

**End Semester Examination, May 2023**  
**BBA (Global) 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 Differentiate between **(any five)** of the following:

- a) Targeting and positioning.
- b) Promotion mix and product mix.
- c) Rural marketing and rural advertising.
- d) Service marketing and telemarketing.
- e) Marketing and selling.
- f) Packaging and labelling.

[CO-1,2,4][L-2,3,5] **4×5**

**PART-A**

Q.2 Your Company is manufacturing 'fast to cook' foods and operating only in Urban areas. Devise a marketing plan to enter into a rural market for your product. Explain with the help of an example.

[CO-1,2][L-3,4] **20**

Q.3 "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-5][L-5,6] **20**

Q.4 **Case study:**

**NIGHT DELIGHTS- A new Concept**

A young boy felt hungry while studying at night. Away from home, he wanted somebody to make something for him to eat as he did not want to go outside to get something to eat. It was 2 am. At night and he did not know how to cater to his hunger. At last, he went out and found something to eat from the roadside vendor. This incident made him aware of a business opportunity. After completing his education, instead of taking up a job, he thought of venturing into the food business, especially the concept of delivering the food at night. As a student he always felt the need for a midnight snack and that turned into a business idea. He thought of catering it to young people (especially students) during the night hours. He researched and found many youngsters were facing the same problem that he had faced. Besides studying, the young generation remained awake for the entertainment as well. He finally started off with a business venture named 'Night Delights' that intended to deliver food throughout the night.

Read the case study given above and answer the questions:

- a) When the young entrepreneur thought of taking up the venture, which segment would he have thought of? [CO-3,4][L-4] **10**
- b) Can he segment the market on the basis of income? Discuss your plan.

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

**PART-B**

Q.5 What are the typical functions of middlemen in distribution? Evaluate the role and utility of these middlemen. [Co-1,3][L-2,6] **20**

Q.6 What is the difference between market segmentation and product differentiation? Discuss what bases of segmentation you would choose for the following:

a) A Restaurant.

b) A Pen.

[Co-2,3][L-2,3] **10×2**

Q.7 Answer the following:

a) Sales promotion is a link between advertising and personal selling. Discuss.

[CO-2,4][L-3,4,5] **10**

b) Discuss the role of advertising and its impact on children.

[CO-2,4][L-3,4,5] **10**

**End Semester Examination, May 2023**  
**BBA (Global) International Business – 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 the following:

- a) Differentiate between 'data and information'.
- b) Define 'system'.
  
- c) Write the importance of knowledge management system.
- d) Give two examples of application software.
  
- e) Enterprise resource planning.
- f) \_\_\_\_\_ can occur at the individual, group, organizational or extra-organizational level.
  - i) Planning      ii) Controlling      iii) Organizing      iv) Scheduling
- g) Newspaper, magazine, radio, television are examples of \_\_\_\_\_.
  - i) Storing information      ii) Retrieving information
  - iii) Communication information      iv) Acquiring information
- h) Security means protection against theft, manipulation, and loss of data.
  - i) True      ii) False
- i) \_\_\_\_\_ systems help to analyze historical and current data either on-demand or periodically.
  - i) Data access system      ii) Data analysis system
  - iii) Forecast-oriented system      iv) System based on accounting models
- j) EMS stands for the enterprise management system.
  - i) True      ii) False

**2×10**

**PART-A**

- Q.2 What do you understand by decision-making? Explain how information systems can help in decision making? Also name the different information system available. [CO1 L4] **20**
- Q.3 Explain with the help of block diagram how different functional units of computer interact with each other for processing data. [CO-1,2 L- 1,2] **20**
- Q.4 Define the term 'network'. What are the objectives of networking? Explain how wide area network is different from low area network. [CO2 L3] **20**

**PART-B**

- Q.5 Explain 'decision support system' in detail. How does it improves the decision making process? [CO4 L4] **20**
- Q.6 Define 'e-commerce'. How it is different from traditional commerce? List out the advantages for customers, business organization and society. [CO3, L2] **20**

Q.7 What is threat? Explain various threats to information system. Also explain some defense mechanisms in detail. [CO2 L3] **20**

**End Semester Examination, May 2023**  
BBA (Global) International Business – Second Semester  
**ENGLISH STUDY WRITING (2.120)**

Time: 3 hrs.  
**100**

Max Marks:

*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) Plagiarism.
  - b) Process of essay writing.
  - c) Report structure.
  - d) Proofreading.
  - e) Unity and coherence in writing.
  - f) Reference list.
  - g) Time management.
  - h) Bloom's Taxonomy.
  - i) Allocation of task.
  - j) Objectivity in writing.

**2×10**

**PART-A**

- Q.2 Write an essay in 250 words on the topic- Should parents limit the time their children spend on screens? [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 Summarize different types barrier to listening. [CO-4 L-4] **20**

**PART-B**

- Q.5 Write short notes on synopsis, preamble, thesis statement and executive summary. [CO-4 L-1] **20**
- Q.6 Compare Cause and Effect essay with Compare and Contrast essay. [CO-2 L-4] **20**
- Q.7 Explain Bono's 6 thinking hats. [CO-3 L-2] **20**

**End Semester Examination, May 2023**  
BBA (International Business) – Second Semester  
**ORGANIZATIONAL BEHAVIOUR (2.218)**

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 Write short notes on the following:

- a) Effectiveness.
- b) Decisional roles of a manager
- c) Group dynamics.
- d) Leadership trait theory.
- e) Negotiation.
- f) Conflict management.
- g) Organizational change.
- h) Managerial roles.
- i) Team spirit.
- j) Formal communication.

