

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

**DC-142**

**December-2017**

**5<sup>th</sup> Year MBA Integrated Degree Course**

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

**Time : 3 Hours]**

**[Max. Marks : 100**

1. (a) How can the Indian Financial System be classified ? Describe the various components of that classification. **10**  
(b) Write a detailed note on various players of the Debt Market. **10**
2. Explain any **two** from below : **20**
  - (a) SEBI regulations on Stock Market.
  - (b) Which system has replaced the traditional settlement and clearing system ? Mention the benefits of that system.
  - (c) Credit Ratings make markets more efficient and transparent. Explain the statement.
3. (a) Explain the Basel committee proposals in detail. **10**

**OR**

Write a note on Rural Co-operative Bank.  
(b) Describe various functions of RBI in detail. **10**
4. (a) What is NBFCs ? Describe various types of NBFCs alongwith their respective principal business in tabular format. **10**  
(b) What are the regulations for merchant banking ? Which services are rendered by them ? Discuss in detail. **10**

**OR**

  - (i) Explain DCF Technique for financial appraisal of a project. **5**
  - (ii) Describe the difference between Investment Banking and Merchant Banking. **5**
5. (a) Two friends Mr. A, who is doing job in a private company and Mr. B, who has a business in two-wheeler battery production. After having reasonable amount of money, both friends have decided to invest that money in some mutual funds plan. Mr. A wants regular income as return so he can have another source of income along with the salary. Apart from that, his requirement is of moderate risk as he is a straight forward job employee. While Mr. B, is a kind of person who can take risk for medium term but along with that he needs capital appreciation also since he wants to expand his business. But here the trouble with them is that they both are not aware about any sort of mutual fund schemes.  
From the above information, which plan you will suggest them ? Describe the respective plans for both the friends in detail along with the reasons. **10**  
(b) How the IRDA plays regulatory role in insurance sector ? Explain in detail. **10**

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**5<sup>th</sup> Year MBA Integrated Degree Course  
Marketing Research**

**Time : 3 Hours]**

**[Max. Marks : 100**

1. (a) Explain in detail which different techniques for idea generation could be used for New product development. Give suitable examples for each. **10**
- (b) How do you think descriptive research designs are different from exploratory designs ? Give an example for both designs. **10**

**OR**

‘The perspective of management decision problem is quite different from marketing research problem.’ Show your agreement or disagreement with the statement and with adequate examples.

2. Answer any **four** : **20**

- (a) Limited Research suppliers
- (b) Focus group interviews
- (c) Published secondary data
- (d) Personal interviewing methods for surveys
- (e) Bases for sales analysis

3. (a) How do you think trace analysis research is difficult to conduct and interpret ? Give atleast three different examples wherein the inferences from trace analysis may be questionable. **10**
- (b) Extraneous variables may be of serious concern in conducting experiments. Explain which are these variables with adequate examples. **10**

**OR**

Which are the non-probability sampling techniques used in conducting research ? Explain.

4. (a) You have been appointed as a Researcher with the objective to do advertising research just before the print-ad release for how effective is your client's new ad campaign. **12**

The advertisement campaign is by Royal Rajwadi Gold Jewellers for the launch of their designer jewellery under the brand name ‘Padmavati Collection’ in Ahrnedabad. Which different copy testing methods would you suggest to them and how would you conduct them ? [Be specific to the problem in question.]

- (b) What is the use of various multivariate techniques in marketing research ?  
Describe a few of them. **8**

**OR**

Compare and contrast between the various types of problem identification and problem solving research with suitable examples for each.

5. (a) Draw a comparison and contrast between Standard Test markets and Controlled Test markets. **10**
- (b) Answer any **two** in detail : **10**
- (1) Image profile analysis in perceptual mapping
  - (2) Uses of test marketing
  - (3) Audimeter and Roster Recall
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**5<sup>th</sup> Year MBA Integrated Degree Course**  
**Industrial Relations & Labour Laws**

**Time : 3 Hours]**

**[Max. Marks : 100**

1. (a) Discuss The Nature of industrial Conflict in terms of Industrial relations. Write the process of registration of Trade Union. **10**  
(b) Differentiate between Social Legislation and Labour Legislation. Also explain the important principles of Modern Labour Legislation. **10**
  2. Discuss different types of strikes and explain different methods of Settling Industrial Disputes. **20**
- OR**
- Explain :
- (a) Disciplinary action for misconduct under Industrial Employment (Standing Order) Legislation. **10**
  - (b) Submission of Draft Standing Orders and Conditions for Certification under Industrial Employment Act, 1946. **10**
3. Answer any **two** : **20**
  - (1) Discuss the important Provisions of Minimum Wages Act, 1948.
  - (2) Write and explain the procedure in the Trial of Offences under the Payment of Wages Act, 1936.
  - (3) Explain the Safety Provisions under the Factory Legislation Act, 1948.
4. Write brief notes on any **four** : **20**
  - (1) Provisions regarding Employment and leave under Mines Act, 1952.
  - (2) Penalties and Cognizance of Offences-Shop and Establishment Act.
  - (3) Equal Remuneration Act, 1976 - A brief overview.
  - (4) An assessment of Workmen's Compensation Legislation and Recommendation of Second NCL (2002).
  - (5) Amount of Compensation for the loss of Earning in case of Death, Permanent Total Disability and Permanent Partial Disability.
5. (a) Explain at length the structure of 'The ILO'. Also write the functions of each one. **14**  
(b) Write short notes on any **two** of the following Acts : **6**
  - (1) Inter-state Migrant Workmen (Regulation of Employment and Conditions of Service) Act, 1979.
  - (2) The Merchant Shipping Act, 1958.
  - (3) The Plantation Labour Act, 1951.