

[Time: 2:30 Hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory.
 2. Figures to the right indicate full marks.

Q.1 A) Answer the following: (Any Eight)

08

1. _____ are factors that have been shown to affect consumer behavior.
 - A) Brand name, quality, newness, and complexity
 - B) Advertising, marketing, product, and price
 - C) Outlets, strategies, concept, and brand name
 - D) Quality, advertising, product positioning, and strategy.
2. A person's _____ consist(s) of all the groups that have a direct (face-ta-face) or indirect influence on his/her attitudes or behavior.
 - A) subculture B) family C) social class D) reference groups
3. Identify an economic circumstance that can greatly affect any product or brand choice.
 - A) retirement B) values C) lifestyle D) borrowing power.
4. Consumers often choose and use brands that have a brand personality consistent with how they see themselves, also known as the _____.
 - A) actual self-concept B) ideal self-concept
 - C) others' self-concept D) prohibitive self-concept
5. _____ portrays the "whole person" interacting with his or her environment.
 - A) Attitude B) Personality C) Lifestyle D) Self-concept
6. Marketers who target consumers on the basis of their _____ believe that they can influence purchase behavior by appealing to people's inner selves
 - A) core values B) sophistication C) money constrain D) social class
7. At the top of Maslow's hierarchy of needs comes.
 - A) esteem B) self-actualization C) social D) safety.
8. Which of the following also includes a situation-specific component?
 - A) personality B) self-concept C) involvement D) demographics
9. Which of the following is a situation in which consumer behaviour occurs?
 - A) communications situation B) purchase situation
 - C) usage situation D) All of the above
10. Understanding of consumer needs and then develops a marketing mix to satisfy these needs.
 - A) The marketing concept B) The strategic plan
 - C) The product influences D) The price influences

Q.1 B) Match the column: (Any Seven)

07

| Column 'A' | Column 'B' |
|--------------------------------|----------------------------------|
| 1. Online Stores | a) Brick-and-Mortar |
| 2. Direct purchase from store | b) Traditional Bound |
| 3. Laggards | c) 24X7 |
| 4. Personal factors | d) Lifestyle |
| 5. Person's own living pattern | e) Self-concept and personality. |

Q. P. Code: 34217

TIME: 2 ½ hrs

MARKS : 75

Notes : (i) All questions are compulsory
(ii) Figures to the right indicate full marks

- | | |
|---|----|
| Q1A) Define strategic management. Explain its features | 08 |
| Q1B) Discuss the role of strategist in banking sector | 07 |
| OR | |
| Q1C) Explain the different levels at which strategies are formulated. | 08 |
| Q1D) Explain the concept and advantages of Strategic Business Unit (SBU)? | 07 |
| Q2A) Explain the impact of political environment on strategic management. | 08 |
| Q2B) Explain the arguments in favour of corporate social responsibility. | 07 |
| OR | |
| Q2C) Explain, with examples, the impact of technology on banking operations. | 08 |
| Q2D) What do you mean by business environment? Explain the internal components of business environment. | 07 |
| Q3A) "Strategist should have knowledge of BCG Matrix" Do you agree? Justify | 08 |
| Q3B) Explain the reasons for organizations to diversify their business | 07 |
| OR | |
| Q3C) Explain the meaning and reasons for organizational downsizing | 08 |
| Q3D) Explain briefly the McKinsey Framework. | 07 |
| Q4A) What do you mean by benchmarking? Explain its significance in banking sector. | 08 |
| Q4B) State the advantages and limitations of budgetary control | 07 |
| OR | |
| Q4C) Elucidate the qualities of strategic leader | 08 |
| Q4D) Bring out the relation between strategy and structure. | 07 |
| Q5 Write Short Notes on (Any 3) | 15 |
| 1. Challenges of Strategic Management | |
| 2. Impact of legal environment on strategies | |
| 3. Integration Strategy | |
| 4. Resource Mobilization | |
| 5. SWOT ANALYSIS | |

Q.P. Code :00870

[Time: 2½ Hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. All Question are **compulsory**.
 2. All questions carry **equal marks**.
 3. Give suitable examples wherever necessary.