**2×10**

**PART-A**

- Q.2 a) How does knowledge of organizational behavior, contribute to proper management of organizations? Explain with suitable examples. [CO-2][L-2] **10**
- b) "Increasing workforce diversity in organizations poses challenges and opportunities for managers." Discuss the issue with suitable examples. [CO-1][L-2] **10**
- Q.3 a) How does knowledge of individual behavior, contribute to proper management of organizations? Explain with suitable examples. [CO-1] [L-3] **10**
- b) Write short notes on the following:
- i) Determinants of personality.
  - ii) Discuss the various types of values [CO-2] [L-2] **5×2**
- Q.4 a) Define the different types of stress with examples. Suggest ways to deal with stress. [CO-2] [L-4] **10**
- b) What role does motivation play in the workplace? [CO-2][L-3] **10**

**PART-B**

- Q.5 a) How are groups formed? Discuss the different types of groups being followed in organizations. [CO-3][L-3] **10**
- b) Discuss the various communication barriers and ways to overcome with them. [CO-4][L-2] **10**
- Q.6 a) "Leadership is the process by which an executive directs, guides and influence the works of other" Explain. Also discuss the significance of leadership in management. [CO-3][L-4] **10**
- b) Discuss the various causes of organizational conflict. How is conflict handled in the workplace? [CO-3][L-3] **10**

- Q.7 Microsoft has one of the lowest employee turnover rates in the IT industry; however, there is room for improvement. Top talent is currently leaving Microsoft to pursue internet start-ups or jumping ship to Google. The loss of these key employees represents a serious threat to the success of the Company in the future. Recognizing this problem, Microsoft is actively identifying its top talent and developing ways to make jobs more attractive.

Employee engaged appears to be the buzz in corporate America/studies show that employees who are engaged are more productive, profitable and customer focused and less likely to leave the organization. According to Dr. Beverly Kaye, an expert on career issues in the workplace, what employees want is a relationship with their managers, so managers have to act more like coaches, not bosses. Some of the factors that always rank at the top with regard to what gets employees engaged and what they value in a job include career opportunities and development, great people to work with, and a great boss.

Microsoft is meeting the challenges of improving worker morale head on to retain its employees. My Microsoft is a program introduced by the company to provide some of the attractive amenities that other IT companies offer employees. This program will include a wide range of incentives focused on improving the working conditions and culture of the company, such as a set of lifestyle perks and a Management Development Program.

Microsoft's new program is an initial step to improve the morale of employees, but only time will tell if this program is attractive enough to retain employees.

Read the case study and answer the following:

- a) What are the factors causing the brain drain at Microsoft? What can be done to reverse it? [CO-4][L-6] **10**
- b) Does Microsoft's organizational structure have an impact on its organizational commitment levels? According to you, what can be done to further improve the commitment level in any organization? [CO-4][L-6] **10**

**End Semester Examination, May 2023**  
BBA (Global) International Business – Second Semester  
**ORGANIZATIONAL BEHAVIOUR (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**. All questions carry equal marks.

Q.1 Answer the following in brief:

- a) Name any two disciplines to which organizational behavior is related.
- b) Mention at least two causes leading to the challenges for organizational behaviour.
- c) What is behavioural theory? Name two schools related with it.
- d) Name any two important roles that a manager performs.
- e) Name two types of group.
- f) Define 'Power'.
- g) What is informal group?
- h) Name any two components of attitude.
- i) Name any two techniques by which conflict is handled within an organization.
- j) What is the role of socialization in developing organizational culture?

[CO-1,2] [L-1,2] **2×10**

**PART-A**

Q.2 Highlight the challenges faced by the managers when the behaviour of people changes in the organizations. "Organizational behaviour is interdisciplinary." Comment on this statement. [CO-1,L-3] **20**

Q.3 Write notes on the following:

- a) Personality.
- b) Perception.

[CO-1&2,L-3] **20**

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

- b) What role does motivation play in the workplace? Discuss the Maslow's Hierarchy of need theory. [CO-2, L-2] **10**

**PART-B**

Q.5 How are groups forms? Discuss the different types of groups being followed in organizations. [CO-3,L-4] **20**

Q.6 Explain the different styles of leadership followed in organizations. Which style would you like to work under and why? Discuss in short the trait theory of leadership. Also discuss how is conflict handled in the workplace? [CO-4,L-4] **20**

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

- a) Organization structure.
- b) Organization culture.
- c) Change management.

[CO-4,L-3] **10×2**



**End Semester Examination, May 2023**  
**BBA (Global) International Business – Third Semester**  
**MARKETING MANAGEMENT (2.224)**

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) Role of advertising.
- b) Impact of environment on marketing.
- c) Positioning and targeting.
- d) Forecasting.
- e) Define price.
- f) Whole seller.
- g) Digital communication.
- h) Sustainable marketing.
- i) Social marketing.
- j) Branding.

