

**End Semester Examination, May 2022**  
**BBA (G) IB – Second Semester**  
**MARKETING PRINCIPLES (2.103)**

Time: 3 hrs.

Max. Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all, **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. All questions carry equal marks.

Q.1 Write short notes on the following:

- a) Mass marketing versus niche marketing.
- b) Marketing research.
- c) Marketing vs. Selling.
- d) Product focus versus need focus.
- e) Business markets versus consumer markets.
- f) Product levels.
- g) Vertical versus horizontal integration.
- h) Marketing size versus market potential.
- i) New product development.
- j) Brand equity.

[CO1,3][L-2] **2×10**

**PART-A**

Q.2 What variables would you consider for segmentation of the following products? State your assumptions.

- a) Laptops.
- b) Fruit juices.
- c) Residential apartments.
- d) Anti-ageing creams.

[CO- 2, 3][L-3,4] **5×4**

Q.3 a) "The aim of marketing is to make selling superfluous." Do you agree with the statement? How is selling different from marketing when you are selling health products? Illustrate with examples. [CO-3,4][L-4,5] **10**

b) The intrusive nature of telemarketing, as well as reports of scams and fraud perpetrated over the telephone, has spurred a growing backlash against this direct marketing practice. How can the situation be reversed? Suggest the best practices for telemarketing success when you are calling prospective students for "BBA Global International Business" for admission at your university. [CO-2,3][L-2,5] **10**

Q.4 a) "Go rural" is the slogan. Why are companies focusing on rural market and developing effective strategies to tap its market potential? [CO-1,3][L-3,5] **10**

b) Pfizer is contemplating to launch vaccines for coronavirus in the Indian market. Before entering the Indian market, what are the necessary questions the company should include in their market research study?

[CO-2,4][L-2,4] **10**

**PART-B**

Q.5 a) Distribution channels help in the 'place' aspect of the marketing mix. Illustrate with suitable examples. Why do companies like Dell, Amazon and Eureka

**End Semester Examination, May 2022**  
BBA (G) IB – Second Semester  
**INFORMATION TECHNOLOGY CONCEPTS (2.112)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer in brief:

- a) Differentiate between 'data' and 'information'.
- b) Define 'system'.
- c) Expand RAM and also write the purpose of RAM.
- d) What is the purpose of OCR?
- e) Define 'DSS'.
- f) Main memory is also known \_\_\_\_\_.
  - i) auxiliary memory. ii) primary memory. iii) secondary memory. iv) None of above.
- g) Give two examples of software.
- h) Give two examples B2C e-commerce websites.
- i) Define the term: 'Virus'.
- j) Write the importance of knowledge management system.

**2x10**

**PART-A**

Q.2 What is operating system? Explain the various functions of operating system with suitable examples. [CO-1] [L-1,2] **20**

Q.3 Can we do without IS in business organizations? How does MIS assist managers in their day-to-day functioning? [CO-2,3] [L-5,3] **20**

Q.4 What do you understand by the term Network? What objectives can be achieved if computers in an organization are inter connected. [CO-2] [L-3,4] **20**

**PART-B**

Q.5 Enterprise resource planning system is a software that combines many system like manufacturing, finance, sales, distribution, human resource and other business functions. State whether the statement is correct or not. Justify your answer in detail. [CO-3,4] [L-2,6] **20**

Q.6 What are the different methods of making online payment? What are the different risks involved in making online payments? [CO-1,3] [L-2] **20**

Q.7 What are the different threats in an information system? Discuss the preventive measures for protecting information system. [CO-2,3] [L-1,2] **20**

**End Semester Examination, May 2022**  
**BBA (G) International Business – Second Semester**  
**ENGLISH STUDY WRITING (2.120)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Explain the following with example:

- a) Proofreading.
- b) Questionnaire.
- c) Coherence.
- d) Unity.
- e) Subjective.
- f) Objective.
- g) Reference list.
- h) Content.
- i) Contrast.
- j) Compare.

[CO-2][L-4] **2×10**

**PART-A**

Q.2 Write an essay of around 200 words on the topic- "Adaptability to change is the most important trait of a person with an attractive personality". [CO-2][L-5] **20**

Q.3 Plagiarism is a punishable offence. What should a writer do to avoid it? [CO-2][L-3] **20**

Q.4 Task allocation has to be done in a very planned and thoughtful manner. Comment on the above statement. Discuss the steps involved in decision making. [CO-4][L-4] **20**

**PART-B**

Q.5 'Book reviews are written to give the author a feedback of the book'. What points should be kept in mind while writing a book review? [CO-][L-4] **20**

Q.6 Write a report about the survey which you carried out to understand the reasons for the dipping sales in the organization. You could also suggest ways to improve the situation. [CO-2][L-5] **20**

Q.7 Write short notes on:  
a) Blooms' taxonomy.  
b) Time management.

[CO-2][L-6] **10×2**

**End Semester Examination, May 2022**  
**BBA (G) International Business – Second Semester**  
**ORGANIZATION BEHAVIOR (2.218)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Explain the following:

- a) Values.
- b) Stress.
- c) Groups.
- d) Leadership.
- e) Negotiation.
- f) Conflict.
- g) Power.
- h) Communication.
- i) Organization change.
- j) Perception.

**2×10**

**PART-A**

Q.2 a) Highlight the challenges faced by the managers when the behaviour of people changes in the organizations. [CO-1][L3] **10**

b) "Organizational behaviour is interdisciplinary." Comment on this statement.

[CO-1][L3] **10**

Q.3 Write notes on the following:

- a) Personality.
- b) Perception.

[CO-1][L-2] **10×2**

Q.4 a) Discuss the different types of stress with suitable examples. Suggest ways to deal with stress. [CO-2][L-3] **10**

b) What role does motivation play in the workplace?

[CO-2][L-3] **20**

**PART-B**

Q.5 How are group's forms? Discuss the different types of groups being followed in organizations and its stages of development. [CO-3][L-3] **20**

Q.6 a) Explain the different styles of leadership followed in organizations. Which style would you like to work under and why? [CO-3][L-4] **10**

b) How is conflict handled in the workplace?

[CO-3][L-4] **10**

Q.7 Write short notes on **any two** of the following:

- a) Structure.
- b) Culture.
- c) Change.

[CO-4][L-2] **10×2**

**End Semester Examination, May 2022**  
**BBA (IB) – Second Semester**  
**HUMAN RESOURCE MANAGEMENT (2.226)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer in brief:

- a) Internal and external sources of recruitment.
- b) Career planning and succession planning.
- c) Strategic Human resource management.
- d) Lay off and retrenchment.
- e) Promotion and transfer.

**4x5**

**PART-A**

Q.2 Define 'Human Resource Management'. Explain the importance and functions of Human resource management. [CO-1] [L-1] **20**

Q.3 What is meant by Human resource planning? Discuss the various steps of human resource planning. [CO-1] [L-23] **20**

Q.4 Define 'job analysis'. Describe the methods of job analysis. [CO-3] [L-3] **20**

**PART-B**

Q.5 Define 'performance appraisal'. Explain the traditional and modern methods of performance appraisal. [CO-3] [L-2] **20**

Q.6 Write short notes on:

- a) Time wage rate and piece wage rate.
- b) Provisions of health measures.

[CO-2] [L-3] **10x2**

Q.7 Discuss the scope of wages and salary administration? What problems arise in wages and salary administration? [CO-4] [L-5] **20**

**End Semester Examination, May 2022**  
**BBA (G) International Business – Fourth Semester**  
**RETAIL MANAGEMENT (2.227)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer in brief:

- a) What is retailing?
- b) Differentiate between 'organized' and 'unorganized' retailing.
- c) What do you mean by e-retailing?
- d) Discuss the role of location in retailing.
- e) Explain the term logistics with the help of examples.
- f) Contrast between specialty stores and general stores.
- g) Describe in short any two components of retail store operations.
- h) Discuss the concept of floor-ready merchandise.
- i) Define "Mall".
- j) Identify the characteristics of cheap jacks and market traders.

**2×10**

**PART-A**

Q.2 What are the functions that a retailer performs? "CRM is not just an option for the retail banks but a compulsion to achieve business synergies and optimization of resources. "Elaborate this statement by describing the role of building and sustaining the relationship with customers. [CO-1][L-2] **20**

Q.3 What is the scope of retail strategy? Explain in detail about the various components of retail strategy. [CO-1][L-2] **20**

Q.4 Describe in detail the various retail format (small-scale retailers and large-scale retailers) with suitable example of each. [CO-2][L-3] **20**

**PART-B**

Q.5 Discuss the various components of retail store operations and the importance of supply chain management in retailing. [CO-3][L-2] **20**

Q.6 How is the merchandise planning process managed and developed? [CO-3][L-2] **20**

Q.7 What are the various promotional strategies with respect to retail outlet? How does one manage a retail store? [CO-4][L-2] **20**

## End Semester Examination, May 2022

### BBA (Global) IB - Fourth Semester CONSUMER BEHAVIOUR (2.232)

Time: 3 hrs.

Max. Marks: **100**

No. of pages: 3

Note: Attempt **FIVE** questions in all, **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following:

- a) A situation in which consumer purchases are unplanned is known as \_\_\_\_\_.
- |                           |                              |
|---------------------------|------------------------------|
| i) Primary buying motives | ii) Secondary buying motives |
| iii) Impulse buying       | iv) Buying behavior process  |
| v) None of these          |                              |
- b) Which is a type of buying behavior?
- |   |  |
|---|--|
| i) Variety seeking buying behavior      |  |
| ii) Complex buying behavior             |  |
| iii) Habitual buying behavior           |  |
| iv) Dissonance reducing buying behavior |  |
| v) All of these                         |  |
- c) \_\_\_\_\_ buying behavior is generally seen in India.
- |                              |                      |
|------------------------------|----------------------|
| i) Impulse buying            | ii) Bargaining       |
| iii) Complex buying behavior | iv) Repeat purchases |
| v) None of these             |                      |
- d) Which among the following is the factor affecting buyer's behavior?
- |                       |               |
|-----------------------|---------------|
| i) Occupation         | ii) Lifestyle |
| iii) Reference groups | iv) Family    |
| v) All of the above   |               |
- e) Which of the following is not a stage in "Buying Behavior Process"?
- |                               |                             |
|-------------------------------|-----------------------------|
| i) Evaluation of alternatives | ii) Purchase                |
| iii) Information search       | iv) Pre purchase evaluation |
| v) Post purchase evaluation   |                             |
- f) A person who first suggests the idea of buying something is called:
- |                 |                  |
|-----------------|------------------|
| i) Buyer        | ii) Influencer   |
| iii) Initiator  | iv) Likely buyer |
| v) All of these |                  |
- g) A consumer buy a product as result of certain social, economical and physical forces that creates a desire for:
- |                       |              |
|-----------------------|--------------|
| i) Marketing policies | ii) Salesman |
| iii) Shop             | iv) Product  |
| v) Expectations       |              |
- h) Buyer resistance can be overcome by \_\_\_\_\_.
- |                                    |                          |
|------------------------------------|--------------------------|
| i) Persuasive communication        | ii) Mass communication   |
| iii) Customer seller communication | iv) Strong communication |
| v) None of these                   |                          |

**End Semester Examination, May 2022**  
**BBA (G) International Business – Sixth Semester**  
**BUSINESS INDUSTRY PRACTICE (2.342)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Write short note on followings:
- a) Business ethics.
  - b) Definition of a new product.
  - c) Good v/s Services.
  - d) Challenges in the way of implementing CSR policies.
  - e) Organizational structure.
  - f) Product promotion.
  - g) Two objectives of environmental scanning.
  - h) Product regulatory practices.
  - i) Internal audit.
  - j) Employee empowerment.

**2×10**

**PART-A**

- Q.2 Corporate social responsibility is fulfilling the social responsibility towards various stakeholders. Discuss the responsibility of a business towards its employees, government and society. **20**
- Q.3 What are the steps involved in the development of a new products. Explain all the steps involved by taking an example of a family car to be launched by your company in near future. **20**
- Q.4 Considering that you are a restaurant owner and willing to make your business a success. Explain duties that your business should fulfill to satisfy consumers' needs along with the various means you should use to promote your restaurant business. **20**

**PART-B**

- Q.5 Discuss the benefits of regulatory compliance. Also discuss the guidelines to establish a regulatory compliance program. **20**
- Q.6 "TQM is a management approach for an organization, depending upon the participation of all its members and aiming for long-term success through customer satisfaction". In light of the statement describe total quality management (TQM), its key principles and in what different ways it can benefit an organization. **20**
- Q.7 Write short notes on:
- a) Essential requirements for successful implementation of TQM.
  - b) Role of organizational structure in achieving business goals.

**10×2**



**End Semester Examination, May 2022**  
**BBA (G) International Business – Fourth Semester**  
**E-MARKETING (2.366)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer in brief:

- a) List the environmental factors influencing digital marketing.
- b) Explain crawler with example.
- c) What is link building?
- d) Illustrate display advertising.
- e) List the various search engines available for digital marketers.
- f) Explain the working of search engines.
- g) What do you understand the term "Page Ranking"? Explain its importance.
- h) What is GDN?
- i) What is another term for "social media"?
  - i) Media optimization.
  - ii) Consumer generated media.
  - iii) Advertising socialization.
  - iv) Media advertising.
- j) Which of the following comes under email marketing?
  - i) Email newsletters.
  - ii) Lead Nurturing
  - iii) Digests.
  - iv) All of the above

**2×10**

**PART-A**

- Q.2 a) Compare and contrast traditional and digital marketing. Also discuss the growth of digital media industry in India. [CO-1,2][L-2,3] **10**  
b) Elaborate on website design and website content along with its advantages. Explain dos and don'ts for the web content. [CO-1,2][L-2] **10**
- Q.3 Explain the principles of SEO. Elaborate on SEO and its application in digital marketing. Explain the benefits and challenges involved in SEO. [CO-2,3][L-2,3] **20**
- Q.4 "Online advertisement has become increasingly invasive". Write your view on this. Overall, do you think online ads have a positive or negative impact on the buyer? Also explain the steps of publishing an online advertise. [CO-2][L-4] **20**

**PART-B**

- Q.5 What is Email marketing? What are the advantages and limitations of Email marketing? What are the difference between SMS marketing and Email marketing? [CO-2][L-1,2] **20**
- Q.6 What is the impact of "Facebook" and "Instagram" on marketing? Explain with examples. [CO-2][L-2] **20**
- Q.7 What is web analytics? Explain Google analytics also. [CO-3][L-3] **20**

**End Semester Examination, May 2022**  
**BBA (General/Banking and Financial Markets) — Second Semester**  
**BUSINESS STATISTICS (BBA-204/BBA-2006/BBA-DS-201)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following questions:

- What do you mean by positive correlation?
- Give an example of exclusive series and inclusive series.
- Write difference between frequency and mode.
- What are seasonal variations?
- Why Fisher is said to be an ideal index number?
- Write two differences between classification and tabulation.
- Define "Frequency polygon".
- Calculate median for the data given below:  
21, 16, 18, 29, 16, 11, 13, 20, 23.
- Write the formula for calculating standard deviation for discrete series.
- Give an example of individual and discrete series. [CO-1,2][L-2] **2×10**

**PART-A**

- Q.2 a) Define "Classification". Explain the different types of classifications in detail. [CO-1][L-2] **10**
- b) What do you mean by statistics? Write the functions, scopes and limitations of statistics. [CO-1][L-2] **10**

- Q.3 a) Calculate arithmetic mean using direct method, short-cut method and step deviation method for the data given below:

C.I.	0-6	6-12	12-18	18-24	24-30	30-36	36-42	42-48
Frequency	7	11	13	19	10	8	3	1

[CO-2][L-3] **10**

- b) Draw less than and more than Ogive curve for the given data:

C.I.	0-3	3-6	6-9	9-12	12-15	15-18	18-21	21-24
Frequency	5	10	14	16	9	8	2	1

[CO-2][L-2] **10**

- Q.4 a) Calculate Quartile deviation and its coefficient for the data given below:

Marks :	0-10	10-20	20-30	30-40	40-50	50-60	60-70	70-
No of students	4	10	13	20	12	6	2	1

[CO-2] [L-3] **10**

- b) Calculate median, mode,  $Q_1$ ,  $D_6$  and  $P_{94}$  for the data given below:

C.I.:	0-4	4-8	8-12	12-16	16-20	20-24	24-28
Frequency	2	5	13	6	4	2	1

[CO-2][L-3] **10**

**PART-B**

**End Semester Examination, May 2022**  
**BBA (General/Banking and Financial Markets) — Second Semester**  
**DATABASE MANAGEMENT SYSTEMS (BBA-DS-202)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following (**any ten**):

- a) Write the commands under DDL.
- b) What do you understand by redundancy?
- c) Define 'schema' with help of an example.
- d) Write down the applications of DBMS.
- e) One of the main functions of database system is to provide timely answers to end users. (True/False)
- f) A physical view represents with the storage structure of database. (True/False).
- g) What is data?
- h) Define the term 'Virus'.
- i) Define 'Entity'.
- j) What is data mining?
- k) Write the SQL command to insert a table in database.

**2×10**

**PART-A**

Q.2 What is DBMS? What are the advantages and disadvantages offered by such systems as compared to file processing system? Explain it. [CO-1][L-1,2] **20**

Q.3 Explain "DBMS" and the three level architecture of a DBMS with help of diagram. List out the roles and responsibilities of database administrator. [CO-2][L-3,4] **20**

Q.4 Define "Data Model". Explain the different types of data models with their advantages. [CO-2,3][L-5,3] **20**

**PART-B**

Q.5 What do you understand by ER Diagram. What are the symbols used in ER-diagram, write the meaning of each symbol used. A university has many academic units name college. Each college is headed by a director. College has their teaching and non teaching staff. A college offers multiple courses, consisting of many subjects. A subject is taught to the students who have registered for that subject in a course by a teacher. Draw the ER diagram the university. [CO-4,5][L-2,6] **20**

Q.6 What is data warehouse? Explain the characteristics, advantages and limitations of data warehouse. [CO-1,3][L-2] **20**

Q.7 Which type of failures can exist in a system? Can DBA can recover data? Discuss the various methods of performing recovery. [CO-5][L-1,2] **20**

**End Semester Examination, May 2022**  
**BBA (General and Banking) – Second Semester**  
**COMPANY ACCOUNTS (BBA-DS-203)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 4

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Write short notes on:

- a) Capital Reserve vs. Reserve Capital.
- b) Utilization of DRR.
- c) Liquidation process.
- d) Paid up share capital.
- e) Calls in Arrear.
- f) ESOP.
- g) Average profit method of Goodwill.
- h) Conditions of redemption of preference shares.
- i) Cash and cash equivalents.
- j) Green Shoe option.