- Q.1 a) Define Business Ethics. Explain the importance for business ethics? (08)
b) Discuss the various unfair business practices? (07)
- OR**
- p) Explain the role of Independent Director in Corporate Governance? (08)
q) Discuss insider trading & explain the measures to prevent insider trading? (07)
- Q.2 a) Explain the recommendations of Kumar Mangalam's committee on corporate Governance? (08)
b) Define Corporate Governance & explain its characteristics? (07)
- OR**
- p) Explain the various recommendations by CII code on Corporate Governance? (08)
q) Discuss the principles of Corporate Governance? (07)
- Q.3 a) Define code of conduct? Explain the features of code of conduct? (08)
b) Explain the responsibility of business towards shareholders & employees? (07)
- OR**
- p) Discuss Corporate Governance in Insurance sector in India? (08)
q) Explain the significance of CSR in an organization? (07)
- Q.4 a) What is corruption? Explain the causes of corruption? (08)
b) Explain various Frauds & Scams in Indian Financial markets? (07)
- OR**
- p) Discuss Zero Tolerance of corruption action plan? (08)
q) Explain the role of Competition Commission of India? (07)
- Q.5 Write short notes on **any three** of the following (15)
- a. Audit committee
 - b. Values & ethics techniques from Holy Quran.
 - c. Nomination Committee under Clause 49.
 - d. IT Frauds.
 - e. Patent & Copyrights.

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Paper / Subject Code: 11804 / Human Resource Management Banking & Insurance.

Q.P. Code :26023

[Time: 2 $\frac{1}{2}$ Hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B: 1. All questions are compulsory.
2. Figures to the right indicate full marks.

- Q.1**
- a) "The profile of an HR manager has undergone tremendous change". Explain. 07
 - b) What are the functions associated with HR. 08
- OR**
- c) Distinguish between personnel management and human resources management. 07
 - d) Explain organization structure of HRM department. 08
- Q.2**
- a) Explain the process in manpower planning. 07
 - b) What is succession planning? Explain importance of HRIS for organization. 08
- OR**
- Q.2**
- c) Define transfer and indicate why transfers are necessary. 07
 - d) What are the different criteria used for determining promotion. 08
- Q.3**
- a) State the different stages of selection process used in insurance company. 07
 - b) Explain off-the-job training methods 08
- OR**
- c) Suggest some commonly used appraisal techniques for employees of service sector organization. 07
 - d) Explain in brief the different types of separations. 08
- Q.4**
- a) "Personnel manual is essential for every organization." Explain. 07
 - b) Elaborate on the different methods of Job evaluation. 08
- OR**
- c) Explain the process of Job design 07
 - d) What are different methods and techniques of participation? 08
- Q.5** Write short notes on any three 15
- a) Orientation
 - b) Benefits of training
 - c) CRM
 - d) Incentive
 - e) Types of Interview

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Paper / Subject Code: 11802 / Central Banking.

Q.P. Code :01248

[Time: 2 $\frac{1}{2}$ Hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B: 1. Attempt all the questions.
2. Figures to the right indicate marks.

- Q.1. a) Explain the meaning and need for the central Bank. (07)
b) What is a financial market? What are its functions? (08)
- OR**
- Q.1. a) Explain the transparency and accountability of a central Bank. (07)
b) Comment on the 'Autonomy of RBI'. (08)
- Q.2. a) Explain the organizational structure of RBI. (07)
b) What are the significant reforms introduced by new monetary policy of RBI? (08)
- OR**
- Q.2. a) Assess the impact of Mergers & Acquisitions on Indian financial system. (07)
b) Bring out need and objectives of Financial sector reforms in India. (08)
- Q.3. a) Explain the changing role of monetary policy in an open economy. (07)
b) What are the sources of finances of Union and State Governments? (08)
- OR**
- Q.3. a) What is Budget? Explain in detail components of union Budget. (07)
b) What are the measures adopted by RBI to regulate credit flow? (08)
- Q.4. a) Critically evaluate the capital market reforms in India. (07)
b) Explain any two regulatory bodies in financial and capital market in India. (08)
- OR**
- Q.4. a) What do you understand by BASEL I, II, III? (07)
b) Define NPA and explain measures adopted by RBI to tackle the problem of NPA. (08)
- Q.5. **Write short notes on any three:-** (15)
1. Credit creation by commercial Banks
 2. FEMA
 3. Objectives of a central Bank
 4. Transmission channels of monetary policy
 5. Impact of globalization on financial stability in India