[CO-1,2,3,4][L-2,3] **2×10**

**PART-A**

Q.2 Explain the importance of understanding consumer behavior. Explain the consumer buying behavior in reference to buying a car. [CO-1][L-2,4] **20**

Q.3 What are the factors for effective market segmentation? Elaborate on the four major market segmentation with examples. [CO-2][L-2,3] **20**

Q.4 Why is pricing an integral part of the marketing mix? Illustrate the factors that affect the pricing of a product. [CO-3][L-3,4] **20**

**PART-B**

Q.5 What are the major challenges in retail marketing? Explain the management of the retailing operations. [CO-3][L-3,4] **20**

Q.6 Does social media play an important role in the growth of companies in the market? Justify your answer. [CO-3][L-4] **20**

Q.7 What should be considered for a company to be ethical in the market? How does remaining ethical impact the brand value? [CO-4][L-3,4] **20**

**End Semester Examination, May 2023**  
BBA (Global) International Business – Third Semester  
**OPERATIONS MANAGEMENT (2.225)**

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 Write short notes on the following:
- Assignment formulation steps.
  - Minimization case of assignment steps.
  - Maximin v/s Minimax.
  - Plant structure.
  - Process optimization.
  - LCM.
  - Activity.
  - Cost analysis.
  - Merge activity.
  - ES, LF.

[CO-1][L-2] **2×10**

**PART-A**

- Q.2 Solve the Transportation problem by LCM and NWCR:

To>>> From	D1	D2	D3	Total Supply
<b>S1</b>	4	3	2	250
<b>S2</b>	5	2	3	300
<b>S3</b>	7	8	2	1050
<b>S4</b>	8	9	4	1000
<b>Total Demand</b>	700	1400	500	

[CO-1,3][L-2] **20**

- Q.3 A company has four salesmen and for 5 different territories. The monthly increases, estimated for each salesman in different territories (in Lakh \$), are shown in the table below:

Salesmen	Sales Territories				
	New Jersey	Paris	Manhattan	Georgia	Italy
<b>A</b>	75	80	85	70	90
<b>B</b>	91	71	82	75	85
<b>C</b>	78	90	85	80	80
<b>D</b>	65	75	88	85	90

Suggest optimal assignment for the salesmen. Which sales territory will remain unassigned? What will be the maximum sales increase ever month? [CO-2,4][L-6] **20**

- Q.4 a) "All Transportation model have hardly any real life applications". Do you agree with the statement? Discuss in detail. [CO-2][L-2] **10**

b) Explain the plant layout and process layout with real life examples. [CO-1,3][L-3] **10**

**PART-B**

Q.5 Explain the process and steps involved in process layout. Discuss the advantages and disadvantages of a plant layout. [CO-1,2][L-6] **20**

Q.6 What do you mean by capacity management? How can machine and inventory will be effective in optimizing capacity management? [CO-1,2][L-6] **20**

Q.7 Mr. C is planning to design is office in which layout are finalized with activity:

ACTIVITY	DESCRIPTION	PREDECESSORS
A	Select Office Site	—
B	Create organizational and financial plan	—
C	Determine personnel requirements	B
D	Design facility	A, C
E	Construct interior	D
F	Select personnel to move	C
G	Hire new employees	F
H	Move records, key personnel, etc.	F
I	Make financial arrangements with institutions in Des Moines	B
J	Train new personnel	H, E, G

Draw the network diagram.

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

# End Semester Examination, May 2023

BBA – 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 Explain the following:
- a) External sources of recruitment.
  - b) Job analysis.
  - c) Strategic human resource management.
  - d) Promotion.
  - e) Lay off.
  - f) HR audit.
  - g) International HRM.
  - h) Succession planning.
  - i) Reference check.
  - j) Golden parachute.

**2×10**

### **PART-A**

- Q.2 What is the meaning of Human resource management? Explain the significance and functions of Human resource management. [CO-1] [L-1,2] **20**
- Q.3 What is meant by Human resource planning? Discuss the various steps of human resource planning. [CO-1] [L-2,3] **20**
- Q.4 Write notes on the following:
- a) On the job training.
  - b) Off the job training.

[CO-3] [L-3,4] **10×2**

### **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.
  - c) Compensation management.
  - d) 360 degree appraisal.

[CO-2] [L-3,5,6] **5×4**

- Q.7 Define 'trade union'. Discuss the features and benefits of trade union. [CO-4] [L-5,6] **20**

**End Semester Examination, May 2023**  
**BBA (Global) International Business – 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**. All questions carry equal marks.

- Q.1 Write short notes on the following:
- a) HRM and HRD.
  - b) Job analysis and job description.
  - c) Types of interview.
  - d) 360 feedback method.
  - e) Career planning and succession planning.

**4×5**

**PART-A**

- Q.2 Explain the term HRM. Describe the managerial and operative functions of HRM.  
[CO-1,2][L-2,3] **20**
- Q.3 What is manpower planning? Why it is necessary? Discuss the various steps involved in it.  
[CO-1,2][L-3,4] **20**
- Q.4 What are the findings of HR school for the effective management of human relation?  
[CO-2,3][L-3,4] **20**

**PART-B**

- Q.5 What is E recruitment or online recruitment? What are the main criteria employers should keep in mind when using internet sites to find job candidates?  
[CO-4][L-4] **20**
- Q.6 What do you mean by performance appraisal? Discuss the purpose of performance appraisal.  
[CO-1,3][L-2,3] **20**
- Q.7 Compare and contrast the methods of for collecting job analysis data explaining how each is useful and list its pros and cons of each.  
[CO-2,3][L-4,5] **20**

**End Semester Examination, May 2023**  
**BBA (Global) 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**. All questions carry equal marks.