[CO-1,2] [L-2] **2x10**

**PART-A**

Q.2 a) Explain the process of redemption of preference shares and how equity is different from preference share. [CO-2,3] [L-2] **10**

- b) X Ltd. issued for public subscription 100000 equity shares of 10 each at premium of Rs.2 per share, payable as under:  
On Application Rs. 3 Per share  
On allotment Rs.5 per share(Including premium)  
On first call Rs. 2 per share  
On Second Call Rs.2 per share  
Application were received for 170000 equity shares. The shares were allotted *pro rata* to the applicants of 120000 shares; the applications for remaining shares were being refused. Money overpaid on application was used on account of sums due on allotment. Puneet to whom 500 shares allotted failed to pay the allotment money and his shares were subsequently forfeited after first call. Rahul to whom 800 shares allotted failed to pay on two calls, and his shares were forfeited after final call. Pass the journal entry and show the extract of balance sheet.(There is no reissue of shares by X. Ltd). [CO-4] [L-4] **10**

Q.3 a) Explain the scenario in which company opted for bonus shares. How it is different from ESOP? [CO-3 ] [L-2 ] **10**

- b) The following items appear in the balance sheet of M/ Ltd. As on 31<sup>st</sup> March 2020:
- i) Share Capital  
Equity : Authorized – 5,00,000 Shares of Rs. 10 Each  
Issued and Subscribed – 4,00,000 Shares of Rs.10 Each, fully paid.  
Preference:  
Authorized, Issued and Subscribed – 60,000, 14% Preference Shares of Rs. 20 Each, fully paid

**End Semester Examination, May 2022**  
**BBA (Banking) – Second Semester**  
**EQUITY AND DERIVATIVES MARKET (BBA-DS-204A)**

Time: 3 hrs.

Max. Marks: **100**

No. of pages: 3

Note: Attempt **FIVE** questions in all. **Q.1 is compulsory**. Attempt **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer in brief:

- a) Define various types of financial markets.
- b) What is the role of speculators in financial markets?
- c) Who are the market participants in Debt market?
- d) What are money market instruments? Name a few.
- e) What is the role of the underwriters in an IPO?
- f) Who regulates provident funds in India? Write the role of the regulator.
- g) What are Rights issues?
- h) What is a DRHP in an IPO? What does it contain?
- i) The party who takes a short position in a call option is a:
  - i) Buyer.
  - ii) Holder.
  - iii) Writer.
  - iv) None of the option.
- j) In a Put option, buyer has the right to \_\_\_\_\_ the underlying, while in a call option, the buyer has the right to \_\_\_\_\_ the underlying. **2x10**

**PART-A**

- Q.2 a) Write a note on 'commodity markets highlighting the features, participants and the instruments'. **10**
- b) What are mutual funds? Explain the advantages and disadvantages of mutual funds. **10**

Q.3 Write in detail about **any four** investment products amongst the five listed below:

- a) National Pension Scheme.
- b) Unit Linked Insurance Plans (ULIPS).
- c) Public Provident Funds (PPF).
- d) Corporate deposits.
- e) Life Insurance Policies.

**5x4**

- Q.4 a) What is an Index and what are the parameters of stock selection in an index? **10**
- b) What are 'Free Float Market capitalization weighted' index? What would be the value of Index using the 'free float market capitalization weighted' method for the following set of data?

Company	No. of shares	Current Price	Current Market Cap	Free Float factor	Free Float Mkt Cap
X	500	300		0.40	
Y	2000	200		0.60	
Z	1000	250		0.40	

**End Semester Examination, May 2022**  
**BBA (General Banking and Digital Marketing) – Second Semester**  
**HUMAN RESOURCE MANAGEMENT (BBA-DS-205)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer in brief:

- a) Internal and External sources of recruitment.
- b) Career planning and succession planning.
- c) Strategic human resource management.
- d) Lay off and retrenchment.
- e) Promotion and transfer.

**4x5**

**PART-A**

Q.2 Define 'Human Resource Management'. Explain the importance and functions of Human resource management. [CO-1] [L-1, 2] **20**

Q.3 What is manpower planning? Why it is necessary? Discuss the various steps involved in it. [CO-1] [L-2, 3] **20**

Q.4 Write notes on the following:

- a) Job description.
- b) Job design.

[CO-3] [L-3, 4] **10x2**

**PART-B**

Q.5 Define 'performance appraisal'. Explain the traditional and modern methods of performance appraisal. [CO-3] [L-2, 5] **20**

Q.6 Write short notes on the following:

- a) Time wage rate and piece wage rate.
- b) Provisions of health measures.

[CO-2] [L-3, 5, 6] **10x2**

Q.7 Discuss the concept of compensation. What factors affect compensation of employees in industrial organization? [CO-4] [L-5, 6] **20**

**End Semester Examination, May 2022**  
**BBA (General) / BBA (Banking & Financial Markets) – Second Semester**  
**MACRO ECONOMICS (BBA-DS-206)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer in brief:

- a) Name any two Non-Banking Financial Companies of India.
- b) Enumerate the main limitations of Barter system.
- c) What do you mean by term CRR?
- d) What do you mean by term Capital Market?
- e) Give one example of each i) Legal Tendered Money ii) Full Bodied Money.
- f) Define the term: 'Real National Income'.
- g) What do you mean by Full Employment Level?
- h) Draw diagrammatic presentation of inflationary gap.
- i) What is Per Capita Income?
- j) What is Secondary Market?

**2x10**

**PART-A**

- Q.2 a) "Consumption is function of Income". Explain how? [CO-3][L-2] **10**  
b) What are various functions of money in an economy? [CO-3][L-2] **10**

- Q.3 a) "Central Bank is a controller of credit in an economy". Discuss how? [CO-3][L-3] **10**  
b) "Modern banking services are no longer confined to traditional deposits and loans". Justify the statement. [CO-3][L-3] **10**

- Q.4 Analyse the relationship between Macro Economics and Micro Economics. [CO-3][L-4] **20**

**PART-B**

- Q.5 a) What is credit creation? Explain how banks create credit in an economy? [CO-2][L-3] **10**  
b) Explain the concept of multiplier. How multiplier is related to the propensity to consume in an economy? [CO-2][L-3] **10**

- Q.6 a) What do you mean by the trade cycle? Draw the diagram of the trade cycle. Mark the points or portion for the Boom, Depression, recovery and Growth. [CO-2][L-2] **10**  
b) "SEBI is protector and promoter of interest of investors" Explain How? [CO-3][L-2] **10**

- Q.7 a) What is Investment? Analyse the factors affecting level of investments in an economy. [CO-2][L-2] **10**  
b) What are functions of Central Bank? [CO-2][L-2] **10**

**End Semester Examination, May 2022**  
**BBA (IB) – Second Semester**  
**ENGLISH FOR ACADEMIC PURPOSES-II-B (BBA-DS-207)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 6

Note: **ALL** questions are **compulsory**. Marks are indicated against each question.

**SECTION-A**

**READING COMPREHENSION-I**  
**Making time for science**

Chronobiology might sound a little futuristic – like something from a science fiction novel, perhaps—but it's actually a field of study that concerns one of the oldest processes life on this planet has ever known: short-term rhythms of time and their effect on flora and fauna.

This can take many forms. Marine life, for example, is influenced by tidal patterns. Animals tend to be active or inactive depending on the position of the sun or moon. Numerous creatures, humans included, are largely diurnal – that is, they like to come out during the hours of sunlight. Nocturnal animals, such as bats and possums, prefer to forage by night. A third group is known as crepuscular: they thrive in the low-light of dawn and dusk and remain inactive at other hours.

When it comes to humans, chronobiologists are interested in what is known as the circadian rhythm. This is the complete cycle our bodies are naturally geared to undergo within the passage of a twenty-four hour day. Aside from sleeping at night and waking during the day, each cycle involves many other factors such as changes in blood pressure and body temperature. Not everyone has an identical circadian rhythm. 'Night people', for example, often describe how they find it very hard to operate during the morning, but become alert and focused by evening. This is a benign variation within circadian rhythms known as a chronotype.

Scientists have limited abilities to create durable modifications of chronobiological demands. Recent therapeutic developments for humans such as artificial light machines and melatonin administration can reset our circadian rhythms, for example, but our bodies can tell the difference and health suffers when we breach these natural rhythms for extended periods of time. Plants appear no more malleable in this respect; studies demonstrate that vegetables grown in season and ripened on the tree are far higher in essential nutrients than those grown in greenhouses and ripened by laser.

Knowledge of chronobiological patterns can have many pragmatic implications for our day-to-day lives. While contemporary living can sometimes appear to subjugate biology – after all, who needs circadian rhythms when we have caffeine pills, energy drinks, and shift work and cities that never sleep? – keeping in synch with our body clock is important.

The average urban resident, for example, rouses at the eye-blearing time of 6.04 a.m., which researchers believe to be far too early. One study found that even rising at 7.00 a.m. has deleterious effects on health unless exercise is performed for 30 minutes afterward. The optimum moment has been whittled down to 7.22 a.m.; muscle aches, headaches and moodiness were reported to be lowest by participants in the study who awoke then.



**End Semester Examination, May 2022**  
BBA (International Business Environment) – Second Semester  
**INTERNATIONAL BUSINESS ENVIRONMENT (BBA-DS-208)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Answer in brief:
- a) Full form of SAFTA.
  - b) Successor of GATT.
  - c) Define 'FDI'.
  - d) Define 'polycentric approach'.
  - e) Give two objectives of IMF
  - f) Advantages of international business
  - g) Define 'global integration'.
  - h) Give two advantages of UNCTAD.
  - i) Define 'regional integration'.
  - j) Define 'political risk'.

**2x10**

**PART-A**

- Q.2 Describe the environment of international business to include its importance for starting a new venture. [CO-1, L-5] **20**
- Q.3 Discuss the theory of absolute cost advantage proposed by Adam Smith. What are its assumptions and implications? Explain the grounds on which this theory was criticized. [CO-2] [L-3] **20**
- Q.4 a) Enumerate cost and benefit analysis of regional economic integration. [CO-2] [L-2] **10**  
b) Describe the integration in North America. [CO-2] [L-2] **10**

**PART-B**

- Q.5 Define foreign investment and discuss its various types in detail. [CO-1] [L-2] **20**
- Q.6 How do you determine exchange rate? What are the advantages and disadvantages of fixed exchange rate system? [CO-3] [L-2] **20**
- Q.7 Write notes on:  
a) Evaluating firm performance.  
b) Global integration. [CO-2] [L-2] **10x2**

**End Semester Examination, May 2022**  
**BBA (Digital Marketing) – Second Semester**  
**INTERNET AND WEB TECHNOLOGIES (THEORY) (BBA-DS-209)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer in brief:

- a) How we can connect with internet?
- b) What is a Webpage?
- c) What is the purpose of HTTP?
- d) Define a 'protocol'. Why are protocols needed?
- e) What is a hyperlink?
- f) How search engine helpful to us?
- g) Write a note on 'privacy issues'.
- h) What is firewall?
- i) How electronic-mail is beneficial over traditional mailing system?
- j) What is FTP?

**PART-A**

Q.2 What are the features of Internet? Explain the advantages and disadvantages of internet? Also explain the use of internet. [CO-1,2] [L-1,2] **20**

Q.3 Write short notes on:

- a) WWW
- b) Web Applications.

[CO-2] [L-2,3] **10x2**

Q.4 a) What is a URL? Explain it with example. Also explain specify the parts of a URL.  
b) What are Web browser and search engine? [CO-3] [L-4] **10x2**

**PART-B**

Q.5 What do you mean by HTML? Explain the structure of an HTML program. Develop your own website using HTML tags. [CO-4] [L-4,5,6] **20**

Q.6 What is web publishing? What are the steps of it? What is the importance of publishing online in businesses? [CO-3,4] [L-5] **20**

Q.7 What is Internet Security? Why it is important? How Information Privacy can be maintained? [CO-1] [L-3] **20**

**End Semester Examination, May 2022**  
**BBA (Digital Marketing) — Second Semester**  
**SALES AND DISTRIBUTION MANAGEMENT (BBA-DS-210)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Select the most appropriate out of the various alternative given in each of the following:
- a) Out of the three important skills for the success of a sales manager the two are managing and technical skills and the third one is:
    - i) Communication.                      ii) Negotiation.
    - iii) Problem solving.                      iv) People.
  - b) Buying situations for business or industrial buyers are new purchase, modified rebuy, and one of the following:
    - i) Routine purchase.                      ii) Straight buy.
    - iii) Limited purchase.                      iv) Extensive purchase.
  - c) Some of the commonly used methods of the sales presentation are stimulus-response, formula, team selling, consultative or problem solving, and one of the following:
    - i) Question.                      ii) Product.
    - iii) Praise.                      iv) Need satisfaction.
  - d) The legend of AIDA formula includes attention, interest, desire, and one of the following:
    - i) Arrangement.                      ii) Agreement.
    - iii) Action.                      iv) Assistance.
  - e) In most large, multi-product, and multi-business organizations the strategic planning is done, apart from the Corporate level, at:
    - i) Product level.                      ii) Business unit level.
    - iii) Functional level.                      iv) All of the above level.
  - f) In defining a sales territory the keyword is:
    - i) Sales.                      ii) Customer.
    - iii) Geographic area.                      iv) None of the above.
  - g) One of the assumptions made in the workload method for calculating the salesforce size is:
    - i) The workload of salespeople is unequal.
    - ii) The Workload of salespeople is equal.
    - iii) The Potential of territories are same.
    - iv) The Potential of territories are different.
  - h) Sales contests are:
    - i) Long term.                      ii) Medium term
    - iii) Short term.                      iv) Incentive programmes.
  - i) Evaluation of the effectiveness of a sales organization is done by carrying out:

**End Semester Examination, May 2022**  
**BBA (General/Banking and Financial Markets) — Fourth Semester**  
**BUSINESS LAW (BBA-DS-401)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Write short notes on:

- a) Counter offer.
- b) Endorsee role.
- c) Salomon v/s Salomon Co. Pvt Ltd.
- d) Invitation to offer.
- e) Alien enemy in corporate veil.
- f) Bearer cheque.
- g) Holding in due course.
- h) Common seal.
- i) OPC.
- j) Ombudsman.

[CO-1,2][L-2] **2×10**

**PART-A**

Q.2 a) Explain the doctrine of ultra-vires. What are the effects of ultra-vires agreements? [CO-2][L-1] **10**

- b) The members of a private limited company consist of 'A' and 'B' who are also its directors. On 4th August, 2019 'A' left India for a foreign business tour and on 28th August, 2019 he died abroad. On 1st September, 2019 'B' purchased on credit of ₹10,000 worth of goods from 'C' on behalf of the company. 'C' now proposes to make 'B' personally liable for the payment of the debt. Is 'B' liable? [CO-4][L-1] **10**

Q.3 a) Define "Prospectus" and its types. Explain the difference between shelf prospectus and deemed prospectus? [CO-2][L-2] **10**

- b) Distinguish between "Interim dividend" and "Final dividend". [CO-3][L-2] **10**

Q.4 a) What is meant by voluntary winding up of a company? What are the grounds for voluntary winding up of a company? What are the consequences of voluntary winding up? Discuss. [CO-1][L-2] **10**

- b) Explain in details the duties and right of the liquidator in company winding up. [CO-2][L-2] **10**

**PART-B**

Q.5 a) Explain "An offer must be communicated to the offeree" with reference to example. Is mere silence in an offer is lead to acceptance? [CO-2][L-1] **10**

- b) A minor fraudulently represented to a money-lender that he has full of age, and obtained a loan of ₹5,00,000/-. Has the moneylender any right of action against the minor. [CO-1,4][L-1] **10**

Q.6 a) Describe "Doctrine of Caveat Emptor". What are its exception? [CO-2][L-1] **10**

- b) P sells his car to Q saying its very lucky. Q buys the car but the car doesn't prove to be lucky for Q. Has Q any cause of action against P. Also state the two differences

**End Semester Examination, May 2022**  
**BBA (General/Banking and Financial Markets) — Fourth Semester**  
**BUSINESS RESEARCH METHODS (BBA-DS-402)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Define the following:

- a) Research.
- b) Fixed assets.
- c) Concepts.
- d) Constructs.
- e) Variables.
- f) Hypothesis.
- g) Sample.
- h) Sampling unit.
- i) Questionnaire.
- j) Report writing.

[CO-1][L-1] **2×10**

**PART-A**

Q.2 Explain the concept of deductive theory and inductive theory in detail and also explain all types of research in detail. [CO-1][L-1] **20**

Q.3 Explain the concept of literature review and also explain all types of variables in detail. [CO-2][L-3] **20**

Q.4 What are the various data collection methods and also describe the different levels of measurement in research. [CO-2][L-3] **20**

**PART-B**

Q.5 Describe all the types of questionnaire in detail and what are the advantages and disadvantages of questionnaire techniques. Also draft a questionnaire in regard to buying habits of consumer with regard to purchasing of a car. [CO-3][L-3] **20**

Q.6 What are the various features of good hypothesis? Also describe the role of hypothesis in research. [CO-4][L-2] **20**

Q.7 Describe the importance of report writing and explain the types of research reports in detail. [CO-3][L-4] **20**

**End Semester Examination, May 2022**  
**BBA (General/Banking and Financial Markets) — Fourth Semester**  
**FINANCIAL MANAGEMENT (BBA-DS-403)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer in brief:

- a) Explain the concept of financial management.
- b) What is capital structure of a company?
- c) What is cost of capital? Explain combined cost of capital.
- d) Give the calculation of combined leverage.
- e) Explain the objectives of financial management.
- f) What is payback period method?
- g) Write the formula for uneven cash inflow for capital budgeting.
- h) What is working capital?
- i) Write the sources of temporary working capital financing.
- j) Give any two differences between preference share and equity shares.

