



Seat No. : _____

DL-109

December-2025

5th Year M.B.A., Sem.-IX

**Management of Financial Services
(Finance Specialization)**

Time : 2:30 Hours]

[Max. Marks : 70

1. Examine the various instruments of the Indian money market and evaluate their contribution to short-term financing activities. **14**
2. Examine how credit rating agencies in India assess creditworthiness and illustrate the role of this methodology in maintaining transparency and investor confidence. **14**
- OR**
2. (a) Explain how FII and FDI differ in nature and purpose and examine their combined effects on India's economic performance. **7**
- (b) Define venture capital and describe various steps in the venture capital funding cycle. **7**
3. Examine the evolution of banking reforms in India from nationalization to the post-1991 era. Discuss how these reforms have transformed the role and performance of Indian banking institutions. **14**
- OR**
3. Write short notes on : **14**
 - (a) Reserve Bank of India
 - (b) Types and importance of co-operative banks in India.
4. Explain how NBFCs contribute to the Indian financial system through their roles and functions. Also describe in detail the activity-based classification of NBFCs. **14**
- OR**
4. Provide explanatory notes on : **14**
 - (a) State Financial Institutions (SFIs)
 - (b) Merchant banks
5. Discuss the concept of factoring, outline the different types of factoring services and explain the procedure followed in the factoring process. **14**
- OR**
5. (a) Write a concise note on IRDAI as the regulatory authority for the insurance sector in India. **7**
- (b) Differentiate between leasing and hire purchase, highlighting the key distinctions. **7**

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December-2025

5th Year M.B.A., Sem.-IX**Marketing Research****Time : 2:30 Hours]****[Max. Marks : 70**

1. (A) What is the importance of Focus Group interviews in Research ? Discuss the different types of FGDs with relevant examples on each. **7**
- (B) Write a detailed note on 'Errors related to the Interviewer's understanding'. **7**

OR

1. In recent years, Gujarat has witnessed a shift in its social culture, particularly in terms of party culture. Traditionally known for its conservative values, the state has increasingly embraced modern social events, with young people leading the change. Arjun, a university student in Ahmedabad, is a perfect example of this shift. Despite the state's reputation for its cultural conservatism, Arjun and his friends frequently organize parties, blending traditional Gujarati elements with contemporary trends. These gatherings are marked by loud music, modern attire and a fusion of local and global cuisines. Though alcohol is still restricted in most parts of Gujarat, parties often focus on music, dance and socializing. Arjun believes these parties offer a space for personal expression and connection, as young people push against societal norms while maintaining respect for family traditions. This evolving party culture reflects a balancing act between Gujaratis love for networking as well as a growing liberal mindset of the youth ready to get into the show-business.
- As a researcher, you want to do a market study on this changing trend. Discuss at length how objectives of the descriptive research design will be different from exploratory design with respect to this research study ? List a few of them. **14**
2. Answer any **TWO** : **14**
- (A) Limited Research suppliers
- (B) Non-Probability Sampling techniques
- (C) Field experiments versus Lab experiments
3. Answer any **TWO** : **14**
- (A) 'OH MY DOG'- a leading firm in India popular for its dog salons and services wants to launch its new product line of accessories for the fashion-conscious pet parents like the customized and scented belts, sweaters with names embroidered, colourful fur clips and bows etc.
- Test marketing offers great advantage in case the firm wants to check the feasibility of this project first at Mumbai and then pan-India. Which are the different methods available for test marketing ? Suggest how could the company go about with these.

- (B) Explain in detail any 5 Advertising research related copy tests that are used before the release of the ad.
- (C) Write a detailed note on different types of Measurement scales [NOIR] that could be used in defining variable types. Give adequate examples for each.
4. Survey methods have huge potential in collecting primary data because of their different methods. Discuss them at length. **14**

OR

4. Write a detailed note on 'Positioning Research' and the various methods available to do the perceptual mapping for the same. **14**
5. Develop all the possible projective techniques for the following research objective designed for Exploratory research. **14**
 Research objective : 'To develop insights about the preference for Web series on various OTT platforms amongst the GenZ audience.' [Draw pictures if necessary.]

OR

5. Show how does a Senior Sales Executive develop insights based on Sales Research Analysis using the following data. What will be the critical findings that can be developed here ? What strategies should be developed by the company ? **14**

Brand Name	Most selling Pack Size (g)	Region	Sales Volume [in cartons]	Sales Value (in 000 ₹)	Profit (\$)	Market Share (%)	Sales visit cost
Crunchy Bite	100g	North	12,500	31,250	6,250	18%	Low
Choco Delight	75g	South	9,800	27,440	5,100	14%	Low
Butter Crisp	150g	East	14,200	42,600	7,900	20%	Moderate
Marie Gold Plus	120g	East	11,000	24,200	4,800	12%	Low
Wheat Digestive	200g	North	7,500	30,000	6,000	10%	Low
Coffee treat	100g	South	16,400	49,200	9,300	22%	Low
Oat Crunch	80g	West	9,000	21,600	4,200	9%	High
Vanilla Treat	50g	West	13,250	19,875	3,100	8%	High

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5th Year M.B.A., Sem.-IX

Industrial Relations and Labour Laws

(HR)

Time : 2:30 Hours]

[Max. Marks : 70

1. Explain few important elements of Industrial Relations. Also describe the principles of Modern labour legislation. Give example for each principle. 14
2. Discuss Model Standing Orders under The Central Industrial Employment (standing order) Rules. What is the Disciplinary action for Misconduct under the Industrial Employment Act ? 14
- OR**
2. What are the different methods of settling Industrial Disputes in India ? Explain each method in detail with discreet example. 14
3. (a) Explain the Payment of wages legislation and discuss the Objectives of payment of wages legislation. 7
(b) Write and explain an Appraisal of the Minimum wages Act, 1948 and state the recommendation of 2nd NC1 (2002). 7
- OR**
3. Write the object and the scope of the Factories Act, 1948. Discuss the important Provisions regarding the Safety of the Workers under the Act. 14
4. Answer any **two** : 14
 - (a) Explain the clauses in terms of, “Arising ‘out of’ and ‘In the course of employment’” under the Workmen’s Compensation Legislation Act, 1923.
 - (b) Write and explain the important provisions for Shops and Establishments Act, 1953.
 - (c) Explain the clause of Hours and Limitation of Employment as per the Mines Act, 1952.
5. (a) What is International Labour Organization’s main objective ? Explain the structure of ILO at length. 8
(b) Write short notes on any **two** : 6
 - (1) The Merchant shipping Act, 1958.
 - (2) Employees’ provident Funds & Miscellaneous Provision Act, 1952.
 - (3) The contract Labour (Regulation and abolition), Act 1970.