Q.1 Answer the following 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? [CO3][L2] **20**

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

**End Semester Examination, May 2023**  
BBA (Global) International Business – Fourth Semester  
**CONSUMER BEHAVIOR (2.232)**

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 'behavior'.
  - b) Identify the various types of needs.
  - c) Define 'an industrial consumer'.
  - d) Why are the models adopted to study the consumer behavior?
  - e) What is meant by personality?
  - f) Define the term 'self image'.
  - g) What is cross culture?
  - h) What is a family group?
  - i) Define the term 'dissonance'.
  - j) What is attitude?

[CO-2] [L-3] **2×10**

**PART-A**

- Q.2 a) In the context of 'consumer behavior', explain the term: 'inter-personal behavior' and 'group behavior', in brief. [CO-1] [L-2] **10**  
b) Discuss the various stages of consumer buying behaviour. [CO-1] [L-2] **10**
- Q.3 a) Discuss the relevance of blackwell model in study of consumer behavior. [CO-1] [L-2] **10**  
b) Explain the Maslow's theory of hierarchy of needs and its relevance to consumer behavior. [CO-1] [L-2] **10**
- Q.4 What are some major factors that influence the Buyer's behavior? State, and explain with reference to suitable examples. [CO-1] [L-3] **20**

**PART-B**

- Q.5 What is the relevance of studying the concepts of 'Buying behavior' in the present times? Explain its importance in terms of management. [CO-1] [L-2] **20**
- Q.6 What do you understand by the term 'personality'? Explain the various determinants of 'individual personality'. [CO-1] [L-2] **20**
- Q.7 Religion to a great extent influences ethical practice. Comment with reference to an example; explain the different types of consumer behaviour. [CO-1] [L- 2] **20**

**End Semester Examination, May 2023**  
**BBA (Global) 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 Answer the following questions in brief:
- a) What according to you is the core competency of HONDA globally?
  - b) Name the hard and soft elements in the 7S model.
  - c) Why should companies scan and monitor the external environment?
  - d) What do we understand by organic and inorganic growth? Give examples.
  - e) A company sells 28 units of a product per year in an industry whose market size is 50 units per year. What is its market share?
  - f) Name the 3 basic principles on which CSR activity is based?
  - g) Name the 8 principles of TQM (Total Quality Management).
  - h) Why do companies do SWOT analysis?
  - i) What is the core competency of the Oberoi Group of Hotels?
  - j) A company sells 25 units of a product per year in an industry whose market size is 75 units per year. What is its market share? [CO1,3,4][L-2,4] **2×10**

**PART-A**

- Q.2 What does the term Quality mean to you? [CO1][L-2] **20**
- Q.3 "Values and ethics are a must for an organization to succeed in business". Comment. [CO2][L-3] **20**
- Q.4 Strategy is about achieving competitive advantage. Comment. [CO1,4][L-4] **20**

**PART-B**

- Q.5 How does the benchmarking process help companies improve business performance? [CO 2,3][L-4] **20**
- Q.6 Should companies invest in activities related to CSR (Corporate Social Responsibility) comment? [CO-4][L-2,6] **20**
- Q.7 What role does organizational structures play for an organization to achieve business success? [CO-2,3][L-5] **20**



**End Semester Examination, May 2023**  
**BBA (Global) International Business – Third Semester**  
**BUSINESS AND SOCIAL ETHICS (2.350)**

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) Auditor.
  - b) Code of conduct.
  - c) Differentiate between ethics and morals.
  - d) A company that follows code of ethics is a better company. State true or false with reason.
  - e) Government.
  - f) Green governance.
  - g) Company secretary.
  - h) Ethics in marketing.
  - i) Insider trading.
  - j) CSR.
- 2×10**

**PART-A**

- Q.2 a) What do the theories of business ethics signify? [CO-1][L-1] **10**  
b) Every organization has to prepare a code of ethics. Discuss the given statement and explain how a code of ethics is formed. [CO-1][L-1] **10**
- Q.3 Explain the qualities, power and responsibilities of a chairman. [CO-2][L-1] **20**
- Q.4 Why corporate governance is important in today's world. Explain. [CO-2][L-2] **20**

**PART-B**

- Q.5 Explain how a marketing manager is responsible for creating an ethical environment in the marketing department. [CO-1][L-2] **20**
- Q.6 Explain the concept of CSR. How is it related to business ethics and corporate governance. [CO-3][L-3] **20**
- Q.7 Discuss the concept of globalization and how it has impacted the social fabric of the country. [CO-4][L-4] **20**

**End Semester Examination, May 2023**  
**BBA (Global) International Business – Third Semester**  
**SERVICE MARKETING (2.355)**

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) Name at least four examples of service industry.
- b) Name the elements of services product.
- c) Name the marketing mixes of services.
- d) Explain in short, the concept of zone of tolerance in service marketing.
- e) How important is the contribution of service sector for economic growth? Comment.
- f) Draw the gap model of service quality.
- g) What is Physical Evidence?
- h) Draw the service triangle model.
- i) Name any two facilitating supplementary services in context to booking a movie ticket.
- j) Who are gold customers?