[CO-1][L-1] **2×10**

**PART-A**

- Q.2 a) What do you mean by financial management? Explain its objectives and scope. [CO-1][L-1] **10**  
 b) What is cost of capital? Explain its significance and its types. [CO-1][L-1] **10**

Q.3 ABC Ltd. needs ₹30,00,000/- for the installation of a new factory. The new factory expects to yield annual earnings before interest and tax (EBIT) of ₹5,00,000/-. In choosing a financial plan, ABC Ltd., has an objective of maximizing earnings per share (EPS). The company proposes to issuing ordinary shares and raising debt of ₹3,00,000/- and ₹10,00,000/- of ₹15,00,000/-. The current market price per share is ₹250/- and is expected to drop to ₹200 if the funds are borrowed in excess of ₹12,00,000. Funds can be raised at the following rates:

Up to ₹3,00,000/- at 8%

Over ₹3,00,000/- to ₹15,00,000/- at 10%

Over ₹15,00,000/- at 15%

Assuming a tax rate of 50% Advise the company for capital structure. [CO-3][L-3] **20**

Q.4 Explain the different approaches to capital structure in detail. [CO-2][L-2] **20**

**PART-B**

Q.5 From the following information calculate NPV of two projects and suggest which project a company should opt, assume discount rate is 10%.

	Project X	Project Y
Initial investment	₹20,000	₹30,000
Estimated life	5 years	5 years
Scrap Value	₹1000	₹2000
Profits Before Dep. and after Tax	1. 5000 2. 10,000	1. 20,000 2. 10,000

**End Semester Examination, May 2022**  
**BBA (General/Banking and Financial Markets) — Fourth Semester**  
**MARKETING MANAGEMENT (BBA–DS-405 / BBA–DS-405A)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer in brief:

- a) How is product concept different from production concept?
- b) What do you understand by green marketing?
- c) Discuss in brief elements of marketing mix.
- d) Design appropriate distribution channel for "Fresh flowers".
- e) Diagrammatically represents the steps in marketing process.
- f) What do you understand by "Advertising appeal"?
- g) Write few points on "Penetration pricing strategy".
- h) Discuss the role of music in advertising.
- i) Highlight few points on interdisciplinary nature of marketing,
- j) How are sales different from marketing?

[CO-1,2,3][L-2,3,4] **2×10**

**PART-A**

Q.2 What is the process consumers go through when buying goods and services? Discuss the difference in buying decision process with reference to buying of consumer and business goods. [CO-1,3][L-2,3] **20**

Q.3 "Market segmentation is a compromise between the ineffectiveness of treating all customers alike and the inefficiency of treating each one differently". Illustrate the statement with appropriate examples. Also discuss the various positioning strategies used by the marketer. [CO-2,4][L-3] **20**

Q.4 Before entering the Indian car market, Toyota conducted a market research on the channel practices. For a car company, what are the necessary questions to be included in the market research study that the company should seek answers for? [CO-2,3][L-3] **20**

**PART-B**

Q.5 a) What is the role of advertising in building brand equity? [CO-1,3][L-3] **10**  
b) "Advertising is economically beneficial but socially not justifiable". Comment on it. [CO-1,3][L-3] **10**

Q.6 "A product goes through definite life stages just like living organisms", With reference to the given statement, describe the various stages in a product's life cycle (PLC). Also discuss about the various marketing strategies that could be used at these stages of PLC. [CO-2,4][L-4] **20**

Q.7 a) Differentiate between:  
i) Packaging and Labeling.  
ii) Social marketing and Sustainable marketing. [CO-2][L-4] **5×2**  
b) Suggest any four promotional tools for each of the following products:

**End Semester Examination, May 2022**  
**BBA (General/Banking and Financial Markets) – Fourth Semester**  
**EXPORT AND IMPORT MANAGEMENT POLICY, PROCEDURES AND**  
**DOCUMENTATION (BBA-DS-406)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Write short notes on following:

- a) Functions of IIFT.
- b) Two objectives of export promotion council.
- c) Export inspection council.
- d) DGFT.
- e) Role of government in promoting industry and trade.
- f) Benefits of export.
- g) Letter of credit.
- h) Bill of exchange.
- i) Export packing list.
- j) EXIM bank.

**2×10**

**PART-A**

Q.2 Export import means selling goods and services across national boundaries for the purpose of earning foreign exchange and industrialization. Explain the significance of export and import for Indian economy in detail. **20**

Q.3 Discuss the nature of various types of business that can be considered for setting up an export company. **20**

Q.4 Special Economic zone (SEZ) is a geographical region that has economic laws different from a country's generally applicable economic laws, with the underlying objective being an increase in economic growth and activity through increased foreign investment. Elaborate the objectives and provisions of SEZ in India along with its administrative set up. **20**

**PART-B**

Q.5 Commercial invoice attestation and bill of lading are among the two import documents that are needed to be prepared while going through an export transaction. Describe contents of a commercial invoice and its attestation process. Also describe the importance and different types of bill of lading. **20**

Q.6 What are the various documents required for import customs clearance? Also discuss the procedure that needs to follow for customs clearance in India. **20**

Q.7 Write short notes on:

- a) Import financing schemes.
- b) Export credit and foreign exchange covers.

**10×2**



**End Semester Examination, May 2022**  
**BBA (General/Banking and Financial Markets) – Sixth Semester**  
**CORPORATE GOVERNANCE AND ETHICS (BBA-DS-601)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following:

- a) What's the board's role in corporate governance?
- b) In your opinion, what are the most urgent ethical issues in business today?
- c) What is corporate governance?
- d) What are the principles of corporate governance?
- e) What is green governance?
- f) Define "Globalization".
- g) What is EPRG concept? Explain briefly.
- h) What is CSR?
- i) What is the importance of CSR in today's world?
- j) Explain the Ackerman model of CSR.

**2×10**

**PART-A**

Q.2 Explain the components of corporate governance in detail. **20**

Q.3 Why are the ethical businesses practices so important in today's society? **20**

Q.4 What do you mean by e-governance? **20**

**PART-B**

Q.5 What is the impact of globalization on Indian and social culture? **20**

Q.6 What are the international codes of business conduct? **20**

Q.7 Explain any four models of CSR in detail. **20**

**End Semester Examination, May 2022**  
**BBA (General/Banking and Financial Markets) – Sixth Semester**  
**FAMILY BUSINESS MANAGEMENT (BBA-DS-603)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Write short notes on:
- a) Business strategies.
  - b) SWOT analysis.
  - c) Strategic commitment.
  - d) Family conflict.
  - e) Value analysis.
  - f) Family system.
  - g) Family rules.
  - h) Family business council.
  - i) Decision-making.
  - j) Effective ownership.

**2×10**

**PART-A**

- Q.2 Define "Family Business". What are the major types of family business running in India? Give a few examples. [CO-1][L-2] **20**
- Q.3 Discuss the relevance of decision making in a successful family business. Also explain the steps that need to be taken into consideration while making a decision. [CO-3][L-2] **20**
- Q.4 Explain "Family Business Legacy"? What are the limitations faced by a family-owned business? [CO-2][L-1,2] **20**

**PART-B**

- Q.5 What do you understand by family business governance? Give suggestions how to establish and govern successfully family businesses in India and elsewhere in the world. [CO-2][L-2] **20**
- Q.6 Elaborate the process involved in making a succession planning for successful transition of business ownership-cum-leadership throughout generations. [CO-3][L-4] **20**
- Q.7 What do you understand by scalability? Describe in detail the traits and elements of scalability in family business firm. [CO-2][L-3] **20**

**End Semester Examination, May 2022**  
**BBA (General/Banking and Financial Markets) — Fourth Semester**  
**SALES AND DISTRIBUTION MANAGEMENT (BBA-DSE-003)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer in brief:

- a) What are the objectives of sales management?
- b) Discuss in short, the concept of market potential with suitable example.
- c) Explain zero level channels with suitable example.
- d) Differentiate between wholesaling and retailing.
- e) What are the basic skills required in the sales executive?
- f) What is the purpose of sales budget?
- g) What is selective distribution in the intensity of market coverage?
- h) Name the types of agent middlemen.
- i) What are the reasons for channel conflict?
- j) What is vertical marketing system?

**2×10**

**PART-A**

Q.2 Write in detail the nature of personal selling and why is it necessary to understand buyer seller dyad? "Certainly, no magical formula exists for making a sale. Most sales trainers believe logical, sequential steps do exist that, if followed can greatly improve the chance of making a sale." Taking into account this statement, discuss the various steps involved in personnel selling process. [CO-1][L-2] **20**

Q.3 What are the objectives of setting sales quotas? In case of a manufacturer of a room air conditioner for home or industry, what type of sales quota would you recommend and why? Discuss the concept of sales force territory and why should a firm go for designing the sales territories? [CO-2][L-3] **20**

Q.4 Why is motivation an important concept for sales Managers to understand and learn how to use? Is it important to consider a good sales compensation plan requirement in industry to motivate sales force and how is it designed? [CO-2][L-4] **20**

**PART-B**

Q.5 Define "Distribution Channel". What are the factors affecting the choice of distribution Channel. [CO-3][L-2] **20**

Q.6 "Channel conflict is generated when the actions of any channel member come in the way of the entire channel achieving its objectives"? What is channel conflict and enumerate the various methods to resolve it with suitable examples? What are the factors to be considered in formulating channel policies? [CO-3][L-5] **20**

Q.7 Discuss the importance of effective channel information system? Further also elaborate with suitable examples the future trends in sales and distribution management. [CO-4][L-4] **20**

## End Semester Examination, May 2022

BBA (Digital Marketing) – Second Semester

### **BUSINESS ANALYTICS (BBA-DSE-014)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer in brief:

- a) How data is different from information?
- b) Types of business analytics.
- c) Importance of digital data.
- d) Problems due to incomplete data.
- e) OLAP vs OLTP.
- f) Data warehouse.
- g) Application of big data.
- h) List of some ML algorithms.
- i) Difference between ML and AI.
- j) Application of ML.

**2×10**

#### **PART-A**

Q.2 Differentiate between Data Scientist vs. Data Engineer vs. Business analyst.

[CO- 1] [L-2] **20**

Q.3 How we can collect data? Explain different sources of digital data. What do you understand by data quality? How can we deal with missing or incomplete data?

[CO-2] [L-2,3] **20**

Q.4 Explain KDD process with all phases in detail. Also, differentiate OLAP and OLTP.

[CO-3] [L-5] **20**

#### **PART-B**

Q. 5 How is AI linked to data analysis? Explain in detail.

[CO-2] [L-3,4] **20**

Q.6 Explain in detail some major requirements to build a ML language.

[CO-3] [L-4,5] **20**

Q.7 How the same data is used by the different sections in a company to analyse? Explain in detail.

[CO-4] [L-5,6] **20**

**End Semester Examination, May 2022**  
BBA (General/Banking and Financial Markets) — Fourth Semester  
**INVESTMENT PRODUCT AND WEALTH MANAGEMENT (BBA-DSE-408)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer in brief:

- a) Write briefly about Government Securities.
- b) The NAV of a mutual fund moved from ₹10 to ₹16 in 90 days. What is the annual return?
- c) If you need ₹200000 after 1 year, what amount should you deposit in a bank FD which offers 12% rate of return?
- d) What is monopoly? Name any one Indian organization which has a monopoly in its area of activity.
- e) What is a sectoral fund?
- f) What is the EBIT margin if the PBT is ₹200 cr. and depreciation and interest are ₹50 cr. and ₹50 cr. respectively and the company had a sale of ₹500 cr.?
- g) Who is a depository?
- h) How are bond prices and interest rates linked with each other?
- i) How would the rise in inflation affect the interest rates in the country?
- j) What is the role of a fund manager in a mutual fund? **2×10**

**PART-A**

- Q.2
- a) Describe the effect of Russia- Ukraine war on Indian and Global economy. What has been the economic response of India to counter the adverse effects to its economy? **10**
  - b) Calculate the Sharpe and Treynor ratio for a portfolio which offers 15% return. The risk free return is 7%. The beta and standard deviation of the portfolio is 1.5 and 12% respectively. **10**
- Q.3
- Mr. Karthik wants to purchase a house in Faridabad, 5 years from now. The current price of the house is ₹60 Lakhs. The inflation is likely to be 6%. Kartik would like to make 50% down payment and take 50% as housing loan as a means of financing his purchase, 5 years from now:
- a) What is the amount that Karthik needs to invest today in a fund that offers 10% return pa so he could have required fund for down payment amount after 5 years? **10**
  - b) What would be the loan equated monthly installments (after 5 years on the housing loan – 50% of the value of purchase), if the lender offers 8% p.a. rate on the loan for 5 years period? The EMI is to be paid at the end of the month. **10**
- Q.4
- a) A government bond, which offers 7% coupon matures in 4 years. It has been issued at par value of ₹100. The YTM (Yield to maturity) of the bond is 10.00%. The bond pays annual coupon and it will mature at par. Calculate the price of the bond. **10**
  - b) Calculate the Macaulay duration of the above bond. **10**

**End Semester Examination, May 2022**  
**BBA (General/Banking and Financial Markets) — Fourth Semester**  
**INVESTMENT PRODUCT & WEALTH MANAGEMENT (BBA-DSE-408)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **2**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt **ANY TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following questions:

- a) Write briefly about government securities?
- b) The NAV of a mutual fund moved from ₹10 to ₹16 in 90 days. What is the annual return?
- c) If you need ₹200000 after 1 year, what should you deposit in a bank FD which offers 12% rate of return?
- d) What is monopoly? Name one Indian organization which has a monopoly in its area of activity.
- e) What is a sectoral fund?
- f) What is the EBIT margin if the PBT is ₹200 cr. and Depreciation and interest are ₹50 cr. and ₹50 cr. respectively and the company had a sale of ₹500 cr.?
- g) Who is a depository?
- h) How are bond prices and interest rates linked?
- i) How would the rise in inflation affect the interest rates in the country?
- j) What is the role of a fund manager in a mutual fund? **2×10**

**PART-A**

- Q.2
- a) Describe the effect of Russia- Ukraine war on Indian and Global economy. What has been the economic response of India to counter the adverse effects to its economy? **10**
  - b) Calculate the Sharpe and Treynor ratio for a portfolio which offers 15% return. The risk free return is 7%. The beta and standard deviation of the portfolio is 1.5 and 12% respectively **10**
- Q.3
- Mr. Karthik wants to purchase a house in Faridabad, 5 years from now. The current price of the house is ₹60 Lakhs. The inflation is likely to be 6%. Kartik would like to make 50% down payment and take 50% as housing loan as a means of financing his purchase, 5 years from now:
- a) What is the amount that Karthik needs to invest today in a fund that offers 10% return pa so he could have required fund for down payment amount after 5 years? **10**
  - b) What would be the loan equated monthly installments (after 5 years on the housing loan – 50% of the value of purchase), if the lender offers 8% p.a. rate on the loan for 5 years period? The EMI is to be paid at the end of the month? **10**
- Q.4
- a) A government bond, which offers 7% coupon matures in 4 years. It has been issued at par value of ₹100. The YTM (Yield to maturity) of the bond is 10.00%. The bond pays annual coupon and it will mature at par. Calculate the price of the bond. **10**
  - b) Calculate the Macaulay duration of the above bond. **10**

**End Semester Examination, May 2022**  
**BBA (Digital Marketing) – Second Semester**  
**DIGITAL MARKETING AND DESIGN THINKING (BBA-GE-001)**

Time: 3 hrs.

Max. Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all. **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Answer the following in brief:
- a) Define the term digital brand. List two examples for digital brands.
  - b) Describe sustainable innovation. Give one example.
  - c) Explain the term creative strategy in the digital world.
  - d) State the meaning and importance of UGC in the world of social media. Give one example of UGC.
  - e) List the probable disruptors of the following companies: Britannica, Kodak.
  - f) Digital Marketing as a whole covers many skills. List any top six skills that is absolutely necessary for any digital marketer to know.
  - g) Describe the meaning of SERP.
  - h) Explain design thinking.
  - i) List the key traits of audience present on FB and LinkedIn today.
  - j) Write four benefits of digital marketing over traditional marketing. **2×10**

**PART-A**

- Q.2 Draw and explain the various stages of SALES Funnel. **20**
- Q.3 You have been assigned to manage social media handles of a "Boat – Consumer Electronics". Explain how would you design their content calendar for 14 days. include examples wherever possible? **20**
- Q.4 Explain the process and tools (At least 5 tools) used to generate ideas for social media marketing. **20**

**PART-B**

- Q.5 What is buyer's persona? Why do you think it is needed for digital marketing? Design an ideal buyer's persona for a first-time home buyer. **20**
- Q.6 Explain the design thinking principle. Do you think organizations must adopt design thinking? What challenges an organization faces when they adopt design thinking? **20**
- Q.7 What is disruption? How is disruption different from innovation? What are some of the famous myths around disruption? What is scalable disruption? What is the formula for scalable disruption? Give one example of scalable disruption. **20**

## End Semester Examination, May 2022

BBA (General and Banking)/ BBA (G) IB/ B.Com (H) and I.I.— Fourth Semester  
**ENTREPRENEURSHIP FOUNDATIONS PRACTICE (BBA-O-07)**

Time: 3 hrs.

Max Marks: **50**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **PART-A is compulsory**. Attempt any **FOUR** questions from **PART-B**. Marks are indicated against each question.

