

**AN-110**

April-2025

**Int. M.B.A., Sem.-VI****Financial Management – II****Time : 2:30 Hours]****[Max. Marks : 70**

1. Compare the various instruments of long-term financing in terms of features, benefits and limitations. **14**

2. Answer any **two** from (A), (B) and (C) below : **14**

(A) ABC Machine Tool Company Ltd. is considering the acquisition of large equipment. Decide whether the equipment to be purchased (through 15% borrowing) or to be acquired on lease rental basis. The company is in the 40% tax bracket. The other data available are :

Purchase price	: ₹ 20,00,000
Expected economic useful life	: 6 years
Depreciation (for tax purpose)	: Straight line method
Salvage value	: ₹ 2,00,000

**Leasing of Equipment :**

Lease charges (in advance)	: ₹ 4,00,000 p.a.
----------------------------	-------------------

Payment of loan : 6 year-end equal instalments of ₹ 5,28,474.

(B) What is hybrid financial instruments and how do they combine elements of both debt and equity ? Also give some examples of hybrid instruments and their uses in companies.

(C) Why is Venture capital considered a risky investment compared to other forms of financing ?

3. A company is considering an investment proposal to install new milling controls at a cost of ₹ 50,000. The facility has a life expectancy of 5 years and no salvage value. The tax rate is 35%. Assume the firm uses straight line depreciation and the same is allowed for tax purposes. The estimated CFBT from investment proposals are as follows : **14**

Year	CFBT (₹)
1	10,000
2	10,692
3	12,769
4	13,462
5	20,385

Compute the following :

- (1) Payback period (2) ARR  
 (3) NPV @ 10% discount rate (4) PI @ 10% discount rate  
 (5) IRR

4. Answer any **two** from (A), (B) and (C) below :

14

(A) A company is considering an investment in a project that requires an initial net investment of ₹ 3,000 with an expected cash flow generated over two years as follows :

Year – 1		Year – 2	
CFAT (₹)	Probability	CFAT (₹)	Probability
800	0.1	800	0.1
1,000	0.2	1,000	0.3
1,500	0.4	1,500	0.4
2,000	0.3	2,000	0.2

- (i) What is the expected NPV of this project (Discount rate 5%) ?  
 (ii) Calculate the standard deviation about the expected value.

(B) A firm has an investment proposal, requiring an outlay of ₹ 80,000. The investment proposal is expected to have two years of economic life with no salvage value. In year I, there is a 0.4 probability that cash inflow after tax will be ₹ 50,000 and 0.6 probability that cash inflow after tax will be ₹ 60,000. The probability assigned to cash inflow after tax for the year 2 are as follows :

If Cash inflow in year 1	₹ 50,000		₹ 60,000	
Then, cash inflow in year 2		Prob.		Prob.
	₹ 24,000	0.2	₹ 40,000	0.4
	₹ 32,000	0.3	₹ 50,000	0.5
	₹ 44,000	0.5	₹ 60,000	0.1

The firm uses 10% discount rate for this type of investment. Construct a decision tree for the proposed investment project and calculate the expected NPV.

(C) Critically comment on the methods of risk-analysis commonly used in practice (Any **three**).

5. (A) What are different factors determining the dividend policy of a firm ? Explain. 7

**OR**

5. (A) Prove the dividend irrelevance theorem given by Modigliani and Miller. 7

(B) The earnings per share of a company are ₹ 20. The company is considering to adopt payout ratios of 20%, 40% or 60%. What will be the market values of the company's share using Walter's model if it is given that the retained earnings of the company earn a return of 20% and the cost of capital of the company is 10%. 7

# AN-110

April-2025

Int. M.B.A., Sem.-VI

## Marketing Management – Theory & Practice-II

Time : 2:30 Hours]

[Max. Marks : 70

1. How does Pizza Hut adjust its business strategies to accommodate the diverse cultural, social, demographic, economic, technological, political, legal, and natural factors influencing consumer preferences and eating habits within its target market. 14

2. A technology company Healthify has developed a revolutionary fitness tracking device that combines advanced biometric sensors with artificial intelligence algorithms to provide users with highly personalized workout recommendations, health insights, and performance tracking. The device offers features such as real-time heart rate monitoring, calorie tracking, sleep analysis, and personalized coaching based on individual fitness goals. 14

The company wants to launch this new fitness tracking device into the market, but they face a challenge : how to effectively target and appeal to their diverse potential customer base. Here's a scenario where market segmentation becomes crucial.