**2×10**

**PART-A**

Q.2 If you run a travel and tourism company, can you design the various service marketing mixes elements that you would design for it and how might each of these elements help to satisfy your customer? Further what challenges you might face in this process? [CO-1][L-2] **20**

Q.3 "Understanding customer behavior lies at the heart of the marketing". In light of this statement explain the three-stage model of service consumption. [CO-1][L-3] **20**

Q.4 "It takes lots of efforts and pain to build and maintain customer loyalty through well-conceived relationship marketing strategies". Taking into account this statement, discuss in detail the wheel of loyalty which comprises three sequential strategies to develop relationship with the customers, particularly in the service sector. [CO-2][L-3] **20**

**PART-B**

Q.5 What does Rajdhani Express gain from using the concept of "Flower of services". Relate the enhancing and facilitating supplementary services in this case along with the soft customer-defined service standards and hard customer-defined service standards. [CO-3][L-3] **20**

Q.6 What are the strategies for delivering service quality through customer participation? Mention, at least a few strategies that a company can use by adjusting capacity during peak period and low period. [CO-4][L-3] **20**

Q.7 Which elements of the marketing communications mix would you use for each of the following scenario? Give reasons to you answer:

- a) A newly established weight loss organization in an prime shopping center.
- b) An established movie theatre facing declining patronage because of new competitors.

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

**End Semester Examination, May 2023**  
**BBA (Global) 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 the following in brief:**

- a) What is the percentage of customers who visit a website and actually buy something, called?
- b) What do you know about the bounce rate?
- c) Explain crawler and its function.

**Fill in the blanks:**

- d) GDN is \_\_\_\_\_.
- e) SNS is \_\_\_\_\_.
- f) E-mail which contain useless material is termed as \_\_\_\_\_.

**Choose the correct option:**

- g) Digital Cash has following characteristic.
  - i) Anonymity
  - ii) Security
  - iii) Confidentiality
  - iv) All of Above
- h) Which of the following refers to creating products tailored to individual customers?
  - i) Aggregation
  - ii) Customization
  - iii) Direct materials
  - iv) Reverse auction
- 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

[CO-1][L-2] **2×10**

**PART-A**

- Q.2 The Indian digital marketing market is further expected to grow at a CAGR of 32.1% between 2023 and 2028. Why Digital marketing is so popular? Explain your answer with a comparison of traditional way of marketing and online marketing.

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

- Q.3 What is a search engine? Explain how SEO works? Discuss the SEO process in detail. Also, explain how on page and off page optimization is helping in indexing?

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

- Q.4 Define the term: 'Website'. How can we measure the performance of a website? What are the factors affecting that? Write a short note on 'dos and don'ts of web content'.

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

**PART-B**

- Q.5 What is Email marketing? What are the advantages and limitations of e-mail marketing? What are the difference between SMS marketing and e-mail marketing?

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

- Q.6 What is the impact of social media on marketing? Explain with the Facebook and other social media examples which you are using.

[CO-1][L-5] **20**

Q.7 What are the components analysed by the web analytics? Explain the working of web analytics along with its advantages and limitations. [CO-2][L-3] **20**

## End Semester Examination, May 2023

BBA (General/Banking and Financial Markets/Digital Marketing) — First Semester  
**BUSINESS MATHEMATICS (BBA-DS-101)**

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 in brief:

- Define 'redundant constraint' with the help of an example.
- Explain the concept of maximization in transportation problem.
- If  $a = 7$  and  $d = -3$ , then find  $T_{14}$ .
- Give an example of unbounded feasible region in LPP.
- How many arrangements can be made using letters of word "MAYRA"?
- If  $A:B = 5:4$ ,  $B = 48$ ,  $A + B = ?$
- Write the formula for finding present value of annuity.
- If  $P = 15000$ ,  $R = 20\%$  and  $T = 4$  years, then find Simple Interest.
- Explain the concept of unbalanced assignment problem.
- If  $a = 3$  and  $r = 2$ , then find  $T_7$ .

[CO-1][L-3] **2×10**

### **PART-A**

- Q.2 a) How many arrangements can be made by using letters of the word "MSROOMANI"?  
In how many of them vowels are not together? [CO-1][L-3] **10**  
b) Which term of the series: 3, 13, 21, \_\_\_\_\_ is 181? [CO-1][L-3] **10**
- Q.3 a) The difference between simple interest and compound interest for a certain sum of Money is Rs. 90 at 20% for 2 years. Find the principal. [CO-2][L-3] **10**  
b) Find the difference between simple interest and compound interest on Rs. 15830 at 12% p.a. for 3 years compounded annually. [CO-2][L-3] **10**
- Q.4 a) Vinit's collection contains US, Indian and British stamps. If the ratio of US to Indian stamps is 5:2 and the ratio of Indian to British stamps is 5:1. What is the ratio of US to British stamps? [CO-2][L-3] **7**  
b) Bhavesh said that the ratio of his weight to that of Arun is 8:9. If weight of Bhavesh is 40kg, what is the weight of Arun? [CO-2][L-3] **6**  
c) Dr. Tanwar drives at a speed of 60km/hr. for 6 hours from Delhi to Chandigarh. Dr. Arvind drives his car at an average speed of 45km/hr. for the same journey? How much time does Dr. Arvind take to complete the journey? [CO-2][L-3] **7**