### **PART-A**

- Q.1 a) **State whether the following statements are TRUE or FALSE:**
- i) As an entrepreneur, it is appreciated to adopt autocratic leadership.
  - ii) A business model describes the rationale of how an organization creates, delivers and captures value.
  - iii) In today's world, if your product or services does not have a digital presence, it is assumed that you do not exist.
  - iv) Acquiring a new customer is estimated to be five times more expensive than retaining an old customer.
  - v) More complex, required expertise. **1×5**
- b) **Fill in the blanks:**
- i) In business model canvas there are total \_\_\_\_\_ blocks.
  - ii) BMC means \_\_\_\_\_.
  - iii) Building relationship creates \_\_\_\_\_ proposition for the customer.
  - iv) LLP means \_\_\_\_\_.
  - v) Startup costs = cost that an enterprise incurs \_\_\_\_\_ starting a business. **1×5**

### **PART-B**

- Q.2 How would you explore right type of co-founder? Explain the purpose and reasoning for getting them on board. Describe the job description of each co-founder of your business enterprise. **10**
- Q.3 What do you understand by a business model? Draw the business model canvas and explain the Indigo Airlines key answers for all the blocks of its business model. **10**
- Q.4 Why it is important to build a digital presence? Identify the different types of digital channels. Explain your understanding how a digital channel relates to a particular business? **10**
- Q.5 Critically examine the various media channels, and explain the advantages and disadvantages of each media channel. **10**
- Q.6 Explain the concept of BOOT STRAPPING. What are the various sources of funding that you explore while following the boot strapping principle? **10**



**End Semester Examination, May 2022**  
**OPEN ELECTIVE – COMMON FOR ALL BRANCHES**  
**EFFECTIVE TECHNIQUES FOR DECISION MAKING IN BUSINESS**  
**(BBA-OE-001)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **2**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer in brief:

- Define unbounded feasible region with the help of an example.
- Given an example of unbalanced transportation problem.
- What do you mean by saddle point? Give an example of saddle point.
- Explain how to convert maximization problem into a minimization in an assignment problem.
- Define mixed strategy in game theory with the help of an example.
- Give an example of individual and discrete series in statistics.
- Define redundant constraint in LPP with the help of an example.
- Write the concept of multiple optimal solutions in assignment problem.
- In which method of transportation problem we calculate penalties and how?
- Give an example of inclusive and exclusive series in statistics. [CO-2,3,4][L-2] **2×10**

**PART-B**

- Q.2
- What is the role of operations research in decision making? Also explain the scope and nature of operations research. [CO-1][L-1] **10**
  - Comment on the statement "OR has been defined semi-facetiously as the application of big minds to the small problems". [CO-1][L-1] **10**

- Q.3
- A firm manufactures three products A, B and C. The profits are ₹3, ₹2 and ₹4 respectively. The firm has 2 machines and below is the required processing time in minutes for each machine on each product. Machine G and H have 2,000 and 2,500 machine minutes respectively. Product A is processed for 4 minutes on G and 2 minutes on H, product B is processed for 3 minutes on G and 2 minutes on H and product C is processed for 5 minutes on G and 4 minutes on H. The firm manufacture 100 A's, 200 B's and 50 C's. Formulate the problem as L.P. problem. [CO-3][L-2] **10**

- b) Solve the following LPP using graphical method:

$$\text{Maximize } Z = 8000X_1 + 7000X_2$$

Subject to constraints

$$X_1 \leq 20$$

$$X_2 \leq 40$$

$$3X_1 + X_2 \leq 66$$

$$X_1 + X_2 \leq 45$$

$$\text{and } X_1, X_2 \geq 0$$

[CO-3][L-2] **10**

- Q.4
- Determine an initial basic feasible solution using NWC method, Least cost, Entry method and Vogel's method:

	I	II	III	IV	Supply
A	5	3	6	2	14

**End Semester Examination, May 2022**  
**OPEN ELECTIVE COMMON FOR ALL BRANCHES**  
**INFORMATION MANAGEMENT IN CONTEMPORARY BUSINESS**  
**(BBA-OE-002)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer in brief:

- a) Components of Information System.
- b) Different V's of Big Data.
- c) Infrastructure of Network economy.
- d) Roles and responsibilities of database administrator.
- e) Characteristics of information that influence quality of information for any business organization
- f) Digital economy is the \_\_\_\_\_ activity that results from billions of everyday online connections.
  - i) Political      ii) Legal      iii) Economic      iv) Digital
- g) ERP in MIS stands for
  - i) Enterprise Recruitment Planning
  - ii) Enterprise Resource Planning
  - iii) Entrepreneurial resources Planning
  - iv) None of these
- h) Unwanted and unsolicited commercial e-mails that clog up e-mailboxes of users is classified as
  - i) Invasion of privacy   ii) Spam   iii) Virus   iv) Deception
- i) A type of information system used in an organization that is capable of decision making by itself without human intervention is called,
  - i) Executive support system
  - ii) Business expert system
  - iii) Decision support system
  - iv) None of the above
- j) The focus of \_\_\_\_\_ is to supply the right information to the right person at the right time.
  - i) Information technology
  - ii) Information system
  - iii) Management information system
  - iv) Benchmarking

**2x10**

**PART-A**

Q.2 What is the role and importance of management information system in everyday activities of an organization? Also mention some functional areas where information system contributes to both effectiveness and efficiency of business.  
[CO-1] [L-1,2] **20**

Q.3 Differentiate between data and information. Explain how information system can help

**End Semester Examination, May 2022**  
B.Sc. (Hospitality & Hotel Administration) – Second Semester  
**FOOD AND BEVERAGE PRODUCTION (TH.)-II**  
**(BHM DS 201/BHHA2-211)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q. 1** is **compulsory**. Attempt any **TWO** questions from **PART A** and **TWO** questions from **PART B**. Marks are indicated against each question.

Q.1 Explain the following in two-three lines:

- a) Abats
- b) Rigor-mortis
- c) Laminated pastries
- d) Fillet
- e) Croquette
- f) Beurre
- g) Gluten
- h) Minestrone
- i) Goujon
- j) Docking

[CO2] [L2] **2×10**

**PART-A**

Q.2 a) Write the composition of milk. Briefly explain the benefits of homogenized milk. [CO2] [L2] **10**

b) Explain step by step cheese manufacturing process. List five international cheeses with their uses. [CO4] [L3] **10**

Q.3 a) Draw general layout of a commercial kitchen. [CO1] [L2] **10**

b) Draw the layout of service and wash-up area. [CO3] [L4] **10**

Q.4 a) Draw a neat diagram and label the different cuts of Beef or Mutton with French name, uses and approx weight. [CO2] [L2] **10**

b) Draw a neat diagram and label the different cuts of Pork or Veal or Mutton with French name, uses and approx weight. [CO3] [L2] **10**

**PART-B**

Q.5 a) Name and explain Ten classical cuts of fish. [CO3] [L4] **10**

b) What are the quality points to be checked while selecting fish and shellfish? [CO2] [L2] **10**

Q.6 a) Classify Rice and discuss the different methods of cooking rice. [CO2] [L2] **10**

b) Write short notes on:  
i) Short Crust Pastry

**End Semester Examination, May 2022**  
B.Sc. (Hospitality & Hotel Administration) – Second Semester  
**FOOD AND BEVERAGE SERVICE (THEORY)-II (BHM-DS-202)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: *1*

Note: Attempt **FIVE** questions in all; **Q. 1** is **compulsory**. Attempt any **TWO** questions from **PART A** and **TWO** questions from **PART B**. Marks are indicated against each question.

Q.1 Define the following terms:

- a) Buffet Froid
- b) Plat du Jour
- c) Cigar
- d) Kiosk
- e) Humidor
- f) Menu
- g) Carte du Jour
- h) American Plan
- i) BOT
- j) Finger Buffet

[CO1, L1] **2×10**

**PART-A**

Q.2 Write down the 17 course French Classical Menu in detail with two examples of each. [CO2] [L2] **20**

Q.3 Differentiate between Table d' Hote Menu and A la Carte Menu. Draw the different shapes of cigar with one feature of it. [CO2] [L4] **20**

Q.4 Name any 5 types of KOTS. What are the important functions of KOT? Discuss the triplicate system of checking. [CO3] [L2] **20**

**PART-B**

Q.5 Differentiate between Mise-en-Place and Mise-en -Scene. Give 5 opening and 5 closing duties of a restaurant [CO4] [L4] **20**

Q.6 Define Tobacco. Discuss on the different methods of curing tobacco. Give 5 brand names of cigar and cigarettes. [CO4] [L2] **20**

Q.7 What are the different types of food service? Explain in detail. [CO3] [L2] **20**

**End Semester Examination, May 2022**  
**B.Sc. (Hospitality & Hotel Administration) – Second Semester**  
**ROOM DIVISION (THEORY)-II (BHM-DS-203)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q. 1** is **compulsory**. Attempt any **TWO** questions from **PART A** and **TWO** questions from **PART B**. Marks are indicated against each question.

Q.1 Explain the followings:

- |                               |            |
|-------------------------------|------------|
| a) Ergonomics.                | [CO5] [L1] |
| b) 5 Globe Certification.     | [CO5] [L2] |
| c) Par Stock.                 | [CO4] [L2] |
| d) Green Housekeeping.        | [CO6] [L3] |
| e) Housekeeping Control Desk. | [CO3] [L3] |
| f) Upselling.                 | [CO2] [L3] |
| g) Cut-off date.              | [CO2] [L2] |
| h) No-Show.                   | [CO1] [L1] |
| i) Wash Down.                 | [CO2] [L1] |
| j) Guaranteed Reservation.    | [CO3] [L1] |

**PART-A**

Q.2 Being an Executive Housekeeper design five important formats used for daily operations in Housekeeping Department. [CO4] [L6] **20**

Q.3 Discuss the pest control procedure in a hotel and mention the chemicals to be used in the process. [CO5] [L1] **20**

Q.4 Compare the aims and vision of Ecotels and Normal hotels. Discuss 5 Globe Certification process for Ecotel. [CO5] [L5] **20**

**PART-B**

Q.5 Explain the Check-in Procedure of:

- |                   |                        |
|-------------------|------------------------|
| a) VIP Guest      |                        |
| b) Scanty Baggage | [CO3] [L2] <b>10×2</b> |

Q.6 What do you understand by Guest Cycle? Describe the five phases of the Guest Cycle? [CO2] [L2] **20**

Q.7 Describe elaborately five major types of meal plans offered to a guest in hotel. Handling of guest complaints is one of the major duties of Front Office. Explain the procedure in detail. [CO2] [L2] **20**

**End Semester Examination, May 2022**  
B.Sc. (Hospitality & Hotel Administration) – Second Semester  
**OPERATION SAFETY AND HACCP (BHM-DS-205)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q. 1** is **compulsory**. Attempt any **TWO** questions from **PART A** and **TWO** questions from **PART B**. Marks are indicated against each question.

Q.1 Explain in two-three lines:

- a) Critical Control Point.
- b) USPH
- c) FSSAI
- d) SOP
- e) ISO
- f) What are the basic steps for washing hands?
- g) At what temperature should your refrigerator be maintained?
- h) 3E's of food safety.
- i) Risk analysis.
- j) Food additives.

[CO2] [L2] **2×10**

**PART-A**

Q.2 Write short note on:

- a) Temperature Danger Zone.
- b) Hand Washing Procedure.
- c) Hot Holding of Food.
- d) Waste Management.

[CO1] [L1] **5×4**

Q.3 What do you understand by Hazards to Food Safety? Explain the four broad types of food safety hazards and give examples for each. [CO2] [L2] **20**

Q.4 What do you understand by HACCP? Discuss the principles of HACCP. [CO2] [L2] **20**

**PART-B**

Q.5 What do you understand by Food Allergies and Control of Allergens in Food? [CO2] [L2] **20**

Q.6 Explain USPH with its 10 golden rules in detail. [CO3] [L4] **20**

Q.7 Explain SOP. Explain the storage temperature and procedure of different raw materials. [CO1] [L1] **20**

# End Semester Examination, May 2022

BBA (G) IB – Sixth Semester

## PROJECT MANAGEMENT (BIB-003)

Time: 3 hrs.

Max Marks: **50**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer (**any ten**) of the following questions:

a) Give full form of the following:

i) TEFR.

ii) CPI.

iii) HUF.

iv) PER.

b) What is "Percentage Work Completed" and what is it used for?

c) What is the salient difference between "Theory X" and "Theory Y", as proposed by McGregor?

d) Explain the difference between "Tall Organization" and "Flat Organization", draw both types of organizations.

e) Explain the difference between "Job Description" and "Job Specification", give an example.

f) What do you mean by IRR? Explain.

g) Name the 4 types of "Dependency Relationships" in project management. Which one is most commonly used?

h) What is WBS and how it's useful in project management?

i) What is "Variance" in project cost tracking? What is "Favourable Variance"?

j) What is "Project Closure" and why is it important?

k) Which is more accurate - feasibility report or pre-feasibility report? Generally, what are the levels of accuracy of both?

l) What is cost of quality? Is it true that the cost of quality always keeps falling as the quality is improved? Explain. **1×10**

### **PART-A**

Q.2 a) What is WBS and how is it useful in project management? **5**

b) Explain the differences between "Tall Organization" and "Flat Organization". Draw both types of organizations. **5**

Q.3 Balaji projects are a large projects company. They appoint several fresh and experienced projects professionals every year. Last year, they had appointed 6 students from your campus placement. All but one of them is facing some problems on the job. They are finding the job finite monotonous. These employees have been posted in far-away sites and do not have access to their HR department. They find that their project managers are hard task masters. They are disillusioned as they are unable to connect their roles with what they learnt at college, and fail to see how they could be contributing to the cause of the organization. What are the problems and its suggested solutions? **10**

Q.4 Discuss in brief the various criteria of assessing the growth, liquidity and profitability of a project. **10**

### **PART-B**

# End Semester Examination, May 2022

## BBA (G) IB – Fifth / Sixth Semester INTERNATIONAL TRADE (BIB-602)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. All questions carry equal marks.

Q.1 Answer in brief:

- a) Write one difference between franchising and licensing.
- b) Whether India's foreign trade has fallen since 2009 (Yes/No).
- c) Current account is a part of \_\_\_\_\_ account.
- d) Explain in two lines, sharp difference between IMF and World Bank.
- e) Which type of barrier is subsidy given by the government?
- f) Which theory is the first to be propounded i.e. absolute cost advantage theory or competitive cost advantage?
- g) Name any one international financial institution.
- h) Foreign exchange markets function \_\_\_\_\_.
- i) If the price of a commodity in the nation increases, then whether export cost will increase or decrease (Write the correct answer).
- j) Write two points that MNC's are good for India. **2×10**

### **PART-A**

Q.2 What are various modes of entry into international business? Explain one each of non-investment and investment mode. **20**

Q.3 What are various tariff and non-tariff measures? Explain any three of them. **20**

Q.4 What are the various forms of economic integration? What type of integration EU is? Give four reasons that countries of EU are benefitted. **20**

### **PART-B**

Q.5 Explain in what ways the foreign investment has benefitted India. What would be the good and adverse impact if the foreign investment in multibrand retail is allowed in India? **20**

Q.6 When exchange rate is said to be affected? Explain the two factors which affect the exchange rate positively and negatively both? **20**

Q.7 In what ways the MNCs are good for India? What are the sectors in which MNCs are so far discouraged are allowed would have adverse impact on the security and employment in India? **20**



**End Semester Examination, May 2022**  
**BBA (G) International Business — Sixth Semester**  
**INTERNATIONAL LOGISTICS MANAGEMENT (BIB-603)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Describe the following in brief:

- a) Distribution channel.
- b) Role of information technology in logistics.
- c) International packaging.
- d) Challenges in international logistics.
- e) Material handling in logistics management.
- f) Significance of warehousing in logistics.
- g) Role of clearing agents.
- h) Principles of transportation.
- i) Inland container depot.
- j) Objectives of logistics.

**2×10**

**PART-A**

Q.2 Write short notes on:

- a) Barriers to international logistics.
- b) Role of clearing agents.

**10×2**

Q.3 Discuss different means of transportation and factors that should be considered while selecting a mode of transport for the purpose of logistics. Also explain risks attached with each mean of transport.

**20**

Q.4 "Logistic is the process of planning, implementing and controlling the efficient, effective flow of goods storage of goods, services and related information from the point of origin to the point of consumption for the purpose of conforming to customer requirements". Elaborate the statement and explain importance of logistics management in international trade.

**20**

**PART-B**

Q.5 Discuss the objectives of inventory management and also suggest some techniques or methods which your purchase/store executives should follow while managing inventory. **20**

Q.6 Change is inevitable in modern supply chain management, and risk management is essential to success. Risks evolve and become more prevalent with time. Risk management strategies of yesteryear are ineffective in the changing landscape. Understanding the global supply chain risks can work to reduce their impact. What you believe are the global logistics risks and their possible solutions? **20**

Q.7 In view of the requirement of different business products discuss the classification of containerization. Also discuss the benefits containers provide while transporting goods internationally. **20**

**End Semester Examination, May 2022**  
**BBA (G) International Business — Sixth Semester**  
**INTERNATIONAL LOGISTICS MANAGEMENT (BIB-603)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt **ANYTWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Describe the following in brief:

- a) Distribution channel.
- b) Role of information technology in logistics.
- c) International packaging.
- d) Challenges in international logistics.
- e) Material handling in logistics management.
- f) Significance of warehousing in logistics.
- g) Role of clearing agents.
- h) Principles of transportation.
- i) Inland container depot.
- j) Objectives of logistics.

**2×10**

**PART-A**

Q.2 Write short notes on following:

- a) Barriers to international logistics.
- b) Role of clearing agents.

**10×2**

Q.3 Discuss different means of transportation and factors that should be considered while selecting a mode of transport for the purpose of logistics. Also explain risks attached with each mean of transport.

**20**

Q.4 "Logistic is the process of planning, implementing and controlling the efficient, effective flow of goods storage of goods, services and related information from the point of origin to the point of consumption for the purpose of conforming to customer requirements". Elaborate the statement and explain importance of logistics management in international trade.

**20**

**PART-B**

Q.5 Discuss the objectives of inventory management and also suggest some techniques or methods which your purchase/store executives should follow while managing inventory. **20**

Q.6 Change is inevitable in modern supply chain management, and risk management is essential to success. Risks evolve and become more prevalent with time. Risk management strategies of yesteryear are ineffective in the changing landscape. Understanding the global supply chain risks can work to reduce their impact. What you believe are the global logistics risks and their possible solutions? **20**

Q.7 In view of the requirement of different business products discuss the classification of containerization. Also discuss the benefits containers provide while transporting goods internationally. **20**

**End Semester Examination, May 2022**  
BBA (G) IB —Sixth Semester  
**INTERNATIONAL HUMAN RESOURCE MANAGEMENT (BIB-605)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Write short notes on **(any four)**:

- a) International Human Resource Management: Nature and scope.
- b) Differentiate between domestic and International Human Resource Management.
- c) International Transfers.
- d) Cross border ethic management.
- e) Explain the role of expatriate.

