, the variable cost per unit is ₹ 88 and average cost per unit at the current sales volume is ₹ 92. All the sales are on credit, the average collection period being 36 days.

A relaxed credit policy is expected to increase sales by 10% and the average age of receivable to 60 days. Assuming 15% return, should the firm relax its credit policy ? Assume 360 days a year.