

Legal Security and other issues

2016
Paper (6)

Q.P. Code : 26231

(2 Hours)

[Total Marks : 60

N.B. : (1) All main questions are carrying 15 marks.
(2) All main question are having internal options.

1. (a) Explain copyright protection in India? Write down its pre-requisites with special reference to e-commerce? 15
OR
(a) Define firewall and other types of firewall? 7
(b) ICC the concept and its provisions? 8
2. (a) Define online contracting with its issues? 15
OR
(a) What are the provisions of WIPO? 7
(b) Explain the taxation issues in regards to e-commerce? 8
3. (a) What are the provisions of IT Act, 2008? 15
OR
(a) Define Encryption? 7
(b) Write a note on Shrink Wrap Agreement? 8
4. (a) What are the provisions of UNICTRAL? 15
OR
(a) Explain Trademark and domain names in e-commerce? 7
(b) What is WTO? 8

Sub: STM
Sem: 4
2017

Q.P. Code :01228

[Time: Two Hours]

2016

[Marks:60]

Please check whether you have got the right question paper.

- N.B:
1. All Questions are compulsory.
 2. Numbers to the right indicate marks.

- Q.1) A) Define Strategic Management and explain its nature. 08
B) What are the methods of Appraisal in Strategic Management? 07
- OR
- P) Discuss Strategic Management intent in detail. 08
Q) What do you mean by environmental analysis? Discuss any one type available for analysis. 07
- Q.2) A) Explain the process of Strategic Choice. 08
B) What are the techniques of Strategic Management? 07
- OR
- P) Explain the organizational design and its impact on change in Strategic Management. 08
Q) Explain Resource Allocation along with factors affecting it. 07
- Q.3) A) Explain the GE Matrix in detail. 08
B) Define the term Stability Strategy and explain its types. 07
- OR
- P) Explain the term Merger and its types. 08
Q) What is Strategic Alliance and explain its stages? 07
- Q.4) A) Explain the term strategic Marketing Plan and also its policies. 08
B) What is SBU? Explain its features. 07
- OR
- Write short notes on Any three: 15
- 1) BCG Matrix
 - 2) Differentiation
 - 3) Turnaround Strategy
 - 4) Cost Leadership

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Legal Security
Sem 4 2017

Q.P. Code :00588

[Time: Two Hours]

[Marks:60]

Please check whether you have got the right question paper.

N.B: 1. All Questions are compulsory.

- Q.1) a) Explain the International Sales Agreement. 08
b) What are the various documents used in International business. 07
OR
c) What are the various payment methods in International business? 08
d) What are implication of Common law & Civil law to International business? 07
- Q.2) a) Distinguish between GATT & WTO. 08
b) Explain Anti-dumping in detail. 07
OR
c) Explain the disputes settlement process of WTO. 08
d) Explain TRIPS in detail. 07
- Q.3) a) Explain Franchising in detail. 08
b) Explain licensing in detail. 07
OR
c) Explain patent in detail. 08
d) Explain trade mark in detail. 07
- Q.4) a) Explain the impact of Globalisation. 08
b) Explain FEMA in detail. 07
OR
c) Explain the various Restriction on trade in endangered species & other commodities. 08
d) Explain current EXIM policy 07

International Business Law and
tax

Law

Sem 4
2016
Paper (5)

QP Code : 26230

(2 Hours)

[Total Marks : 60

- N.B. : (1) All questions are compulsory.
(2) All questions are carry equal marks.

1. (a) Explain the problems in International business. 8
(b) What are the Documents used in International business. 7
- OR
- (p) Explain code, common law and civil law and Explain its implication to International business. 8
(q) Explain the nature of International business. 7
2. (a) Explain Origin and Evalvation of GATT to WTO. 8
(b) Explain in brief implication of TRIPS. 7
- OR
- (p) Explain the Dumping and Explain in detail. 8
(q) Explain the principles of WTO. 7
3. (a) What amedments were made in Indian patent Law being member of WTO. 8
(b) Explain the concept of Licencing. 7
- OR
- (p) Explain the concept of Franchising. 8
(q) Explain the concept of Joint Venture. 7
4. (a) Explain International business taxation & treaties. 8
(b) Explain the Impact of Globalisation on the International business Taxation. 7
- OR
- (p) Explain Foreign Exchange Management act in brief. 8
(q) Explain the Regulatory Frame work relating to E-commerce. 7

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SEM 4
2017

MIS.