**5×4**

**PART-A**

Q.2 What is IHRM? Explain in detail the models of IHRM.

**20**

Q.3 Define 'staffing'. Elaborate in detail the complexities and issues in managing humanresource across countries.

**20**

Q.4 Write short notes on:

- a) HCN's vs TCN's.
- b) Expatriate management-problem and tackling strategies.

**10×2**

**PART-B**

Q.5 What do you understand by International industrial relation? Explain the importance and function of International industrial relation.

**20**

Q.6 Write short notes on the followings:

- a) International reward system.
- b) International control mechanism.

**10×2**

Q.7 Write notes on the following:

- a) Training and development for expatriates.
- b) Significance of employee welfare.

**10x2**

# End Semester Examination, May 2022

BBA (G) IB —Sixth Semester

## E-COMMERCE (BIB-606)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer in brief:

- a) Differentiate between e-commerce and e-business.
- b) Is ecommerce profitable? Explain with reason.
- c) What do you understand by Electronic Funds Transfer?
- d) What are the disadvantages of a Smart Card?
- e) A digital signature is:
  - i) scanned signature.
  - ii) signature in binary form.
  - iii) encrypting information.
  - iv) handwritten signature.
- f) Why are security measures important in e-business?
- g) Write two advantages of 'mobile commerce'.
- h) What is SET protocol?
- i) Write two advantages of one-to-one enterprise.
- j) What is a website?

**2×10**

### **PART-A**

Q.3 What is E-commerce? How is it different from a traditional commerce? Explain the benefits of e-Commerce to customers and society. **20**

Q.3 Explain the different types of E-Commerce business models in detail. **20**

Q.4 Explain the life cycle approach for launching an online business. **20**

### **PART-B**

Q.5 What is a payment gateway? Explain its working in detail. **20**

Q.6 Write short notes on **(any two)**:

- a) Firewall.
- b) Cryptography.
- c) Digital Signature.

**10x2**

Q.7 Write about the application of e-commerce in retail business and service sector. **20**

**End Semester Examination, May 2022**  
**BBA (G) International Business — Sixth Semester**  
**DIGITAL MARKETING (BIB-DE-001)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer in brief:

- a) Name the different D's of digital marketing.
- b) WWW stands for.
- c) Mention the differences between digital and traditional marketing.
- d) What is unique about social media marketing?
- e) What do you mean by pay-per-modeling?
- f) Business to business e-commerce involves commercial transactions between other organizations and organizations. (**TRUE/FALSE**)
- g) Unwanted and unsolicited commercial e-mails that clog up e-mailboxes of users are classified as:
  - i) Invasion of privacy.
  - ii) Spam.
  - iii) Virus.
  - iv) Deception.
- h) Which of the following is not a type of digital marketing activity?
  - i) E-mail marketing.
  - ii) Social web marketing.
  - iii) Print advertisements.
  - iv) None of these.
- i) What is the best way to promote a business with social media?
  - i) Choose the right platforms.
  - ii) Encourage engagement.
  - iii) Provide value and don't over-promote.
  - iv) All above.
- j) SEO is to improve the volume and \_\_\_\_\_ to a website from search engines.
  - i) Look and feel.
  - ii) Quality of traffic.
  - iii) Advertisement.
  - iv) None of these.

**2×10**

**PART-A**

- Q.2 Explain how digital marketing is different from tradition marketing. What are the benefits and limitations of digital marketing? [CO-1][L-1,2] **20**
- Q.3 What do you understand by Google analytics? Explain how Google analytical tool helps a website of any organization? [CO-2][L-3,4] **20**
- Q.4 What do you understand by search engine? Name the different search engines. Explain the working of search engine process for a user query. [CO-2,3][L-5,3] **20**

**PART-B**

- Q.5 What is Google advertising network? What are the types of Google advertising networks? [CO-4][L-2,6] **20**
- Q.6 Assume that you are a consultant in marketing employed by H & M and a kids

**End Semester Examination, May 2022**  
**BBA (G) International Business — Fifth Semester**  
**ADVANCE INFORMATION TECHNOLOGY (BIB-DE-01)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt **ANY TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Write short notes on **any four** of the following:

- a) Data v/s Information.
- b) Data mining.
- c) Components of ERP system.
- d) Internet Fraud.
- e) Applications of E-commerce.

**5×4**

**PART-A**

- Q.2 a) What is DBMS? Explain the advantages and disadvantages offered by such systems as compared to file processing systems. [CO-1,2][L-1,2] **15**  
b) What are schema, subschema and instances by examples? [CO-1][L-1] **5**

- Q.3 What is data warehouse? Write its merits and demerits for a business organisation. [CO-5][L-1,2] **20**

- Q.4 Explain enterprise resource planning. Write about the related technologies of ERP. Also explain the benefits of ERP in detail. [CO-2][L-2,3] **20**

**PART-B**

- Q.5 Define "Distributed System". Explain the client server architecture of distributed systems with a diagram. [CO-2][L-2] **20**

- Q.6 Define "E-commerce". Explain the advantages and disadvantages for transacting online e-commerce. [CO-3][L-2,4] **20**

- Q.7 Define "Cyber Crimes". What do you understand by cyber laws? Explain the need of cyber laws in detail. [CO-4][L-2,5] **20**

**End Semester Examination, May 2022**  
B.A. (Liberal Arts) – Fourth Semester  
**INTRODUCTION TO CRITICAL THINKING (BLA-DS-401)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q. 1** is **compulsory**. Attempt any **TWO** questions from **PART A** and **TWO** questions from **PART B**. Marks are indicated against each question.

- Q.1 First question will be conceptual covering entire syllabus and will be compulsory to attempt.
- a) What is critical about critical thinking?
  - b) What are dispositions in critical thinking?
  - c) Why background knowledge is essential for critical thinking?
  - d) How contexts are transferred in critical thinking?
  - e) What is a cooperative and collaborative method of critical thinking?
  - f) What is explicit instruction in critical thinking?
  - g) Why open ended tasks are important for critical thinking?
  - h) How assessment tasks of critical thinking are done and constructed?
  - i) How diverse viewpoints are internalized in critical thinking?
  - j) Why critical thinking competencies are developed in early age? **2×10**

**PART-A**

- Q.2 Explain the empirical literature review of critical thinking as an outcome of student learning. [CO1, 2] [L1, 2] **20**
- Q.3 What is the philosophical approach behind critical thinking? Explain. [CO1, 2] [L1, 2] **20**
- Q.4 What is the psychocognitive approach of critical thinking? Explain. [CO1, 2, 3] [L1, 2, 3] **20**

**PART-B**

- Q.5 What are the areas of agreement in dispositions of critical thinking? Explain in detail. [CO1, 2, 3, 4] [L1, 2, 3, 4] **20**
- Q.6 What is transferability in Critical Thinking? Explain in detail. [CO5, 6] [L5, 6] **20**
- Q.7 What is the role of Criteria in Critical Thinking? Explain with an example. [CO5, 6] [L5, 6] **20**

**End Semester Examination, May 2022**  
B.A. (Liberal Arts) – Fourth Semester  
**INTRODUCTION TO APPLIED PSYCHOLOGY (BLA-DS-402)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q. 1** is **compulsory**. Attempt any **TWO** questions from **PART A** and **TWO** questions from **PART B**. Marks are indicated against each question.

- Q.1 First question will be conceptual covering entire syllabus and will be compulsory to attempt.
- a) Discuss any one scope of Psychology.
  - b) What is developmental psychology?
  - c) Illustrate some strategies that help us to make social judgement quickly.
  - d) Discuss any one error of social cognition with example.
  - e) What are the components of attitude?
  - f) Discuss the effect of group in decision making.
  - g) What do you mean by 'Evaluation Apprehension'?
  - h) Discuss any two characteristics of aggressive behavior.
  - i) What do you mean by the 'issue of indigenization'?
  - j) Define interpersonal attraction. [CO1, 2, 3, 4, 5, 6] [L1, 2, 3, 4] **2×10**

**PART-A**

- Q.2 Discuss any two methods of Psychology with example. [CO1] [L2] **20**
- Q.3 Analyze the role of monocular cues in depth perception. [CO2] [L4] **20**
- Q.4 "People's feelings toward a potential partner are dependent on their perception of rewards and costs"- Justify. [CO3] [L5] **20**

**PART-B**

- Q.5 "Our behaviors change when we are part of a group"- explain this concept with example. [CO4] [L2] **20**
- Q.6 Elaborate the relation between frustration and aggression with example. [CO5] [L2] **20**
- Q.7 Illustrate the role of culture in different aspects of social psychology. [CO6] [L5] **20**



**End Semester Examination, May 2022**  
B.A. (Liberal Arts) – Fourth Semester  
**PSYCHOLOGY AND MEDIA (BLA-DS-403)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q. 1** is **compulsory**. Attempt any **TWO** questions from **PART A** and **TWO** questions from **PART B**. Marks are indicated against each question.

- Q.1 First question will be conceptual covering the entire syllabus and will be compulsory to attempt.
- a) What is the ELM model of advertisement?
  - b) Define Media Psychology.
  - c) Describe what narcotizing dysfunction is?
  - d) Uses and Gratification theory was introduced by.
  - e) What does desensitization mean in media violence?
  - f) Define stereotype.
  - g) What is the hypodermic needle effect?
  - h) What is the full form of GAM?
  - i) Explain principle of liking in advertising.
  - j) Define problematic internet use.
- 2×10**

**PART-A**

- Q.2 Elaborate on the various research tradition in field of media psychology. [CO2] [L5] **20**
- Q.3 Comment on why there is a need for distinct field of media psychology? [CO1] [L4] **20**
- Q.4 By giving suitable example, describe in detail the principle of influences used in advertisement. [CO3] [L4] **20**

**PART-B**

- Q.5 Describe in detail the general aggression model of influence of media violence. [CO3] [L2] **20**
- Q.6 What is the role of media in representation of racial and ethnic communities? [CO4] [L1] **20**
- Q.7 Describe the process of identity formation in digital age. [CO4] [L3] **20**

# End Semester Examination, May 2022

B.A. (Liberal Arts) – Fourth Semester

## PSYCHOLOGY AND MEDIA (BLA-DS-403)

Time: 3 hrs.

Max Marks: **100**

No. of pages: *1*

Note: Attempt **FIVE** questions in all; **Q. 1** is **compulsory**. Attempt any **TWO** questions from **PART A** and **TWO** questions from **PART B**. Marks are indicated against each question.

Q.1 Write short notes on :

- a) Article 368.
- b) Right to Privacy.
- c) Chief Minister and its role.
- d) Cabinet and its function.
- e) 5<sup>th</sup> Schedule.
- f) Habeas Corpus.
- g) 10<sup>th</sup> Schedule.
- h) Cooperative Federalism.
- i) Sixth Schedule.
- j) Article 370.

**2×10**

### **PART-A**

Q.2 How is Article 21 linked with the practise of Euthanasia? Argue with concrete connections with Fundamental Rights. [CO1] [L1, 2, 3] **20**

Q.3 Define the relationship between Judiciary and legislature? What are the functions and significance of a Judiciary in a democracy? [CO2] [L1, 2, 3, 4] **20**

Q.4 What is the role of Prime Minister in Indian Polity? Argue your case, how the position of Prime Minister has evolved in India? [CO4] [L1, 2, 3] **20**

### **PART-B**

Q.5 What is Judicial Review? Is the process of Judicial review a revolutionary tool in Indian democracy? Argue with examples. [CO1] [L1, 3, 5] **20**

Q.6 Is the Indian Federal System truly a federal structure? What are the challenges in Indian Federal structure? [CO3] [L1, 2, 3, 4] **20**

Q.7 Indian Polity was centralized in the 60's. With coalition government the nature of politics got regionalized. Did it effect the democratic nature of India? Argue with concrete connection between Democracy and Coalition Politics? [CO4][L1, 2, 3, 4] **20**

# End Semester Examination, May 2022

B.A. (Liberal Arts) – Fourth Semester

## STATISTICAL METHODS (BLA-DS-405)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q. 1** is **compulsory**. Attempt any **TWO** questions from **PART A** and **TWO** questions from **PART B**. Marks are indicated against each question.

Q.1 Answer following questions:

- a) What do you understand by standard deviation?
- b) Five students obtained the following marks in statistics  
20, 35, 25, 30, 15  
Find the Range and coefficient of Range.
- c) What is skewness?
- d) Define: Quartiles, Deciles and Percentiles.
- e) Define rank correlation.
- f) What is a factor analysis?
- g) What is an ANCOVA test used for?
- h) Define average.
- i) What is the relation between mean, median and mode?
- j) What is mode in statistics?

**2×10**

### **PART-A**

Q.2 a) Discuss different methods of collecting data with the help of suitable examples.  
Differentiate between Observation and Interview. [CO1] [L3] **10**

b) From the following data compute arithmetic mean.

Variable	0-10	10-20	20-30	30-40	40-50	50-60
Frequency	5	10	25	30	20	10

[CO1] [L3] **10**

Q.3 a) Four coins are tossed simultaneously. What is the probability of getting:

- i) No Head
- ii) No Tail
- iii) Two Heads only

[CO2] [L3] **10**

b) Explain with examples the

- i) Addition Theorem of Probability and
- ii) Dependent and Independent events.

[CO1] [L2] **5×2**

Q.4 a) Describe Chi-Square tests of distribution. Discuss the uses and limitations of Chi-Square test. [CO2] [L4] **5**

b) A certain drug is claimed to be effective in curing colds. In an experiment on 164 people with colds, half of them were given the drug and half of them given sugar pills. The patients reactions to the treatment are recorded in the following table. Test the hypothesis that the drug is no better than sugar pills for curing colds.

**End Semester Examination, May 2022**  
**OPEN ELECTIVE – COMMON FOR ALL BRANCHES**  
**MANAGING FOOD AND BEVERAGE COMPANY (HM-OE-004)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Explain the following terms:

- a) Product orientation.
- b) Value proposition.
- c) Quality clues.
- d) Customer experience.
- e) Organization culture.
- f) Producer authenticity.
- g) Value proposition.
- h) Standardization.
- i) Product lifecycle.
- j) Laggards.

[CO1, L1] **2×10**

**PART-B**

Q.2 Describe the following:

- a) Growth strategies.
- b) Brand relation.

[CO3, L3] **10×2**

Q.3 What are the various stages of customer experience? Discuss each with the help of an example.

[CO2, L1] **20**

Q.4 Classify Goods and explain them with the help of examples.

[CO2, L2] **20**

**PART-B**

Q.5 What are the different elements of brands? Explain with the help of one example of each.

[CO3, L2] **20**

Q.6 Describe the following:

- a) Globalization of F&B.
- b) Consumption Practices.

[CO3, L2] **10×2**

Q.7 Differentiate between 'big markets' and 'small markets' concept.

[CO2, L3] **20**

**End Semester Examination, May 2022**  
**MBA — Second Semester**  
**PROFESSIONAL COMPETENCY (MBA-DS-201)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **PART-B is compulsory**. Attempt any **FOUR** questions from **PART-A**. Marks are indicated against each question.

**PART-A**

- Q.1 What is the role of communication in our personal and professional lives? Examine your strengths and opportunity areas in communication. Also create an action plan on how to enhance your communication skills. [CO-3][L-5] **20**
- Q.2 Write an email to Sheetal Gaur, HR Head of Ernst and Young, requesting her for a suitable job opportunity for you. You connected with her through LinkedIn. Explain why you'll make a suitable candidate in E&Y. [CO-1][L-6] **20**
- Q.3 Explain the features of planning zone in time management matrix. Why is it imperative to operate mostly from this zone? Also discuss the reasons why tasks move from any zone to critical zone. [CO-4][L-4] **20**
- Q.4 Explain the three effective public speaking strategies using – "Education system in India" as the topic. [CO-3][L-2] **20**
- Q.5 What is the relevance of resume in your job search? What are the dos, don'ts and best practice of resume writing? [CO-3][L-1] **20**
- Q.6 Apply the concept of SMART Goal to share your goals for 2 years, 5 years and 10 years from today. [CO-3][L-1] **20**

**PART-B**

Q.7 ***Case study:***

A group of space scientists is just returning from space expedition after discovering a planet similar to earth where life is sustainable. On their way back they discover a meteorite which is estimated to hit the earth in the next 7 days. This explosion will be so intense that it can wipe out the entire existence of life on earth. It is the role of this group of scientists to save as much as possible and effectively plan to occupy their newly discovered planet with as many relevant lives as possible. What will you suggest to the leader of this group on how to go about it? You need to examine the communication strategies, prioritizing, leadership, teamwork, problem solving and ethical decision making to devise a very effective life survival strategy. [CO-5][L-6] **20**

**End Semester Examination, May 2022**  
MBA – Second Semester  
**ENTREPRENEURSHIP AND NEW VENTURE DEVELOPMENT**  
**(MBA-DS-202)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **PART-B is compulsory**. Attempt any **FOUR** questions from **PART-A**. Marks are indicated against each question.

