M. com P-I Sem I

20/01/2025

[Time: 2 Hours] [Marks: 50]

Note: 1. All questions are compulsory

2. Figures to the right indicate full marks

Q.I Case Study: **[10]**

SnackEase Foods, a manufacturer of ready-to-eat fast food items, has been serving the market for over a decade with its factory and processing unit located in Navi Mumbai. The company sources raw materials like vegetables and chicken from local vendors and suppliers in Nasik, Pune, and nearby districts. However, its reliance on hired transporters has led to significant losses due to poor preservation, damage, and pilferage. About 20% of raw materials are wasted, and the transporters are unreliable in terms of availability and timely delivery, severely impacting operations.

While SnackEase products are popular in Mumbai, Navi Mumbai, and Pune, inconsistent supply schedules and limited product shelf life are eroding customer trust. With packaging that only preserves the products for five hours without refrigeration, the company loses an additional 10% of its output. Furthermore, the company operates 10 distribution centers with inadequate coordination and a lack of a robust logistical information system. This disorganization prevents the company from expanding its business and responding to increased demand during festivals and holidays, leaving it vulnerable to competition.

To address these challenges, SnackEase must take strategic action. Investing in dedicated cold-chain logistics, including refrigerated vehicles and improved packaging materials, could significantly reduce losses. Developing an integrated logistical information system would improve coordination among distribution centers, enabling the company to streamline operations and respond promptly to customer needs. Additionally, building long-term partnerships with reliable transporters or developing an in-house fleet would enhance delivery reliability. By adopting these measures, SnackEase could sustain its market leadership, meet customer expectations, and capitalize on new growth opportunities.

Questions (5 marks each):

1. What logistical and operational challenges is SnackEase facing, and how do these challenges impact its business performance?
2. Suggest two strategies SnackEase could implement to reduce material losses and improve delivery reliability in its supply chain.

Q.II Attempt any One of the following: **[10]**

A) Define Supply Chain Management. How to select channels in SCM?

OR

B) What are the factors for selection of suitable channels of distribution?

Q.III Attempt any One of the following: **[10]**

A) What are the ways of improving customer services in SCM?

OR

B) Why global Supply Chain Management is crucial for business?

Q.IV Attempt any One of the following: **[10]**

A) Describe the importance of packaging.

OR

B) Elaborate causes of Bull Whip Effect and give strategies to overcome it.

Q.V Attempt any One of the following: **[10]**

A) Describe Industrial goods packaging. How packaging is important for companies?

OR

B) Explain ERP along with its advantages.

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Paper / Subject Code: N59131 / Consumer Behavior

Time: 2 Hours **Marks: 50**

Note: 1) All Questions are compulsory.
2) Figures to the right indicate full marks.

Q1. Analyse the following case. 10 marks

Ms. Priya is a businesswoman who owned a jewellery brand for 20 years. She started this business out of passion in her early 20's. She had an offline store and participated in several exhibitions and trade fairs to attract customers. Since most of her designs were unique, she always believed that customers would be pulled to her shop due to the brand name and trust. However, COVID lockdown created a serious impact on her business and her sales fell drastically. Post COVID, she tried to revive her business, but she felt she lacked something. She approached her brother who was a marketing manager with an MNC. He convinced her the importance of going online and to use social media as a platform to revive her business.

a. Will online presence help Ms. Priya to revive her business? What are the strategies which she will have to use here?
b. What would be the advantages and disadvantages of using social media platform for her business?

Q2. Answer the following. (Any One) 10 marks

A. Explain the significance of consumer behaviour.

OR

B. Briefly explain the application of Maslow's Need Hierarchy Theory in marketing.

Q3. Answer the following. (Any One) 10 marks

A. Elucidate the stages in organisational buying behaviour process.

OR

B. Briefly explain the external factors affecting consumer behaviour.

Q4. Answer the following. (Any One) 10 marks

A. Explain the implications of classical conditioning on marketers.

OR

B. Discuss the concept of operant or instrumental conditioning.

Q5. Answer the following. (Any One) 10 marks

A. Explain the features of the Consumer Protection Act, 2019.

OR

B. Explain the stages of Online Buying Process.

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Duration: 2 hours **Marks: 50**

Instructions :-(1) All questions are compulsory.