### **PART-B**

- Q.5 a) Solve the following LPP using graphical method:  
Minimize  $Z = 6x_1 + 3x_2$   
Subject to constraints  
 $12x_1 + 3x_2 \geq 240$ ;  $4x_1 + 20x_2 \geq 460$ ;  $6x_1 + 4x_2 \leq 300$   
And  $x_1 \geq 0$  &  $x_2 \geq 0$  [CO-4][L-3] **10**
- b) A company manufactured two products A and B. The raw material ( $r_1$ ) is available for not more than 6 kg. The product A requires 1 kg of  $r_1$  and product B requires 2 kg of  $r_1$ . 1 labour hour is required for A and 1 labour is required for B. The company must utilize at least 4 labour hours in day. The company can produce at most 4 products of A in a day. The profit on A is Rs. 7 and on B is Rs. 3. Formulate the problem as a linear programming problem. [CO-4][L-3] **10**

- Q.6 a) Explain the steps used in Least cost entry method for solving a transportation problem with the help of an example. [CO-3][L-3] **10**  
 b) Solve the following transportation problem using NWC method and Vogel's approximation method:

	A	B	C	D	Supply
I	2	1	6	3	30
II	1	5	4	8	40
III	7	2	2	1	50
Demand	25	35	40	20	

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

- Q.7 a) Write the steps used in Hungarian method with the help of an example. [CO-3][L-3] **10**  
 b) Solve the following transportation problem using NWC method and Vogel's Approximation Method:

	D <sub>1</sub>	D <sub>2</sub>	D <sub>3</sub>	D <sub>4</sub>	D <sub>5</sub>
O <sub>1</sub>	12	7	6	8	4
O <sub>2</sub>	7	10	8	5	6
O <sub>3</sub>	6	8	11	9	7
O <sub>4</sub>	8	5	9	10	8
O <sub>5</sub>	4	6	7	8	12

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

## End Semester Examination, May 2023

BBA (General/Banking and Financial Markets/Digital Marketing) — First Semester  
**BUSINESS ORGANIZATION AND MANAGEMENT (BBA-DS-102)**

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) Profession.
- b) Employment.
- c) Commerce.
- d) Trade.
- e) Open system.
- f) Closed system.
- g) Management and administration.
- h) Autocratic leadership.
- i) Democratic leadership.
- j) Business system.

[CO-1,2,3][L-2,3] **2×10**

### **PART-A**

Q.2 Define "Business". Describe in detail the nature and functions of business organization. [CO-1,2][L-2] **20**

Q.3 Define "Sole proprietorship". Discuss in detail the merits and demerits of sole proprietorship form of business organization. [CO-2,3][L-1,2] **20**

Q.4 a) Describe the role of SEBI. [CO-1,3 ][L-2,3] **10**  
b) Discuss the role and significance of entrepreneurship. [CO-1,3 ][L-2,3] **10**

### **PART-B**

Q.5 Define "Management". Discuss the contributions of Henry Fayol towards management. [CO-2,3][L-2] **20**

Q.6 Write short notes on the following:

- a) Authority and power.
- b) Centralisation and decentralisation.

[CO-1,2][L-3] **10×2**

Q.7 Define controlling and describe the process of control. [CO-3,4][L-2,3] **20**

## End Semester Examination, May 2023

BBA (General/Banking and Financial Markets/Digital Marketing) — First Semester  
**COMPUTER FUNDAMENTALS (BBA-DS-103)**

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:

- Which is the smallest unit of data in a computer?
- Differentiate between 'internal memory' and 'external memory'.
- Name the technology used in 3<sup>rd</sup> and 4<sup>th</sup> generation of computer.
- Name the father of digital computer.
- What do you understand by radix or base of a number system?
- Which of the following is not a type of cloud server?
  - Public cloud servers.
  - Private cloud servers.
  - Dedicated cloud servers.
  - Merged cloud servers
- PDA stands for:
  - Personal digital applications.
  - Private digital applications.
  - Personal digital assistants.
  - Private digital assistants.
- \_\_\_\_\_ is an emerging branch in computer science, which interprets means and method of making computers think like human beings:
  - Block chain
  - VR
  - AI
  - Cloud computing
- Personal computers can be connected together to form a:
  - Enterprise
  - Network
  - Supercomputer
  - Server
- Ctrl, shift and alt are called \_\_\_\_\_ keys.
  - Adjustment
  - Alphanumeric
  - Function
  - Modifier

**2×10**

### **PART-A**

Q.2 What is data processing? By taking an example of data processing in any application explain in detail the functions of all the units involved for its processing with help of a block diagram. [CO-1,2][L-1,4] **20**

Q.3 Attempt **any two** of the following:

- $(101)_2 = (?)_{10}$
- $(A3E)_{16} = (?)_2$
- $(130)_{10} = (?)_8$
- One's complement of (10110110)

[CO-1,2][L-3] **10×2**

Q.4 a) What do you understand by hardware? Explain the various hardware devices in detail. [CO-1][L-2] **10**  
b) Differentiate between 'primary memory' and 'secondary memory'. [CO-1][L-2] **10**

### **PART-B**

Q.5 Explain the various applications of computers in government and banking fields. [CO-1,3][L-1,4] **20**

Q.6 What is MS Word? Also write the application areas where it can be used for. What are the features provided in paragraph tab? [CO-1,2,4][L-2,3] **20**

Q.7 Write short notes on:

- Cloud computing.
  - Security
  - Big data
  - Artificial intelligence
- [CO-1,2,4][L-2,3] **5×4**



# End Semester Examination, May 2022

## BBA – First Semester

### BUSINESS COMMUNICATION (BBA-DS-104)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 4

**Please read the instructions carefully**

Note: The paper consists of **FIFTY** multiple questions; each question has **FOUR** options with one correct answer. Select the correct answer.