**PART-A**

- Q.1 Shweta owns a small chain of fast casual restaurants in Delhi NCR, which sell sandwiches, soups, wraps, and desserts. In general, her restaurants are successful, but she feels they are getting “stale” and could benefit from new ideas. Suggest to Shweta some ways she could generate new ideas for her restaurants. [CO1][L4] **20**
- Q.2 Suppose you’re interested in opening a musical instruments store near the college or university you attend, to sell guitars, drums, and other types of musical instruments. What online resources would you draw on to conduct secondary research regarding the industry/target market feasibility of your business idea? How would you use the resources? [CO3][L2] **20**
- Q.3 Ritika owns a successful diet center in Defence colony an affluent suburb of Delhi. She just received funding and plans to open six new fitness centers in Delhi NCR over the next two years. She’ll need to hire a new staff for each center, and is concerned about making intelligent hiring decisions. Kim has turned to you for advice. Up to this point she has only operated the one center. Her questions to you are, “What recruiting techniques would you suggest I use? How do I make smart hiring decisions and what skills should I look for in new employees?” Craft your answers for Ritika’s questions. [CO4][L5] **20**
- Q.4 Shaista is in the midst of starting a organic beauty products firm. She needs investment capital, but doesn’t know much about the process and doesn’t know where to begin. She’s turned to you for advice. Explain to Shaista the sources and process of raising investment capital. [CO3][L4] **20**
- Q.5 If you decided to start a small-business of Tutoring service in Delhi, how would you approach the following topics: market segmentation, selecting a target market, and developing a positioning strategy? Suggest a comprehensive social media strategy that you can employ to build your brand, engage customers, and generate leads and produce sales. [CO2][L6] **20**
- Q.6 Write short notes on:  
a) Role of Govt. Schemes, Banks and FI’s in Start Up Financing  
b) Legal issues to be taken care of by Entrepreneurs [CO1][L1] **10x2**

**PART-B**

***Case study***

**Nykaa**

**End Semester Examination, May 2022**  
MBA — Second Semester  
**HUMAN RESOURCE MANAGEMENT (MBA-DS-203)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **PART-B is compulsory**. Attempt any **FOUR** questions from **PART-A**. Marks are indicated against each question.

**PART-A**

- Q.1 How does each of the following labor force trends affect HRM?  
a) Aging of labor force.  
b) Diversity of labor force.  
c) Skill deficiencies of the labor force. [CO-1][L-4] **20**
- Q.2 Why do organizations combine statistical and judgmental forecasts of labor demand rather than relying on statistical or judgmental forecasts? Give an example of a situation in which each of forecasts would be inaccurate. [CO-2][L-5] **20**
- Q.3 How can involving employees in the creation of performance standards improve the effectiveness of performance management system? [CO-3][L-3] **20**
- Q.4 Define significance of cultural intelligence in era of globalization. How can Hofstede's theory helps us understanding different cultural nuances associated with workplace performance? [CO-4][L-4] **20**
- Q.5 Explain role of Balanced Scorecard in evaluating organization's performance against business strategies [CO-3][L-3] **20**
- Q.6 What activities are involved in the selection process? Why should selection process be adopted to fit organization's job descriptions? What inputs can HR analytics generate to add precision to selection process? [CO-2][L-5] **20**

**PART-B**

- Q.7 **Case study:**

**SIEMENS BUILDS A STRATEGY-ORIENTED HR SYSTEM**

Siemens is a 150-year-old German company, but it is not the company it was even a few years ago. Until recently, Siemens focused on producing electrical products. Today the firm has diversified into software, engineering, and services. It is also global, with more than 400,000 employees working in 190 countries. In other words, Siemens became a world leader by pursuing a corporate strategy that emphasized diversifying into high-tech products and services, and doing so on a global basis.

With a corporate strategy like that, human resource management plays a big role at Siemens. Sophisticated engineering and services require more focus on employee selection, training, and compensation than in the average firm, and globalization requires delivering these services globally. Siemens sums up the basic themes of its HR strategy in several points. These include:

**End Semester Examination, May 2022**  
MBA — Second Semester  
**OPERATIONS MANAGEMENT (MBA-DS-204)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **PART-B is compulsory**. Attempt any **FOUR** questions from **PART-A**. Marks are indicated against each question.

**PART-A**

Q.1 What is operations management? Explain role of operations management in organization. [CO-1][L-2] **20**

Q.2 Solve below linear programming model using simplex method:  
Max  $z = 50x_1 + 80x_2$   
Sub to,  $x_1 + 1.5x_2 \leq 600$   
 $0.2x_1 + 0.2x_2 \leq 100$   
 $0x_1 + 0.1x_2 \leq 30$   
Where,  $x_1, x_2 \geq 0$  [CO-2][L-3] **20**

Q.3 What is game theory? Explain various types of games. [CO-2][L-2] **20**

Q.4 What is simulation? Explain scope of simulation techniques along with benefit and limitations. [CO-3][L-2] **20**

Q.5 Solve below transportation problem using least cost method:

	Destination 1	D2	D3	D4	SUPPLY
Origin 1	6	4	1	5	14
O2	8	9	2	7	16
O3	4	3	6	2	5
DEMAND	6	10	15	4	35

[CO-3][L-3] **20**

Q.6 The time to perform each task and immediate predecessor are given below. You are required to draw network and find critical path:

Task	Immediate Predecessor	Time (Days)
A	-	20
B	A	8
C	B	12
D	B	15
E	C,D	6
F	E	5
G	E	10
H	E	12
I	F,G,H	16
J	I	8



**End Semester Examination, May 2022**  
**MBA — Second Semester**  
**RESEARCH METHODOLOGY (MBA-DS-205)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **PART-B is compulsory**. Attempt any **FOUR** questions from **PART-A**. Marks are indicated against each question.

**PART-A**

- Q.1 You are a research executive with a university offering a number of postgraduate courses like M.Com, MCA and MBA. Though any kind of educational qualification enhances one's personality, still you believe that the two-year MBA programme offered by the university has a slow and steady impact on the personality development (especially in terms of introversion/extroversion) of the students. Considering the above scenario, recommend the research design? Justify your selection. What would be the variables, hypotheses and the population under study? [CO-3][L-4] **20**
- Q.2 Evaluate the significance of using frequencies and cross tabulation for data analysis? How does the usage of a T-test compare with using ANOVA for data analysis? Illustrate with examples. [CO-1,3][L-3] **20**
- Q.3 a) Why is it important to obtain secondary data before primary data? [CO-2][L-3] **10**  
b) Describe the data-preparation process. [CO-2][L-3] **10**
- Q.4 You are a researcher preparing a report for a high-tech on "The demand potential for microcomputers in Europe". Develop a format for report with a brief description of each part. [CO-4][L-4] **20**
- Q.5 Explain the following in detail:  
a) Literature review.  
b) Multivariate analysis. [CO-2][L-3] **10×2**
- Q.6 Discuss different methods of collecting data with the help of suitable examples. Differentiate between observation and interview. [CO-1][L-4] **20**

**PART-B**

- Q.7 "You are working as an assistant marketing research manager with a national department store chain. Management is concerned about the extent of shoplifting by the employees. You are assigned the task of developing questionnaire to determine the extent of shoplifting by the employees. The questionnaire would be mailed to employees nationwide".

Question:

Explain your approach to designing the questionnaire to management. Also design one questionnaire for the same. [CO-3,4][L-6] **20**

**End Semester Examination, May 2022**  
MBA — Second Semester  
**INTERNATIONAL BUSINESS (MBA-DS-206)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **PART-B is compulsory**. Attempt any **FOUR** questions from **PART-A**. Marks are indicated against each question.

**PART-A**

- Q.1 "Usance bill is drawn when the importer is not ready with funds and needs some time to make complete payment of cargo". Keeping this statement in mind discuss the complete cycle of documentary bills involved in it? [CO-3][L-3] **20**
- Q.2 "According to HO theory, a country which is relatively abundant in labor will have a comparative advantage in labor intensive goods". Do you agree? Give suitable illustrations in support of your answer. [CO-1][L-2] **20**
- Q.3 "Integration-responsiveness grid is another way to exhibit the pressure of global integration and responsiveness in various sectors". Illustrate by giving suitable examples. [CO-3][L-4] **20**
- Q.4 "Non Tariff Barriers do not restrict market access to the products of developing countries". Discuss in detail. [CO-2][L-3] **20**
- Q.5 "Can different levels of economic integration help companies to take decisions on growth/expansion strategies"? Discuss in detail. [CO-2][L-2] **20**
- Q.6 "Trade barriers are restrictions to slow down the flow of trade between the nations". Discuss all trade barriers in details? **20**

**PART-B**

Q.7 ***Case study:***

"Sometime before dawn on May 7, 2020, a toxic gas – thought to be styrene – leaked from the storage unit of a plastics-manufacturing plant in Visakhapatnam, quickly rendering people around the plant unconscious, and eventually killed 11 people and injured a few thousand. Now, it seems that for a substantial period between 1997 and 2019, the unit, operated by LG Polymers India, did not have the requisite essential environmental clearance to do so. The company admitted that as of May 10, 2019, the unit did not have a "valid environmental clearance substantiating the produced quantity, issued by the competent authority for continuing operations". The company had said before the SEIAA- Andhra Pradesh Environment Impact Assessment Authority (SEIAA; 's' for state) that it had expanded production at the plant "beyond the limit of environmental clearance or changed the product mix without obtaining prior environmental clearance as mandated under the EIA notification, 2006". LG Polymers had purchased the plant from McDowell & Company in 1997. To expand their operations, the company had applied for an environmental clearance for the plant from the Andhra Pradesh Pollution Control Board in May 2019. According to the application,

**End Semester Examination, May 2022**  
MBA – Second Semester  
**FINANCIAL MANAGEMENT (MBA-DS-207)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **PART-B is compulsory**. Attempt any **FOUR** questions from **PART-A**. Marks are indicated against each question.

**PART-A**

- Q.1 Profit maximization is the primary objective of the concern because of profit act as the measure of efficiency. On the other hand, wealth maximization aim at increasing the value of the stakeholders. Clarify this statement in the light of financial management for a corporate entity. [CO1][L2] **20**
- Q.2 The objective of managing short-term finance and short-term financial planning is to find the optimal trade-off between carrying costs and shortage costs. Elucidate with the help of working capital management policy of an organization. [CO3][L3] **20**
- Q.3 Dividend policy requires a tradeoff between the additional tax liability it may create for investors and the potential signaling and free cash flow benefits of making the additional commitment to their stakeholders. Share your opinion about the same for dividend policy in the Indian market? [CO4] [L5] **20**
- Q.4 a) Rational shareholder will infer higher firm value from a higher debt level. Thus investors view debt as a single of firm value. Comment with examples. [CO2][L5] **10**  
b) The Lashgari Company is expected to pay a dividend of Rs.1 per share at the end of the year, and that dividend is expected to grow at a constant rate of 5% per year in the future. The company's beta is 1.2, the market risk premium is 5%, and the risk-free rate is 3%. What is the company's current stock price? [CO2][L5] **10**
- Q.5 The expected cash flows of a project are as follows:

Year	0	1	2	3	4.	5
Cash Flow	–150,000	25,000	35,000	45,000	55,000	35,000

The cost of capital is 12%. Calculate the net present value, internal rate of return, payback period and discounted payback period. [CO3][L4] **20**

- Q.6 a) Discuss the importance of common size and comparative statements to make comparisons easier and more meaningful. Illustrate your answer by taking an example of industry of your choice. [CO1][L4] **10**  
b) Evaluating ratio of accounting numbers is another way of comparing financial statement information. Discuss with the help of different ratios and what important things does they communicate. [CO1][L4] **10**

**PART-B**

- Q.7 **Case study:**

Ratio analysis is the comparison of line items in the financial statements of a business

**End Semester Examination, May 2022**  
MBA — Second Semester  
**STRATEGIC MANAGEMENT (MBA-DS-208)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **PART-B is compulsory**. Attempt any **FOUR** questions from **PART-A**. Marks are indicated against each question.

**PART-A**

- Q.1 Other things being equal, why do some organizations perform better than other organizations while competing in the same industry? [CO-2][L-2] **20**
- Q.2 Porters 5 forces framework regarding industry attractiveness holds little significance in today's uncertain world. Comment on it. [CO-1,3][L-3] **20**
- Q.3 Explain the role that WEAK SIGNALS play in helping strategic teams to understand potential changes in their competitive environment. [CO-2,4][L-4] **20**
- Q.4 Which generic strategic was followed by reliance jio and apple mobile while entering the Indian market? Elaborate it. [CO-3][L-2] **20**
- Q.5 If an organisation's portfolio of business comprises some STARS, what are the strategic options open to it according to the BCG matrix. [CO-1,2][L-4] **20**
- Q.6 Take an organization/industry of your choice and explain its strategic shift in the wake of covid challenge in remaining competitive and engaging with its customers to ensure business continuity. [CO-4][L-4,5] **20**

**PART-B**

**Q.7 Case Study**

Tangy Spices Ltd., the countries' biggest spices marketer has decided to launch a hostile bid for Italy's major spice marketer Chilliano. This is a rare case of an Indian company making an unsolicited hostile bid for a foreign company. The Tangy Spices Ltd. has competencies in Indian spices. The major destination markets for the Tangy Spices Ltd. exports have been the Europe and America. The competencies of Chilliano lie in Italian herbs and spices. The Indian company with the takeover wishes to synergise its operations in the world market. It also wants to take advantage of the reach enjoyed by the Italian company in several countries where its products are not being sold presently. The move of hostile takeover follows Chilliano's rejection to an agreement entered a year back. At that time Chilliano was suffering losses and it offered majority shares at a price of € 2.25. A total of 20% shares were transferred at that time. In one year Chilliano was able to turn around its operations and the company made handsome profits in the last quarter. The promoters who have residual holding of 35% in the company are reluctant to transfer the shares now. They have rejected the agreement with a plea that the earlier offer price was not sufficient. Tangy Spices Ltd. has revised its offer to € 2.95. By this lucrative offer some of the large shareholders of Chilliano reveal their interest for selling their stakes. On the other hand, promoters maintained their position on this matter. Through the process of buying of shares in the market the Tangy Spices Ltd. gradually consolidated its holding in Chilliano to 45%. Being a major shareholder, they were ready for a takeover. At the same time, Tangy spices Ltd. was trying hard to improve their position so that they do not leave any space

**End Semester Examination, May 2022**  
MBA – Fourth Semester  
**STRATEGIC AIRPORT PLANNING AND ENTERPRISE**  
**(MBA-DS-AM-401)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **PART-B** is **compulsory**. Attempt any **FOUR** questions from **PART-A**. Marks are indicated against each question.

**PART-A**

- Q.1 What have been the key drivers of growth of air transport around the world? Discuss.  
[CO1] [L2] **20**
- Q.2 Why is airport planning critical for the efficiency of air transport? Give an overview of the various aspects of the airport master plan.  
[CO2, 5] [L2, 3] **20**
- Q.3 What environmental conditions must be considered while designing airports? Explain with examples.  
[CO2, 4] [L1, 2] **20**
- Q.4 Write short notes on the importance of:  
a) Airport networks.  
b) Terminal configurations.  
[CO3] [L3, 4] **10×2**
- Q.5 'Airports may be called multi service firms'. Analyse this statement with respect to the non aviation attributes of airports.  
[CO4, 5] [L3, 4, 5] **20**
- Q.6 The airport is in fact, a business ecosystem within which various networks co-exist? Outline the role of the stakeholders in this ecosystem.  
[CO4, 5] [L4, 5] **20**

**PART-B**

Q.7 ***Case Study:***

"The COVID-19 pandemic continued to have a major impact on passenger traffic in 2021 with evolving health measures and a new set of expectations affecting how the airport experience is delivered and experienced? Despite the ongoing crisis, airports around the globe have continued to prioritize listening and adapting to the evolving needs of their customers through ASQ surveys.

From the data collected in 2021 from over 370,000 surveys, 110 awards have been won by 87 individual airports around the world. The award categories include Best Airports by Size (passengers per year) and Region, as well as Best Hygiene Measures by Region, of which there are 46 winners?

The new health and hygiene related questions added to the survey questionnaire in 2020 allow airports to better understand the customer response to new health measures related to COVID-19 and the corresponding award category recognizes airports that have successfully responded to them in the eyes of travellers.

"After a second year of the pandemic, this year's Airport Service Quality (ASQ) Award winners are especially reflective of customer experience leadership during the most challenging time in our sector's history," ACI World Director General Luis Felipe de

**End Semester Examination, May 2022**  
MBA – Fourth Semester  
**LOGISTICS AND AIR CARGO MANAGEMENT (MBA-DS-AM-404)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **PART-B** is **compulsory**. Attempt any **FOUR** questions from **PART-A**. Marks are indicated against each question.

**PART-A**

- Q.1 What is the role of warehousing in the air cargo supply chain? Discuss in detail. [CO1, 2, 4] [L2, 4] **20**
- Q.2 Airlines carry a variety of material from one place to another. In this context, explain the various types of cargo, with examples. [CO1, 2, 4] [L2, 3] **20**
- Q.3 How do JIT and DRP approaches help organizations in today's competitive environment? [CO2, 3] [L4, 5] **20**
- Q.4 Is it possible to say that IoT is a boon for airport operations? Discuss with examples. [CO3] [L4] **10**
- Q.5 Discuss competitive strategies to be adopted by airlines, in order to increase market share of the cargo business. [CO3, 4] [L5, 6] **20**

**PART-B**

Q.6 ***Case Study:***

"Lufthansa Cargo is the service provider for the logistics business in the Lufthansa Group. Its operating hubs are located in Frankfurt, Munich, Leipzig-Halle and Vienna and it serves a global network of 300 destinations worldwide.

The company has 18 Boeing MD-11 freighters of its own, each with a maximum capacity of 534 cu m. This is supplemented by the freight capacities of the Lufthansa and Austrian Airlines passenger fleets as well as the equity investment AeroLogic. The shareholders of AeroLogic GmbH are Lufthansa Cargo and DHL Express, which each hold 50%. The two companies are the sole users of the capacities of the eight Boeing 777F freighters, with Lufthansa Cargo mostly using capacity weekends. The freight capacities of Lufthansa subsidiary SWISS and stake Brussels Airlines are not marketed directly by Lufthansa Cargo, but the group nevertheless enjoys a close partnership with the freight divisions of these airlines.

Lufthansa Cargo also has further airline cooperation agreements with SAS Cargo, Singapore Airlines Cargo, Japan Airlines Cargo, Air China Cargo, Eva Air Cargo, Lan Cargo and South African Airways Cargo. The composition of Lufthansa's logistics capacity is around 50% freight on passenger aircraft, 40% on Lufthansa Cargo freighters, and around 10% on chartered freighters or on aircraft belonging to joint ventures. Lufthansa Cargo's 2020 strategy identifies six key points that are necessary for the company to achieve profitable growth in the years ahead:

Fleet Development: In 2011, Lufthansa Cargo ordered five new Boeing 777 freighters which were planned to be delivered between 2013 and 2015. The order would cover

**End Semester Examination, May 2022**  
MBA – Fourth Semester  
**ADVANCED ANALYTICS (MBA-DS-BA-402)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **PART-B** is **compulsory**. Attempt any **FOUR** questions from **PART-A**. Marks are indicated against each question.