(2) Figures to the right indicate full marks.

Q.1 Read the following case carefully and answers the questions.

Mr. Sushant has recently been appointed as a manager in a gymnasium in a metropolis. He is asked by his management to research to understand the market potential of this unit. He plans to study the customer profile to start the work. To accomplish this, he needs to create an ideal questionnaire and formulate hypotheses to gain the right insights and create the right strategies for a successful business.

a) Suggest five questions (open and close ended) to make up a good questionnaire. 05

b) Identify the research gap and frame the hypothesis for the above study. 05

Q.2 Answer the following (Any One) 10

A) What is Research? Explain different types of Research.

OR

B) Explain the concept of Sampling and elaborate various factors determining Sampling size

Q.3 Answer the following (Any One) 10

A) What are the advantages and disadvantages of Primary Data?

OR

B) Elaborate essentials of a Good Questionnaire in detail.

Q.4 Answer the following (Any One) 10

A) Discuss various stages in Data Processing.

OR

B) Explain Significance of Interpretation of Data in Research.

Q. 5. Answer the following (Any One) 10

A) What are the essentials of Research Report Writing

OR

B) What is ethics in research? Explain Ethical norms in Research.

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Time : 1 Hour **Max Marks: 25**

N.B: 1) All questions are compulsory

2) Figures to the right indicate full marks

Q1.) Read the following case carefully & answer the questions given below: (05)

A newly appointed women employee in XYZ company observes that despite being equipped with similar qualification and work experience, another employee who joined along with her who is a male is being offered a higher salary. The post offered to them and the role which both must play is also similar in the organization.

a. Do you think that the organization has taken a fair decision here in terms of equal wages? Mention YES/NO and justify the decision. (01)

b. How should the affected employee address this issue? (02)

c. How should the organization address this issue? (02)

Q2). Answer the following. (Any one) (10)

A. Outline the concept & characteristics of business ethics.

OR

B. Briefly explain the guidelines for developing code of ethics in an organization.

Q3). Answer the following. (Any one) (10)

A. Elucidate the essential aspects of ethics in Human Resource Management.

OR

B. Briefly explain the role of Non-Governmental Organizations (NGO) in Corporate Social Responsibility (CSR).

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Paper / Subject Code: N59121 / Human Resource Management

Time: 2 Hours **Max Marks: 50**

N.B: 1) All questions are compulsory

2) Figures to the right indicate full marks

Q1) Read the following case carefully & answer the questions given below: **(10)**

Asma Enterprises designed a recruitment drive in Saraswati Vidyalaya – A well-known management institute located in the interiors of Pune district; hunting for a pool of young & dynamic talent to meet the changing dynamics of HR practices. The company initiated the drive followed by a triggering selection process in the light of job requirements & description by the organization. The organization being a strong business leader has evolved over multiple challenges and believes in hiring promising & dedicated workforce copying up with changing dynamics & philosophy of the organization.

a) State & explain the source of recruitment initiated by Asma Enterprises **(02)**

b) If you are a HR Executive; explain the recruitment process you would initiate? **(03)**

c) Explain any five factors with an appropriate explanation governing the recruitment policy of Asma Enterprises. **(05)**

Q2.) Answer the following (Any one) **(10)**

A) What is Human Resource Management? Elaborate on the New HR strategies to combat the challenges in human resource management.

OR

B) Explain the concept of Human Resource Planning (HRP)? State & explain the benefits & barriers of HRP.

Q3.) Answer the following (Any one). **(10)**

A) Elaborate on the methods of training adopted for human resource development in business organizations.

OR

B) What is Performance Appraisal? Discuss the challenges of performance appraisal in detail.

Q4.) Answer the following (Any one) **(10)**

A) Elucidate on the role of organization in ensuring physical & mental health of employees.

OR

B) What is succession planning? Explain the problems & issues involved in succession planning.

Q5.) Answer the following (Any one) **(10)**

A) Comment on the HR strategies in managing disasters like health pandemics overviewing the recent COVID 19 pandemic in an organizational set up.

OR

B) Outline the Jobs & Careers in HRM.