Q. Describe the key steps would be taken by Healthify in segmenting a market effectively. What are the fundamental criteria or bases of positioning that Healthify will employ to establish its unique position within the market ?

**OR**

2. A large theme park Imagica company is planning to renovate one of its popular attractions, a roller coaster ride, to enhance the overall visitor experience. To ensure the renovation meets the expectations of visitors and aligns with safety standards, the company decides to conduct primary data collection through observation Research. 14

Q. What specific observational methods and tools would be most effective in capturing real-time data on visitor interactions with the roller coaster ? What will be the sampling procedures for collecting observational data ? What are types of sampling errors that might arise in the process ?

3. A global electronics manufacturing company Sony is experiencing inefficiencies and delays in its supply chain, resulting in inventory shortages, production disruptions, and increased costs. To address these challenges and improve overall performance, the company recognizes the need for supply chain integration. 14

Q. What are the six types of supply chain integration required by a firm Sony to achieve world-class supply chain management ?

Q. What are the key logistical components necessary for effectively managing a supply chain to bring the integration effective ?

**OR**

3. A startup company Binori specializing in artisanal, handcrafted home décor products is looking to expand its market reach and increase sales beyond traditional brick-and-mortar stores. Recognizing the growing trend of e-commerce and the potential to reach a wider audience, the company decides to explore non-store retailing options. **14**

Q. What non-retailing store formats can Binori consider for its expansion to increase sales ? What are the major types of retail operations available to Binori to diversify its retailing strategies in the conventional store model for expansion ?

4. Imagine a tech firm AVP Solution that specializes in innovative home automation solutions. Their latest product is a cutting-edge, high-end home automation system that integrates seamlessly with smart devices, providing users with unparalleled convenience, security, and energy efficiency. Despite the advanced features and benefits of their new home automation system, the target market for this product consists primarily of affluent homeowners who value personalized service and expertise. These consumers often have specific preferences, concerns, and requirements when it comes to home automation, and they are willing to invest in solutions that align closely with their needs. Given the complexity and sophistication of the product, traditional marketing channels alone are insufficient to effectively reach and engage this target audience. Instead, the company recognizes the importance of relationship personal selling to establish trust, demonstrate the value proposition, and address the unique requirements of each potential customer. **14**

Q. How can the AVP Solution implement relationship-based selling techniques contributing to its success in introducing and selling its advanced home automation system to homeowners.

**OR**

4. Define the Customer Relationship Management. Elaborate the Customer Relationship Management Cycle in company to manage customer relationship to increase brand equity. **14**
5. (A) How can companies develop effective marketing strategies tailored to the bottom of the pyramid ? **14**
- (B) What are the different social media tool a company can employ to implement organisation's social media strategy ? Elaborate.

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

# AN-110

April-2025

Int. M.B.A., Sem.-VI

## Human Resource Management – II

Time : 2:30 Hours]

[Max. Marks : 70

1. (A) Differentiate between MBO and Managerial grid in detail. 7  
(B) Explain Herzberg's two factor theory and Vroom Expectancy theory related to motivation. 7
  2. (A) Discuss the meaning and objectives of Human Resource Development. 7  
(B) Define the term 'Human Resource Records'. Explain the importance of records in short. 7
  3. Explain the concept of retention management, its importance and also strategy for retaining employees. 14
- OR**
3. What is absenteeism ? Explain the causes of absenteeism and measures to minimize absenteeism. 14
  4. Discuss the different methods of performance appraisal in detail. 14
- OR**
4. (A) What is talent management ? Explain the strategies for managing the talented employees. 7  
(B) Explain the meaning of performance appraisal and need of performance appraisal. 7
  5. Attempt : (Any 4) 14
    - (1) E-job analysis
    - (2) Competitive advantage
    - (3) E-selection
    - (4) Emotional intelligence
    - (5) Moonlight by employees

# AN-110

April-2025

Int. MBA, Sem.-VI

## Public Health & Hospital Management

Time : 2:30 Hours]

[Max. Marks : 70

- Instructions :**
- (1) The figures on right hand side indicate marks.
  - (2) Both the questions mentioned in Question 1 are compulsory.
  - (3) From question 1 to 4, each of the sub question is of 7 marks.
  - (4) Students are only allowed to attempt either **two** questions above the “OR” option, or two questions below the “OR” option in Question 2, 3, and 4.