Attempt all questions. All questions are of **TWO** marks each. There is no negative marking. Calculator is not allowed.

Mention the correct option for each question in the blank answer key given herein below. (Answer sheets with empty answer keys despite the correct options being ticked, will not be evaluated)

1.	2.	3.	4.	5.	6.	7.	8.	9.	10.
11.	12.	13.	14.	15.	16.	17.	18.	19.	20.
21.	22.	23.	24.	25.	26.	27.	28.	29.	30.
31.	32.	33.	34.	35.	36.	37.	38.	39.	40.
41.	42.	43.	44.	45.	46.	47.	48.	49.	50.

Q.1 In ABC model of Communication, A stands for: [CO1] [L1]  
 A] Attentive B] Affective C] Authentic D] None of them

Q.2 \_\_\_\_\_ is one of methods for attitudinal change. [CO1] [L3]  
 A] Persuasion B] Positive outlook C] Self-confidence D] None of them

Q.3 Courtesy is all about using \_\_\_\_\_. [CO1] [L2]  
 A] Confidence B] Preparation C] Good Manners D] None of them

Q.4 \_\_\_\_\_ and \_\_\_\_\_ are the courtesy words. [CO1] [L3]  
 A] Thank you/Please B] Hello/ Hi C] Bye/good bye D] None of them

Q.5 Two types of mindsets are: [CO 1] [L2]  
 A] Fixed/ Continuous B] Fixed and Growth C] Growth and Attentive D] None of them

**Directions for Q.6-Q.8:** Identify the correct sentence: [CO 2] [L3]

Q.6 A] Harish walked carefully, in a slow way, and halted.  
 B] Harish walked carefully, slowly, and haltingly.  
 C] Both are correct  
 D] Both are incorrect

Q.7 A] To learn is understanding the world.  
 B] To learn is to understand the world.  
 C] Both are correct  
 D] Both are incorrect

Q.8 A] This is a true B] This is a fact

C] This is true fact

D] That is true fact

**Directions for Q.9-Q.10:** -Choose the word that gives rise to redundancy. [CO2] [L3]

Q.9 Harman thinks he has sufficient enough information to write the article.

A] To write                      B] Sufficient enough                      C] Enough Information                      D] the article

Q.10 Venus, the second planet from the sun, is exactly almost the same size as the earth.

A] the second                      B] from                      C] exactly almost                      D] same size

Q.11 Cite, Sight and site are examples of:

A] Autonyms                      B] Homophone                      C] Synonyms                      D] None of them [CO 2] [L3]

Q.12 Which of these should be avoided for effective listening?

A] Patience                      B] Politeness                      C] Talking                      D] Attentiveness [CO2] [L3]

Q.13 Does he \_\_\_\_\_ some ice?

A] wants                      B] wanted                      C] want                      D] to want [CO2] [L3]

Q.14 The regulations of the administration \_\_\_\_\_ from the curriculum.

A] Stem                      B] stems                      C] are stem                      D] is stemmed [CO2] [L3]

Q.15 Rohan as well as his classmate \_\_\_\_\_ working.

A] is                      B] are                      C] has                      D] have [CO2] [L3]

Q.16 The men of the community \_\_\_\_\_ not support the leader.

A] Does                      B] have                      C] has                      D] do [CO2] [L3]

Q.17 Some of his friends who \_\_\_\_\_ playing football missed the TV show.

A] Would be                      B] had                      C] were                      D] was [CO2] [L3]

Q.18 The police \_\_\_\_\_ arrested the thieves.

A] Have                      B] has                      C] is                      D] were [CO2] [L3]

Q.19 The man whom I \_\_\_\_\_ with \_\_\_\_\_ the dean of our faculty.

A] Was talking/were B] was talking/was                      C] were talking/were                      D] can talk/were [CO2] [L3]

Q.20 Neither the man nor his son \_\_\_\_\_ convinced of the idea.

A] have                      B] had                      C] was                      D] has [CO2] [L3]

Q.21 Do you know the woman \_\_\_\_\_ next to the window?

A] stands                      B] stood                      C] standing                      D] stand [CO2] [L3]

Q.22 Prashant and I \_\_\_\_\_ good friends but now we \_\_\_\_\_ anymore

A] have been/don't talk                      B] were/ aren't talking                      C] were/won't talk                      D] are/weren't talking [CO2] [L3]

Q.23 She is \_\_\_\_\_ in the art of painting.