**PART-A**

- Q.1 Explain 'Tidy Data'. What is the need of tidy data? Discuss all the steps for data cleaning and transformation in detail. [CO1] [L2] **20**
- Q.2 Explain the following charts with the help of examples: Histogram, Box Plot, Bar Chart, Line Chart, Pareto Chart, Scatter Plot, Matrix Plot, Mosaic Plot, pie chart, Heat map. [CO2] [L2] **20**
- Q.3 Differentiate between Qualitative and Quantitative variable types. Explain Measures and dimensions with the help of examples. [CO3] [L2] **20**
- Q.4 Explain variable and observation with the help of example. Find out Mean, Median, Mode, Variance, Standard deviation, First Quartile(Q1), Second Quartile (Q2), Third Quartile (Q3), range of the following numbers:  
30, 34, 35, 83, 45, 78, 83, 46, 45, 52, 53, 65. [CO3] [L3] **20**
- Q.5 Explain the different dataset joins with the help of example. Also, discuss the steps how joins can be performed in Tableau? Describe the steps to create Dashboards. [CO4] [L2] **20**
- Q.6 Explain the steps of exploratory data analysis. What are the advantages of Master data Management and what are the applications of data Visualizations? [CO1] [L2] **20**

**PART-B**

Q.7 **Case Study:**

Let's say we need to determine if girls on average score higher than 800 in the exam. We have the information that the standard deviation for girls' scores is 150. So, we collect the data of 25 girls by using random samples and record their marks, Mean Score for Girls is 841. Finally, we also set our  $\alpha$  value (significance level) to be 0.05. Specify Null hypothesis, alternative hypothesis.

- a) Discuss CRM analytics and Social Media Analytics.

[CO4] [L2] **20**

**End Semester Examination, May 2022**  
MBA – Fourth Semester  
**DATA VISUALIZATION FOR MANAGERS (MBA-DS-BA-403)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **PART-B** is **compulsory**. Attempt any **FOUR** questions from **PART-A**. Marks are indicated against each question.

**PART-A**

- Q.1 Discuss the importance of data visualization. Explain any five visualization charts with the help of example. [CO1] [L2] **20**
- Q.2 With the help of appropriate example discuss the following: Database, Data warehouse and Data Mining. [CO1] [L2] **20**
- Q.3 Discuss the components of a Dashboard. How to remove 'All' options from a Tableau auto-filter? And how to add Custom Color to Tableau? [CO2] [L2] **20**
- Q.4 Explain what type of data can be imported into Tableau? How is data imported into Tableau? Discuss with the help of suitable example how datasets can be joined in Tableau? [CO3] [L2] **20**
- Q.5 Discuss the role of data analyst, data engineer, data scientist and business analyst in any business organization. Explain the architecture of Business Intelligence and data warehousing. [CO1] [L1] **20**
- Q.6 Differentiate between ETL and ELT. Explain how data is integrated and transformed? And how to create a good dataset for analysis? [CO2] [L1] **20**

**PART-B**

Q.7 ***Case Study:***

Explain the importance of Shaffer 4 C's of Data Visualization for business organization. Discuss how predictive data analytics, Prescriptive data analysis, diagnostic data analysis and descriptive data analysis impact any organization. [CO4] [L2] **20**



**End Semester Examination, May 2022**  
MBA – Fourth Semester  
**MERGER ACQUISITION AND CORPORATE RESTRUCTURING**  
**(MBA-DS-FN-401)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **PART-B** is **compulsory**. Attempt any **FOUR** questions from **PART-A**. Marks are indicated against each question.

**PART-A**

- Q.1 Often the M&A is due to the changes forced upon the company by external environment; examples of external environment include emergence of new competing products, emergence of new markets or new classes of consumers and demographic changes. Comment on the basis of relevant examples from India Inc. [CO1] [L2] **20**
- Q.2 a) Demerger can take place in many forms Spin-off, Split-up, Split-off elucidate this with relevant examples from industry. **10**  
b) In case of friendly takeover, there is less cooperation between the acquirer and the target company vis-à-vis hostile takeover, Comment. [CO3] [L3] **10**
- Q.3 Valuation has a set of procedures which are set to estimate the economic value of an owner's interest in a business. Valuation is done by a qualified person, they first analyse the company's financial statements and consider both quantitative information and qualitative information. Elucidate with relevant examples. [CO4] [L5] **20**
- Q.4 a) The new weapon in the armory of corporate though proved to be beneficial but soon the predators with huge disposable wealth started exploiting this opportunity to the prejudice of retail investor. Discuss it in the light of SEBI Takeover Code. **10**  
b) Differentiate between Horizontal Mergers and Vertical Mergers with relevant examples from India Inc. [CO2] [L5] **10**
- Q.5 Tax has long been a key factor governing and guiding the shape of India-focused M&A. With global changes in tax law, and paradigm shifts in global and Indian tax policy, administration and adjudication, the role of tax as a strategic planning tool in M&A is only expected to increase. In Mergers and Acquisitions it's important to address legal and regulatory considerations surrounding M&A in India. Illustrate your answers with the help of The (Indian) Income Tax Act. [CO3] [L4] **20**
- Q.6 A business identity goes for mergers and acquisitions for strengthening a disjointed market and for elevating their functional competence in order to boost their competitive streak. Many countries have propagated Mergers and Acquisitions Laws to control the operations of the trade units within, discuss the development on this front in the law context and how the Indian companies and preparing themselves for such M&A. [CO1] [L4] **20**

**PART-B**

- Q.7 M & A is primarily a growth strategy. However, apart from the lure of quantum growth in shortest possible time, there are many other valid motives for which companies (acquirer companies) resort to M & A, proper valuation adds value to these motives.

**End Semester Examination, May 2022**  
MBA – Fourth Semester  
**MANAGEMENT OF BANKS AND FIIs (MBA-DS-FN-402)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **PART-B** is **compulsory**. Attempt any **FOUR** questions from **PART-A**. Marks are indicated against each question.

**PART-A**

- Q.1 Banks, a significant part of financial system of India, are essential for its economic development. Banks in India have developed over the years and are faced with the challenges for the bright future. Discuss and illustrate your answer. [CO2] [L2] **20**
- Q.2 'Mutual funds give investors access to diversified, professionally managed portfolios at a low price'. Discuss in detail. [CO4] [L3] **20**
- Q.3 Discuss (**any two**) of the following:  
a) NPAs and the regulatory mechanism.  
b) Performance parameters for commercial banks.  
c) Buy-back of shares: significance and limitations. [CO2] [L3] **10×2**
- Q.4 Life Insurance Corporation of India (LIC) is in news these days, it provides insurance cover for various types of risks. What changes do you visualize in the operations of LIC? [CO3] [L4] **20**
- Q.5 Investment banks differ from commercial banks; discuss evolution, significance and regulation of investment banking in India. [CO4] [L3] **20**
- Q.6 SEBI and RBI are two regulatory authorities in the financial sector in India. Discuss their functions and salient features of their regulatory mechanism [CO1] [L2] **20**

**PART-B**

- Q.7 In the era of economic liberalisation, financial system is essential for economic development. Financial markets and instruments are its components and have developed over the years. Discuss the Indian financial system in particular after liberalization in 1990. [CO1][L5] **20**

**End Semester Examination, May 2022**  
MBA – Fourth Semester  
**QUALITY ASSURANCE FOR HEALTHCARE-II (MBA-DS-HC-402)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **PART-B** is **compulsory**. Attempt any **FOUR** questions from **PART-A**. Marks are indicated against each question.

**PART-A**

- Q.1 Write short notes on **(any two)**:
- a) NABH accreditation methodology.
  - b) International patient safety goals.
  - c) Medico legal case with examples. [CO1] [L4] **10×2**
- Q.2 Discuss the Seven tools for Quality Improvement in the context of the quality assurance for healthcare in India. [CO3] [L5] **20**
- Q.3 Blood transfusion is an important element while treating a patient. Mention the important elements that needs to be ensured at the blood bank of the hospital as per NABH 5<sup>th</sup> Edition. [CO4] [L3] **20**
- Q.4 Discuss the essential elements to be covered in a discharge summary of a patient based on the NABH standards, 5<sup>th</sup> Edition. [CO2] [L4] **20**
- Q.5
- a) Difference between clinical audit, medical audit and medical record audit.
  - b) Elaborate on relevance of Six Sigma in the healthcare sector and how it can be used to improve the quality of healthcare services in India? [CO3] [L4] **10×2**
- Q.6 What are fire and non-fire emergencies? With the increased demand and availability of excess Oxygen in Covid wards and ICU's in the form of central gas supply and Oxygen cylinders, suggest various ways to mitigate the risks associated with this. In a hypothetical situation, consider yourself a first witness to a major fire in Covid ICU in a ventilator which has 10 patients admitted in a sick condition at the time of fire. What would be your step by step approach to safety? [CO1] [L6] **20**

**PART-B**

- Q.7 Patient fall is an important aspect in ensuring patient safety. Patient fall can lead to permanent damages to a patient's health and financial losses to hospitals. As an administrator, enumerate various checkpoints/steps to ensure the prevention of patient fall in the organization. Also suggest various ways by which it can be communicated to the patients and their family members. [CO4] [L6] **20**

# End Semester Examination, May 2022

MBA – Fourth Semester

## HEALTH INSURANCE (MBA-DS-HC-405)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **PART-B** is **compulsory**. Attempt any **FOUR** questions from **PART-A**. Marks are indicated against each question.

### **PART-A**

- Q.1 Discuss the principles of Insurance with the help of examples. What are the repercussions in case of violation of these principles by the insured? [CO1] [L5] **20**
- Q.2 Describe in detail the processing of claims of medical insurance. Also enlist the advantages/disadvantages of Cashless/Non-cashless hospitalization [CO2] [L4] **20**
- Q.3 Discuss the role of Social and micro insurance schemes like Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) to meet the healthcare need of people in India. [CO3] [L5] **20**
- Q.4 Critically evaluate the role of IRDA in the Insurance Ecosystem in India. [CO4] [L5] **20**
- Q.5 Differentiate between the Term Plan and Endowment plans of insurance in terms of the key features and benefits of both types of plans. Which one of them will have lower insurance premium and why? [CO2] [L4] **20**
- Q.6 Compare Indemnity Plan and Managed Care Plan of Health Insurance in the light of benefits to the insurer in both the cases. Which one of them will you recommend to the person planning to take the health insurance plan? [CO2] [L6] **20**

### **PART-B**

Q.7 **Case Study:**

In the fiscal year of 2020, nearly 500 million people across India were covered under health insurance schemes. Of these, the highest number of people was insured under government-sponsored health insurance schemes, while individual insurance plans had the lowest number of people. Overall, the penetration of health insurance in India stood at just around 35 percent in financial year 2018.

Key figures of public health insurance-The gross direct premium income of the Indian health insurance industry was about 470 billion Indian rupees in financial year 2020. Public health insurance recorded the highest premium income of over 225 billion Indian rupees that year with the highest share of premiums written in the western state of Maharashtra.

The healthcare system- India has a decentralized approach to health care and that allows health insurance to be optional. Technically, all citizens are eligible for free healthcare at government facilities and individual states are responsible for organizing these services. However, the country's health system is severely underfunded in terms of staff as well as supply shortages. A vast number of people seek care from private providers. Over 64 percent of the total healthcare expenditure in the country was from out-of-pocket expenses in fiscal year 2016.

**Source:** <https://www.statista.com/statistics/657244/number-of-people-with-health-insurance-india/>

**End Semester Examination, May 2022**  
MBA – Fourth Semester  
**COUNSELLING, COACHING AND MENTORING (MBA-DS-HROB-401)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **PART-B** is **compulsory**. Attempt any **FOUR** questions from **PART-A**. Marks are indicated against each question.

**PART-A**

- Q.1 Explain five differences in Counselling, Coaching and Mentoring process in detail.  
[CO1] [L4] **20**
- Q.2 Explain the role of transactional analysis in improving the interpersonal communications? What are different ego states and different types of conversations that can be considered while using it in counseling process?  
[CO2] [L4] **20**
- Q.3 What are important things to be observed in counselling process? Explain the important parameters to be observed while performing a counseling? Develop a rubric to assess the abilities of a counselor.  
[CO3] [L6] **20**
- Q.4 Define relevance of mentoring process in MBA institutes. What are different types of mentoring that can be used to develop student competence in working along with peers, industries, alumni and as academic students?  
[CO4] [L4] **20**
- Q.5 Discuss the GROW model of coaching. Explain role of coaching process in training executives for taking higher leadership roles.  
[CO5] [L3] **20**
- Q.6 Explain role of career anchors in career counseling process. How can psychometric tests help in career counseling?  
[CO2] [L4] **20**

**PART-B**

- Q.7 **Case Study:**

**MIKE AND THE SELF-IMPORTANT SUBORDINATE**

Many managers wait until the first performance review to coach a new employee, which can allow bad habits to develop. That's what happened to Mike, head of a new product division in a major high-tech firm. He supervises five business-development teams. His newest recruit is Cora, who formerly had her own business and could crow about five patents attached to her name. Mike hadn't thought it was necessary to review proper business protocol with someone with Cora's background. But it became clear very soon that Cora, with her entrepreneurial experience, considered herself a privileged person. She would arrive several hours late and leave an equal number of hours early. There were long lunch dates with customers, reputedly for the purpose of discussing a product idea, and, supposedly to stay abreast of industry developments, equally long visits to customers of her former company. She was late and, worse, didn't attend meetings Mike held with his direct reports to discuss product and marketing plans. Mike tried to ignore the problem—until he heard complaints from Cora's product team and

# End Semester Examination, May 2022

MBA – Fourth Semester

## HR ANALYTICS (MBA-DS-HROB-404)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **PART-B** is **compulsory**. Attempt any **FOUR** questions from **PART-A**. Marks are indicated against each question.

### **PART-A**

- Q.1 Explain the role of predictive analytics in forecasting HR practices and HR planning activities in detail. [CO1] [L4] **20**
- Q.2 Explain five important parameters of staffing analytics for evaluating impact of staffing on employee performance and employee engagement in detail. [CO2] [L4] **20**
- Q.3 How can we create a talent inventory for an organization? Enlist some important parameters or data fields that should be captured for effective deployment of HR as per departmental or strategic demands of an organization. [CO3] [L4] **20**
- Q.4 How bivariate analysis is different from multivariate analysis? Explain an HR issue which may use regression modeling or factor analysis for understanding employee data? [CO3] [L4] **20**
- Q.5 Explain the significance of return on investment in HR. Discuss five metrics that may help us to assess ROI at departmental level. [CO2] [L3] **20**
- Q.6 How performance appraisal data can be converted into performance analytics? And what meaningful outcomes can it generate to refine talent and recruitment analytics? [CO2] [L4] **20**

### **PART-B**

- Q.7 **Case Study:**

#### **Workforce/Talent Analytics and Data Mining**

Employers increasingly use workforce analytics (or talent analytics) software applications to analyze their human resources data and to draw conclusions from it. For example, a talent analytics team at Google analyzed data on employee backgrounds, capabilities, and performance. The team was able to identify the factors (such as an employee feeling underutilized) likely to lead to the employee leaving. In a similar project, Google analyzed data on things like employee survey feedback and performance management scores to identify the attributes of successful Google managers. Microsoft identified correlations among the schools and companies employees arrived from and the employee's subsequent performance. This enabled Microsoft to improve its recruitment and selection practices. Software company SAS's employee retention program sifts through employee data on things like skills, tenure, performance, education, and friendships. The program can predict which high-value employees are more likely to quit in the near future. Alliant Techsystems created a

**End Semester Examination, May 2022**  
MBA – Fourth Semester  
**GLOBAL MERGERS AND ACQUISITIONS (MBA-DS-IB-401)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **PART-B** is **compulsory**. Attempt any **FOUR** questions from **PART-A**. Marks are indicated against each question.

**PART-A**

- Q.1 Cross-border mergers and acquisitions transactions face numerous hurdles as compared to domestic ones. Discuss in brief problems encountered in cross-border transactions and ways to mitigate them? [CO3] [L4] **20**
- Q.2 Suppose you are an owner of a company named Altha Pvt. Ltd, wishing to acquire an international company Y in Germany. Briefly explain the procedure to be followed by you as an owner of a company in acquiring the company abroad? [CO1] [L3] **20**
- Q.3 Explain the term synergy? Explain how the firms can achieve synergetic benefits through M & A activity? Explain this statement by giving suitable example from Indian context? [CO1] [L2] **20**
- Q.4 You are a CEO of a small handloom firm in Ludhiana that is facing a good and stiff competition in markets, now what global strategy you will develop to get into an international assignment? What strategy do you prefer for managing global risk? [CO2] [L6] **20**
- Q.5 There are certain methods to do valuation of firm before entering into any contract? Keeping this statement in mind explain the method you will choose as owner of the firm to enter into merger and acquisition activity for valuation of firm? [CO3] [L5] **20**
- Q.6 What is Construction Restructuring? Discuss with its importance and strategies used by big organizations to enter into such contracts? [CO2] [L3] **20**

**PART-B**

- Q.7 **Case Study:**

**Corporate Culture Changes at Warner Hindustan-Parke Davis**

This case offers an insight into the post-merger cultural adaptation which takes place inside two entities where the merger apparently did not work.

In September 1988, Warner Hindustan was merged with Parke Davis-both offshoots of the same parent, Warner Lamber Company of the US. Parke Davis had a single location at Mumbai, and Warner Hindustan was multilocal. The vagaries of the oppressive Drug Price Control Order (DPCO), the fact that both the companies belonged to the pharmaceutical industry and the potential of realizing synergies had led to the merger. The objectives to forge an alliance were: creating a scope for growth, building complementarity in product portfolio, and leveraging their brand power.