1. (i) Explain the role of Information Technology in Public Health. 7  
(ii) Why is waste management important in hospitals ? Elaborate by considering different types of waste, hospitals generate. 7
  
2. (i) What is the importance of medical records in the health sector ? 7  
(ii) Write a note on the following :
  - (a) Linen & Laundry Management in hospital 3
  - (b) Role of medical courier service in the health sector 4

**OR**

- (i) Elaborate the five Rs of Waste management. Which among these do you follow on a regular basis and why ? 7  
(ii) Why medical audit is important for hospitals ? Elaborate. 7
  
3. Write a note on the following :
  - (i) Role of Epidemiology in Public Health 7
  - (ii) Descriptive epidemiology vs. Analytic epidemiology 7

**OR**

- (i) Explain epidemic, pandemic and endemic with examples. Which of these do you think is most dangerous & why ? 7  
(ii) Discuss various ways through which India tackled the COVID-19 scenario. Did the nation fail in managing this emergency or not -give your viewpoint ? 7

4. Read the information below taken from Press Information Bureau and answer the linked questions.

***Towards a Fit and Healthy India : Combating Obesity Through Collective Action***

Obesity has become a major public health challenge in India, affecting people across all age groups and increasing the risk of non-communicable diseases (NCDs) such as diabetes, heart disease, and hypertension. Driven by unhealthy diets, sedentary lifestyles, and environmental factors, obesity is rising at an alarming rate, impacting both urban and rural populations. The shift towards processed foods, reduced physical activity, and lifestyle changes has further contributed to this growing crisis.

According to the World Health Organization (WHO), obesity is defined as an abnormal or excessive fat accumulation that presents a risk to health. The commonly used metric to classify obesity is Body Mass Index (BMI), where a BMI of 25 or above is considered overweight, and a BMI of 30 or above is classified as obese. In India, a person is considered overweight if their Body Mass Index (BMI) is between 23.0 and 24.9 kg/m<sup>2</sup>, and obese if their BMI is 25 kg/m<sup>2</sup> or higher. Morbid obesity occurs when a person's BMI is 35 or more.

**India's Obesity Statistics**

- As per the National Family Health Survey (NFHS)-5 (2019-21), overall, 24% of Indian women and 23% of Indian men are overweight or obese.
- As per the NFHS-5, (2019-2021) in the category of ages 15-49 years, 6.4% of women and 4.0% of men, are obese.
- There has also been an increase in the percentage of children under 5 years who are overweight (weight-for-height) from 2.1 percent in NFHS-4 (2015-16) to 3.4 percent in NFHS-5 (2019-21) at All-India level.

Recognizing the urgency of this issue, Prime Minister Narendra Modi, in his recent Mann Ki Baat address, emphasized the need for nationwide awareness and collective action to reduce obesity, particularly through lower edible oil consumption. He nominated prominent individuals across India to lead an awareness movement. This call for collective action highlights the importance of tackling obesity at both individual and community levels, reinforcing the need for a fitter and healthier India. The Government of India has launched several initiatives, including the Fit India Movement, NP-NCD, POSHAN Abhiyaan, Eat Right India, and Khelo India, to promote healthier lifestyles, better nutrition, and physical activity.

- (i) What are the key factors leading to rise of obesity in India ? Explain each of them. 7
- (ii) The Commonly used metric to classify obesity is BMI. Do you think all people falling under the BMI range of 18-25 are all fit ? Why/Why not ? Elaborate your viewpoint for the same. 7

**OR**

- (i) How initiatives like “Khelo India” & “Eat Right India” can help the nation fight obesity ? 7
- (ii) Consider yourself as a member of the advisory committee of GoI for the obesity reduction program, what additional initiatives will you include, apart from those considered by the government currently, and why ? 7

5. Explain briefly :

- (1) Diet Counselling 2
  - (2) Sanitation & Sanitization 2
  - (3) Soil pollution & Public Health 3
  - (4) Sick Building Syndrome 3
  - (5) Active & Passive Immunity 4
-