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Time: 2 Hrs **Marks: 50**

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

Q.1 Read the following case and answer the questions given below: **10**

PTC food division decided to enter the fast growing (20%-30% annually) snacks segment. The wafer snacks market is estimated to be around Rs.250 crores. It had only one national competitor – Trepisco's Trito. After a year, its wafer snack brand – Ringo, fetched 20% market share across the country.

The company could take the advantage of its existing distributing network and also source potatoes from farmers easily. Before entering the market, their team made a customer survey in 14 cities of the country to know about the eating habits of snacks of people. The results showed that the customers within the age group 15-24 years were enthusiastic about experimenting new snack taste. The company came out with 16 flavours with varying tastes suiting to the targeted youngsters on the assumption that it was easier to reach the whole family. Advertising in this category was extremely crowded. Every week, two to three local products in new names were launched. To break through this clutter, the company decided to bang upon humour appeal. The company used all possible media – print and electronic, both including the creation of its own website, with offers of online games, contests, etc. The website was advertised on all dotcom networks along with FM radio channels in about 60 cities with large hoardings at strategic places.

Analysts believe that Ringo's success story owes to a lot of PTC's widespread distribution channels and aggressive advertisements. Humour appeal was a big success. PTC is paying 4% higher margin than Trepisco to retailers. Ringo is racing ahead of Trepisco in capturing market share. Retail tie-ups, regional flavours, humour appeals have helped PTC but PTC still wants a bigger share in the market and in foreign markets also, if possible.

Q.1 What are the strengths of PTC? (02)

Q.2 What kind of marketing strategy was formulated and implemented for Ringo? (03)

Q.3 What else needs to be done for Ringo to enlarge the market? (03)

Q.4 What should be the action plan of Trepisco's Trito? (02)

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M.com-P-I

Sem-I

Time: 2 Hours

Max Marks: 50

N.B: 1) All questions are compulsory

2) Figures to the right indicate full marks

Q1) Read the following case carefully & answer the questions given below: **(10)**

Vallari Enterprises is a well-established business organisation producing wide variety of organic products that surpasses its quality over others dealing in multiple production & manufacturing concerns of betelnuts, coconuts & many more. They not only produce but also sell coconut-based products namely coconut oil, coconut water, coir products etc. However, over the years company faced challenges with employee dissatisfaction & low productivity amongst employees & workers. To overcome this the HR manager decided to redesign the jobs of workers & office staff. It was also found that there was a lack of professional approach in hiring the workers giving a food for thought to incorporate healthy HR practices in a rural organizational set up.

A) Is there a need to redesign the jobs of staff? If yes what are the present challenges faced by Vallari Enterprises. **(02)**

B) Highlight any two techniques of job design that you will suggest Vallari Enterprises with a valid explanation **(03)**

C) Is there a need for a Recruitment Policy & Process to be adopted by Vallari Enterprises? As an HR consultant justify your answer with relevant steps to be formulated? **(05)**

Q.2) Answer the following (Any one) **(10)**

A) Define Human Resource Management? Outline the importance of HRM in business organisations.

OR

B) What is Human Resource Planning (HRP)? Discuss the benefits & barriers of HRP.

Q.3) Answer the following (Any one) **(10)**

A) What is training? State & explain the steps involved in the training process.

OR

B) State & explain the methods of performance appraisal.

Q.4) Answer the following (Any one) **(10)**

A) Comment on the safety measures & safety programmes to be initiated by business organisations with relevant examples.

OR

B) Is Work Life Balance essential? Elaborate

Q.5) Answer the following (Any one) **(10)**

A) Outline suggestive HR practices at international level.

OR

B) Elaborate on various strategies in managing Gen Z employees in business organisations.

14/01/2025

M.COM P.I Sem I

Time: 2 Hrs

Marks: 50

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

Q.1 Read the following case and answer the questions given below: **10**

Company X is a multinational technology company known for its innovative products in consumer electronics, software, and digital services. Founded in the early 2000s, the company has rapidly grown to become a market leader in its industry. This case study examines Company X's strategic management practices, focusing on its strategic decisions, competitive advantage, and future growth strategies. Its strategic analysis is as under:

1. **Vision and Mission:** Company X's vision is to "empower individuals and organizations to achieve more through technology." Its mission revolves around creating products that enhance productivity, connectivity, and creativity for consumers and businesses globally.
2. **Innovation and Technology Leadership:** Central to Company X's strategy is its relentless focus on innovation. The company invests heavily in research and development (R&D) to introduce cutting-edge technologies and stay ahead of competitors. Examples include advancements in AI, cloud computing, and digital transformation solutions.
3. **Diversification and Market Expansion:** Company X has diversified its product portfolio beyond hardware (e.g., smartphones, laptops) into software (e.g., operating systems, productivity suites) and services (e.g., cloud services, digital platforms). This diversification strategy aims to capture a broader market and create synergy among its offerings.
4. **Strategic Partnerships and Alliances:** Strategic partnerships with other technology firms, content providers, and enterprise clients play a crucial role in Company X's growth strategy. These alliances help expand market reach, integrate complementary technologies, and enhance product ecosystem capabilities.
5. **Customer-Centric Approach:** Company X places a strong emphasis on understanding and meeting customer needs. Through market research, user feedback, and data analytics, the company continuously refines its products and services to deliver superior customer experiences.
6. **Sustainability and Corporate Social Responsibility (CSR):** Recognizing the importance of sustainability, Company X integrates environmental and social considerations into its business operations. Initiatives include reducing carbon footprint, promoting diversity and inclusion, and supporting community development projects.

Questions:

1. What role does R&D play in sustaining its leadership position, and how does it balance short-term profitability with long-term innovation goals? **02**
2. What criteria does Company X use to identify new markets and opportunities for diversification? **02**
3. How does the company adapt its product strategies to meet the unique needs of different global markets? **02**
4. How does Company X gather and utilize customer feedback to improve its products and services continuously? **02**
5. What strategies has the company employed to build brand loyalty and maintain strong customer relationships in a competitive market? **02**

Q.2 Answer the following: (Any One) **10**

A) Define Strategic Management. Explain the benefits of Strategic Management

OR

B) Elaborate the Process of Human Resource Strategy.

Q.3 Answer the following: (Any One) **10**

A) What is Strategic Formulation? Explain its stages.

OR

B) Write a detail note on BCG Matrix.

Q.4 Answer the following: (Any One) **10**

A) Discuss the internal & external Factors of Corporate Renewal Strategies.

OR

B) What is Strategic Alliances? Explain the problems of Indian Strategic Alliance.

Q.5 Answer the following: (Any One) **10**

A) State the strategies for managing and preventing Disasters and cope up strategies.

OR

B) Write a detail note on Make in India Policy.

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Paper / Subject Code: N59131 / Consumer Behavior

M.com P.I sem I
16/01/2025

Time: 2 Hours **Marks: 50**

Q1. Analyse the following case. 10 marks

Miss Michael was working as a purchase manager in a small-scale company, where raw materials and other products were purchased solely at her discretion. The company was doing very well and the credit was given to Miss Michael for all the progress of the company. Later she got a job in a medium scale company with a turn-over of about five crore. She was appointed in-charge of purchases, and as the procedures of the purchase made by this company were different from those of the previous company, it took her quite sometime to get familiar with the procedures of purchase, etc. under her jurisdiction.

On one occasion, she has to urgently place an order of raw material worth about two lakhs, which was essential for the supply of a timely order. Considering the situation an emergent one, she placed the order without informing, or calling a meeting. Although the order was supplied in time, during the audit it came in for severe criticism, and Miss.Michael was given a show-cause notice as to why she had taken the decision alone. Miss Michael was very perturbed about the situation and wanted to explain her position to the manager.

1. Where did miss Michael go wrong?
2. How can you help her to reply to the show-cause notice issued to her?

Q2. Answer the following.(Any One) 10 marks.

A. Briefly explain the application of Maslow's Need Hierarchy Theory in marketing.

OR

B. Explain the significance of consumer behaviour.

Q3. Answer the following.(Any One) 10 marks.

A. State and explain the stages in organisational buying behaviour process.

OR

B. Briefly explain the internal factors affecting consumer behaviour.

Q4. Answer the following.(Any One) 10 marks.

A. Describe the implications of classical conditioning on marketers.

OR

B. Discuss the concept of operant or instrumental conditioning.

Q5. Answer the following.(Any One) 10 marks.

A. Explain the importance of the Consumer Protection Act,2019.

OR

B. Explain the stages of Online Buying Process.

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