QP Code : 78273

(2 Hours)

[Total Marks :60

- N.B. : (1) All questions are compulsory
(2) All questions carry equal marks

1. (a) Define MIS? Explain the role of MIS. 7
(b) Scope of MIS. 8
- OR
- ✓ 1. How operational, tactical and strategic information benefit the organization? 15
2. MIS is a support system of management. do you agree on disagree, justify your answer 15
- OR
- + 2. (a) Explain the latest trend of Enterprise application system. 7
(b) Explain Normalization. 8
- ✓ 3. What is the application of MIS in 15
→ Finance
→ Marketing
→ HR
- OR
- + 3. (a) Organization Development and MIS 7
(b) Explain in detail the RDBMS concept 8
4. (a) Write a short note on SCM 7
(b) Write a short note on DSS ^{support} 8
- OR
4. What are the various security challenges faced by MIS system in the organization 15

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Paper 4

2016

QP Code : 26227

(2 ½ Hours)

[Total Marks : 60

- N.B. : (1) All questions are compulsory.
(2) All questions carry equal marks.

1. (a) Define MIS. How is it important in today's business environment. 10
(b) Write a short note on Decision support System. 5
OR
1. (p) Explain Information Audit in detail. 8
(q) What are the success and failure factor for MIS. 7
2. (a) How do you set the Management of quality in MIS. 8
(b) What are the various threats to Information Security System. 7
OR
(p) Write a short note on : 15
(i) Geographical Information System
(ii) Supply chain Management System
(iii) Customer Relationship Management.
3. (a) Explain Normalization process. 8
(b) Limitations of MIS 7
OR
(p) Explain in detail the types of information system. 15
4. (a) What is Data base Management System and what are their components 8
(b) How do you set the long range planning of MIS 7
OR
(p) Information System for Finance, Marketing and HR. 15

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sem 4

2016

online
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Paper (2)

QP Code : 26221

(2 Hours)

[Total Marks :60

- N.B. : (1) All questions are compulsory
(2) All questions carry equal marks

1. (a) Define advertising and its role and importance in online Marketing. 8
(b) How sales are promoted in direct marketing? 7
OR
(p) What do you mean by brand and how it help in improving online marketing? 8
(q) Describe Relationship Marketing and its role and impact on marketing? 7
2. (a) Describe Search Engine and support of SEO in web world. 8
(b) Define Internet Marketing its scope meaning and functions in today's world. 7
OR
(p) What do you mean by Buliding links? Explain its types in detail, with example 8
(q) How far e-mail campaign help in social media? 7
3. (a) What is eCRM and mention its implementation in eCRM's functions? 8
(b) What is web browser and its advantages? 7
OR
(p) Write down ethical issues arising in eCRM and how it can be solved? 8
(q) Write down the role and techniques of CPA and CPM in eCRM 7
4. Write short notes on (any three out of five):- 15
(a) Six E's of CRM
(b) Yellow pages
(c) CPC
(d) PPC
(e) Data Mining

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Sem 4 2016
SM
Paper (1)

QP Code : 26218

(2 Hours)

[Total Marks : 60

N.B.: (1) All questions are compulsory.
(2) Numbers to the right denote marks.

1. (A) Define Strategic Management. What is the importance of Strategic Management? 10
(B) What are the elements in Strategy Formulation? 5
OR
(P) What are the characteristics of mission statement? 10
(Q) Explain SWOT Analysis. 5
2. (A) What are the techniques of Strategic Management? 10
(B) Explain Resource Allocation and the problems faced in Resource Allocation. 5
OR
(P) Discuss the process of Strategic Control. 10
(Q) Explain structure and system of implementing Strategic management. 5
3. (A) Explain BCG matrix in detail. 10
(B) What do you mean by corporate Re-structuring? 5
OR
(P) Explain Mckinsey's 7s framework in detail. 10
(Q) Write a brief note on Diversification. 5
4. (A) Explain implementation of strategy in marketing function. 10
(B) What are plans and policies in functional strategies? 5
OR
Write short notes on - Any 3 15
1) Porter Model
2) Research and Development
3) Bench Marking
4) SBU
5) Core Competencies.

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