The two companies had very contrasting cultures. Parke Davis was a people-driven

**End Semester Examination, May 2022**  
MBA – Fourth Semester  
**EXPORT IMPORT PROCEDURES AND DOCUMENTATION**  
**(MBA-DS-IB-402)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **PART-B** is **compulsory**. Attempt any **FOUR** questions from **PART-A**. Marks are indicated against each question.

**PART-A**

- Q.1 "Once you have a likely import or export product in mind, learn everything there is to know about it. If you were its creator, how would you improve it? Go to a manufacturer and suggest product improvements to turn a mediocre product into something slightly ahead of its time." Illustrate with suitable examples? [CO2] [L4] **20**
- Q.2 "The objective of post-shipment finance is to help exporters to meet working capital requirements after the shipment of goods" Illustrate its relevance to exporters? [CO3] [L4] **20**
- Q.3 "Any exporter who wants to export his goods needs to file shipping bill for clearance of export goods." Illustrate this statement by explaining procedure involved in it? [CO1] [L5] **20**
- Q.4 "A letter of credit reconciles the conflicting interests of buyer and seller in an international sales contract". Discuss with the help of cycle? [CO3] [L2] **20**
- Q.5 Explain in detail the documents needed for shipment of cargo with its importance for both exporter and importer? [CO2] [L2] **20**

**PART-B**

- Q.6 "Documentary bills is considered to be the second preferred method in list of payment methods by exporter and importer." Discuss in detail with both the cycles and bill of exchange involved in it. [CO3] [L3] **20**



**End Semester Examination, May 2022**  
**MBA – Fourth Semester**  
**DIGITAL MARKETING (MBA-DS-MK-401)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **PART-B** is **compulsory**. Attempt any **FOUR** questions from **PART-A**. Marks are indicated against each question.

**PART-A**

- Q.1 You are a newly appointed marketing manager in a company selling organic food products in the business-to business sector. Currently, the company has only a limited web site showing just a list of products. You want to convince the directors of the benefits of investing in the web site to provide more benefits to the company. How would you present your case? [CO3] [L4] **20**
- Q.2 What are the major differences between traditional and digital marketing? Explain POEM framework in digital marketing strategy. [CO1, 3] [L3] **20**
- Q.3 You have recently launched an online Jewellery business. How would you optimize your website for better ranking? Illustrate the off page techniques will you adopt to promote your website. Explain with examples. [CO 2] [L5, 6] **20**
- Q.4 Discuss how Social Media can be used for promotion of Pet accessories? How would you reach your target groups? Evaluate the pitfalls, if any of using Social media for promotion. [CO4] [L5] **20**
- Q.5 Write short notes on:  
a) Web Analytics.  
b) Pay-Per-Click Advertising. [CO2] [L3] **10×2**
- Q.6 Analyze the functioning and working of SEO and SEM. Explain with suitable examples. [CO1] [L4] **20**

**PART-B**

- Q.7 **Case Study:**  
Incredible India Campaign: Nation Branding Approximately, 18 short videos were uploaded on you tube, showcasing the diversity of Indian landscape, architecture, dance forms, cuisine, destinations and people, conveying the richness of Indian heritage and culture by the Indian Tourism Ministry under the title of incredible India. The Campaign is being used in India as well as abroad and is underpinned by the principle 'Atithi Devo Bhava' (Guest is God). Within the country, the campaign serves to create social awareness about sensitizing to the various aspects of tourism, ranging from hospitality to hygiene. The website was created in English and later translated in Hindi and foreign languages, such as French, Chinese, Korean and Japanese. The website receives an average traffic of 100,000 visitors a day. The campaign has led to a change in the tourist profile, with more tourists from an affluent segment visiting India.

Read the case study given above and answer the following questions:

Discuss how is nation branding different from consumer products branding and

**End Semester Examination, May 2022**  
MBA – Fourth Semester  
**SALES AND DISTRIBUTION MANAGEMENT (MBA-DS-MK-404)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **PART-B** is **compulsory**. Attempt any **FOUR** questions from **PART-A**. Marks are indicated against each question.

**PART-A**

- Q.1 Should Sales automation softwares be used in strategizing sales management process? Justify your answer. [CO2] [L3] **20**
- Q.2 Sales and Marketing function should mutually align for greater organizational good. Comment. [CO1] [L2] **20**
- Q.3 Mention the Key Result Areas for an individual heading the Sales Management function for an organization. [CO3] [L4] **20**
- Q.4 Evaluate the need to examine the buyer seller dyad in personal selling? Do you think logical and process orientation can enhance the chances of making an effective sales? [CO2] [L5] **20**
- Q.5 How would you assess the market size/potential of a region for a particular product category? [CO1, 2] [L3] **20**
- Q.6 Why is distribution channel critical for the success of an organization? What channel of distribution would you institute for a television brand? [CO3] [L4] **20**

**PART-B**

Q.7 **Case Study:**

Mr. Tarun Rastogi –Deputy Manager -Sales is a top performer at Onida Appliances. Tarun has been consistently exceeding his targets and earning very good incentives and promotions. He became the youngest in the company to handle a team of sales professionals. In the last 5 years he has got two promotions with very good salary hike apart from incentives. He is aligned to Rakesh Singh who is Head of Sales. Since the last few months it's been observed that Tarun has not been updating CRM software related to his daily activity reports and sales related information regularly. Frequent reports being generated has multiple gaps against his name. Such frequent lapses have been taken seriously by the management involving HR head to take suitable corrective action in collaboration with Rakesh Singh. The last few months have also been tough for the company with high attrition rates of the sales executives. Onida enjoys great market reputation and has high brand equity.

Read the case study given above answer the following questions:

- a) As Head of Sales, what steps will you take to tackle the issue with Tarun?  
b) How can such situations be avoided in future? [CO4] [L4] **10×2**

**End Semester Examination, May 2022**  
**OPEN ELECTIVE – COMMON FOR ALL BRANCHES**  
**PROFESSIONAL COMPETENCY (MBA-OE-001)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Write short notes on:
- a) Stress management.
  - b) SWOT.
  - c) Empathy.
  - d) Communication.
  - e) Goal and Objectives.

**4×5**

**PART-A**

- Q.2 Describe "SWOT". Elaborate on knowing yourself with the help of SWOT as a tool for self-analysis. **20**
- Q.3 Prepare a resume for yourself and list out seven reasons for "Why your dream company should hire you". **20**
- Q.4 Elaborate on the term "Social media etiquettes". **20**

**PART-B**

- Q.5 What are the important types of body languages required while communicating officially in an organization? **20**
- Q.6 Discuss on the importance of communication skills and its types. What role does a good communication skill play in an organization? **20**
- Q.7 Elaborate on the terms "Stress management and Time management". **20**

**End Semester Examination, May 2022**  
**OPEN ELECTIVE – COMMON FOR ALL BRANCHES**  
**EXCEL FOR MANAGERS (MBA-OE-003)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Demonstrate the steps of following on excel with example:

- a) Merge cells.
- b) Sort data.
- c) Change color of text.
- d) Insert table.
- e) Change orientation from portrait to landscape.
- f) Insert macros.
- g) Change decimal point.
- h) Central align data.
- i) Insert charts.
- j) Border the table.

[CO-1][L-3] **2×10**

**PART-A**

Q.2 "Knowledge of excel is a pre-requisite for data analysis". Comment on the utility of excel for managers in today's corporate world. [CO-2][L-6] **20**

Q.3 Explain any five formulas used in data analysis in excel with the help of an example (datasheet). [CO-3][L-4] **20**

Q.4 Discuss the different types of errors that can be committed while building a formula in excel and how can they be rectified. [CO-1][L-5] **20**

**PART-B**

Q.5 Write short note on any two of the following:

- a) Solver.
- b) Goal seek analysis.
- c) Macros.

[CO-2][L-4] **20**

Q.6 Demonstrate the utility of pivot table for managers for decision making, and explain the steps involved in creating Pivot tables. [CO-4][L-5] **20**

Q.7 "Use of right Charts using excel helps managers in making effective presentation of analysis". In the light of above statement explain the different type of charts used by managers for data analysis and decision making. [CO-3][L-4] **20**

**End Semester Examination, May 2022**  
**OPEN ELECTIVE – COMMON FOR ALL BRANCHES**  
**MANAGING SALES PROCESS (MBA-OE-004)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following questions:

- a) What is sales management?
- b) Write steps of sales process.
- c) Define 'sales quota'.
- d) What is sales territory?
- e) Explain segmentation process.
- f) What is sales presentation?
- g) What is personal selling?
- h) What is cold calling?
- i) Define 'sales lead'.
- j) Mention two characteristics of a successful sales person.

[CO-1,2][L-2,3] **2×10**

**PART-A**

Q.2 Write sales process and explain the various steps involved in the process. How the sales process in case of a consumer product would be different from a business product? [CO-3][L-3,5] **20**

Q.3 You have been appointed as a consultant to recruit sales force for a multinational mobile service provider. Suggest a suitable recruitment plan in detail. [CO-4][L-6] **20**

Q.4 What are the key qualities of an effective salesperson? How would the sales job differ in the following situation and what would compute the important sales activities in each case:  
a) Software sales person selling solutions to businesses.  
b) Salesperson selling ACs for home. [CO-2][L-4] **20**

**PART-B**

Q.5 "Sales presentation is a unique opportunity with a sales person". In the light of this statement explain how you would meet sales resistance in the following situation:  
a) A sincere objection raised by the customer about the high price of your product.  
b) An insincere objection relating to the shape of the bottle in which your cough syrup is being sold. [CO-4][L-2,5] **20**

Q.6 "Success of sales activity is largely dependent upon good salesmen but they are not born as good salesman". How can training needs of salespersons be identified? How do the learning styles of salespersons affect the design of the sales training programme? Use illustrative examples to substantiate your answer. [CO-3][L-3] **20**

Q.7 Describe the principals of effective presentation. How would you plan your sales presentation being a salesperson responsible for selling personal computers to individual consumers? [CO-1][L-3] **20**

**End Semester Examination, May 2022**  
**OPEN ELECTIVE – COMMON FOR ALL BRANCHES**  
**ANALYTICS FOR BUSINESS STRATEGY (MBA-OE-005)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following in brief:

- a) Data mining.
- b) Dashboards.
- c) Cross functional planning.
- d) Internal audit.
- e) Types of strategy.
- f) "Business analytics can be used for in sports for team game strategies" Explain briefly.
- g) Discuss the difference between vision and mission.
- h) Discuss the difference between metric and KPI.
- i) Explain the term SWOT analysis.
- j) Explain the attributes of KPI.

[CO-1,2,3,4][L-1,2] **2×10**

**PART-A**

Q.2 Discuss the strategy that was adopted by Jio to become popular in India? What in your opinion could be the biggest weakness in Jio's business strategy? Is it important to do environmental analysis and audit before making strategy? Justify your answer.

[CO-4][L-4] **20**

Q.3 Analyze the three kinds of analytics. How has analytics transformed the businesses? Explain their usage in a business organization with example.

[CO-1][L-4] **20**

Q.4 Define "KPI". Evaluate the characteristics that make a good KPI. Assume you are a manager at a five star hotel restaurant. Develop the KPI's for your restaurant.

[C-2][L-5,6] **20**

**PART-B**

Q.5 What are the four perspectives of a balance scorecard and how are they related? How does balance scorecard help in measuring performance of an organization. Develop a detailed tentative balance-scorecard for an airline.

[C-3][L-5,6] **20**

Q.6 Discuss the principles to be kept in mind while designing a dashboard. Explain how the strategic dashboard will be differently designed than an operational dashboard.

[C-3][L-3] **20**

Q.7 What are the different types of strategies? How are the alternative strategies generated? Explain any two methods in detail with examples.

[C-4][L-3] **20**

**End Semester Examination, May 2022**  
**OPEN ELECTIVE – COMMON FOR ALL BRANCHES**  
**WEIGHT MANAGEMENT (ND-OE-003)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 "Energy balance plays a significant role in weight management". Justify this statement in detail. [CO-2][L-5] **20**

**PART-B**

- Q.2 Illustrate the methods through which obesity can be assessed. [CO-1][L-4] **20**

- Q.3 What is BMI? Discuss the health hazards of obesity. [CO-2][L-2] **20**

- Q.4 What do you understand by the term: underweight? Discuss the factors leading to underweight. [CO-3][L-3] **20**

**PART-B**

- Q.5 Describe in detail the nutritional management of obesity. [CO-2][L-2] **20**

- Q.6 Explain in detail the nutritional management of underweight. [CO-3][L-1] **20**

- Q.7 What is fad diet? Also, discuss the consequences of following such diets regularly in detail. [CO-4][L-3] **20**

**End Semester Examination, May 2022**  
**OPEN ELECTIVE – COMMON FOR ALL BRANCHES**  
**FOOD HYGIENE AND SANITATION (ND-OE-004)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 What is the importance of maintaining hygiene and sanitation in a food service unit? **20**

**PART-A**

Q.2 Explain the concept and types of food contamination with suitable examples. [CO-1][L-2] **20**

Q.3 Elaborate how food safety stands as a public health priority. Describe few points for personal hygiene that food handlers must follow. [CO-4][L-4] **20**

Q.4 Describe how the quality of water can be maintained along with its uses in food industries. [CO-2][L-4] **20**

**PART-B**

Q.5 Explain the principles of HACCP applied in catering unit with suitable examples. [CO-1][L-3] **20**

Q.6 Describe the classification and formulation of detergents and sanitizers. [CO-1][L-2] **20**

Q.7 Discuss the importance of microorganisms in food sanitation and how does microorganisms acts as indicator of sanitary quality. [CO-2][L-2] **20**



**End Semester Examination, May 2022**  
**OPEN ELECTIVE – COMMON FOR ALL BRANCHES**  
**HEALTH AND FITNESS EDUCATION [PT-OE-002]**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer in brief:

- a) Enumerate any six movements found in human body.
- b) Define "FIT 1 principle".
- c) Mention any two medical conditions in which yoga is found to be effective.
- d) List any two effects of alcohol abuse on health.
- e) Expand WHO.
- f) Define "First Aid".
- g) Expand PRICE.
- h) Mention any two types of sports injuries.
- i) List any two effects of alcohol abuse on health.
- j) Expand WADA.

[CO1-5][L-1] **2×10**

**PART-B**

Q.2 Discuss the various types of stretching and strengthening exercises. [CO-1,2] [L-1] **20**

Q.3 Write down the principles of Yoga. [CO-2] [L-1] **20**

Q.4 Discuss the various planes and axes of human movement with diagram. [CO-5,6] [L-2] **20**

**PART-B**

Q.5 Discuss the various types of warm up and cool down exercises. [CO-1,2] [L-1] **20**

Q.6 Define "Doping". Mention the categories of drugs used in doping with their effects. [CO-2] [L-2] **20**

Q.7 Discuss the post exercise diet for an athlete. [CO-5,6] [L-2] **20**

**End Semester Examination, May 2022**  
**OPEN ELECTIVE – COMMON FOR ALL BRANCHES**  
**ERGONOMICS AND HUMAN FACTORS (PT-OE-003)**

Time: 2 hrs.

Max Marks: **50**

*No. of pages: 1*

Note: *Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.*

Q.1 Answer in brief:

- a) What are occupational hazards? [CO-1; L-1]
- b) What is MSD? Give any two examples. [CO-1; L-1]
- c) What do you understand by psychological factors in ergonomics? [CO-1; L-1]
- d) What is carpal tunnel syndrome? What would be the ergonomic advice to prevent CTS? [CO-1; L-3]
- e) What is ergonomics? What factors contribute for it? [CO-1; L-2]

**2×5**

**PART-B**

- Q.2 Elaborate the role of ergonomics in an audio-visual room. [CO-5; L-3] **10**
- Q.3 What are the various factors contributing to a better ergonomic design in an IT sector? Explain in detail. [CO-6; L-4] **10**
- Q.4 Explain the human capabilities and limitations in terms of occupational ergonomics. [CO-4; L-5] **10**

**PART-B**

- Q.5 Explain the role of exercises on different physiological functions that would help in prevention of diseases and promotes health and wellness. [CO-5; L-5] **10**
- Q.6 What do you understand by occupational hazards in ergonomics? Explain various types of occupational hazards with examples. [CO-4; L-3] **10**
- Q.7 Describe the effects of exercise on different physiological functions. [CO-2; L-2] **10**

**End Semester Examination, May 2022**  
**OPEN ELECTIVE – COMMON FOR ALL BRANCHES**  
**PHILOSOPHY AND PHYSIOLOGY OF YOGA (PT-OE-004)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following questions:

- a) What are the steps to be taken before starting the yoga? (CO-2, L-2)
- b) Describe the importance of yoga. (CO-4, L-1)
- c) What is the importance of standing asanas? (CO-3, L-4)
- d) What is the physiological effect of yoga on excretory system? (CO-5, L-1)
- e) Describe the three poses of yoga. (CO-1, L-2)
- f) Define "Dhayana". (CO-2, L-2)
- g) What is the difference between Hatha yoga and Jnana yoga? (CO-3, L-2)
- h) Define "Progressive Muscle Loading". (CO-4, L-3)
- i) What is diaphragmatic breathing? (CO-5, L-2)
- j) Elaborate the principle of Pantanjali yoga. (CO-5, L-2)

**2×10**

**PART-B**

- Q.2 Define the physiological foundation of Hatha yoga. Discuss the inter-relationship between Bhakti-yoga and Karma-yoga. (CO-2,4, L-2) **20**
- Q.3 What is the importance of meditation? Discuss the different breathing techniques to be used to improve Dhayana. (CO-1,6, L-3) **20**
- Q.4 What is the importance of Vajrasana and Bhujangasana? Discuss the indications and contraindications of the same. (CO-5, L-2) **20**

**PART-B**

- Q.5 What is FIIT principle? Elaborate the principles and application of progressive muscle loading in detail. (CO-6, L-2) **20**
- Q.6 Classify muscles based on structure and properties. What is the use of anaerobic and aerobic training for different muscles? (CO-4, L-5) **20**
- Q.7 What is the effect of Hatha yoga on nervous system? State the benefits and contraindications of Bhujangasana in the context of diabetes. (CO-2,4, L-5) **20**