A] Adapt                      B] adept                      C] adipt                      D] adopt [CO2] [L3]

- Q.24 Before I eat them, I will \_\_\_\_ this \_\_\_\_ of pears. [CO2] [L3]  
 A] Pare/pare B] Pair/pair C] Pare/pair D] pair/pare
- Q.25 Most children \_\_\_\_\_ to speak by the age of three. [CO2] [L3]  
 A] learn B] learns C] are learning D] learned
- Q.26 An \_\_\_\_\_ is a single word that expresses a thought or a feeling [CO2] [L3]  
 A] Conjunctions B] Adverb C] Interjection D] Pronoun
- Q.27 We can use \_\_\_\_\_ to replace a noun. [CO2] [L3]  
 A] Adverb B] Adjective C] Pronoun D] Conjunction
- Q.28 In a group discussion, never. [CO3] [L3]  
 A] confront B] make fun of others C] be a limelight seeker D] All of them
- Q.29 In group discussion, always respect the other participants and \_\_\_\_\_ their presence. [CO3] [L3]  
 A] Appreciate B] Acknowledge C] Avoid D] None of them
- Q.30 During the group discussion, it is good to \_\_\_\_\_ the points discussed. [CO3] [L3]  
 A] clear B] avoid C] Jot down D] None of them
- Q.31 During group discussion, maintain [CO3] [L3]  
 A] Composure B] Eye contact C] Body Language D] All of them
- Q.32 To start the group discussion, it is always best to identify the \_\_\_\_\_ of given topic. [CO3] [L3]  
 A] keywords B] essence C] None of them D] both A] & B]
- Q.33 \_\_\_\_\_ is not a part of Professional Attire. [CO3] [L3]  
 A] Closed toe shoes B] Skirt C] Jeans D] Scarf
- Q.34 The colors most preferred to wear for formals is \_\_\_\_\_. [CO1] [L3]  
 A] Black and Red B] Black and white C] Grey and Green D] Brown and Purple
- Q.35 \_\_\_\_\_ behavior helps maintain positive inter-personal relationships. [CO1] [L3]  
 A] Polite B] Confident C] Sweet D] None of them
- Q.36 \_\_\_\_\_ is one of the branches of Phonetics [CO1] [L3]  
 A] Acoustic B] Perception C] Speech D] none of them
- Q.37 \_\_\_\_\_ phonetics studies the production of speech sounds while \_\_\_\_\_ phonetics studies the perception of speech. [CO 3] [L3]  
 A] Acoustic /Auditory B] Articulatory/Auditory C] Articulatory/Acoustic D] None of them
- Q.38 The ideal rate of speech is \_\_\_\_\_ words per minute. [CO3] [L3]  
 A] 500-600 B] 80-100 C] 120-150 D] 300-400

- Q.39 Voice expressions can be judged by: [CO3] [L3]  
 A] Pitch B] Tone C] Speed of voice D] All of the above
- Q.40 What are the types of Interview Skills? [CO3] [L3]  
 A] Face to face B] Behavioral C] Telephonic D] All of the above
- Q.41 When should you arrive for your interview? [CO3] [L3]  
 A] At the time it is scheduled for B] 5-10 minutes after the scheduled time  
 C] 15-30 minutes before the scheduled time D] Go at any convenient time
- Q.42 What should you focus on during the interview? [CO1][L3]  
 A] The salary you want  
 B] How much vacation time you want?  
 C] What you can offer the company or organization?  
 D] What the company or organization can offer you
- Q.43 During an interview, which of the following are tested for a candidate? [CO1] [L3]  
 A] Abilities B] Knowledge C] Skills D] All of them
- Q.44 Good grooming for professional events does not include [CO1] [L3]  
 A] Gold or Silver Jewellery B] Polished Shoes  
 C] Clean, Neat Hair D] Minimal Perfume or After shave
- Q.45 While talking, you should avoid distractions and maintain \_\_\_\_\_. [CO3] [L3]  
 A] distance B] thoughts C] eye contact D] health
- Q.46 Listening is the ability to \_\_\_\_\_ and appropriately respond to the meaning of another person's spoken and nonverbal messages. [CO3] [L3]  
 A] Understand B] Analyze C] Respect D] all of these
- Q.47 Active listening involves: [CO3] [L3]  
 A] Focusing on the speaker B] Understanding the message  
 C] Comprehending the message D] All of these
- Q.48 For effective communication: [CO1] [L3]  
 A] Keep on saying B] Become a speaker  
 C] Listen to others first D] Moving on
- Q.49 Always conclude the interview by saying \_\_\_\_\_ to the Person who is listening to you. [CO1] [L3]  
 A] Good Bye B] Thanks C] OK D] None of them
- Q.50 The duration of self-introduction should be around \_\_\_\_\_. [CO1] [L3]  
 A] 2 mins B] 30 seconds C] 60 seconds D] No specific duration



**End Semester Examination, May 2023**  
BBA (General/Banking and Financial Markets) — First Semester  
**FINANCIAL ACCOUNTING (BBA-DS-105)**

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 in brief:

- a) What is an accounting?
- b) Define 'cash concept and accrual concept'.
- c) Define accounting equation.
- d) Explain the effect of double entry system.
- e) Explain subsidiary books of accounts.
- f) List the types of accounts (as per GAAP).
- g) What is depreciation?
- h) What is the concept of outstanding salary?
- i) Differentiate between 'accounting and book keeping'.
- j) Define Conservatism convention.

[CO-1][L-1] **2×10**

**PART-A**

Q.2 "The accounting concepts and accounting standards are generally referred to as the essence of financial accounting". Explain it and briefly discuss all accounting concepts and conventions.

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

Q.3 Journalize the following transactions and post them into ledger and trial balance:

- Aug. 1 Arjun commenced a business with a capital of Rs. 1,00,000  
Aug. 8 Bought goods from Sultan for Rs. 10,000  
Aug. 15 Furniture purchased Rs 18,000  
Aug. 18 Goods sold for Cash Rs 20,000  
Aug. 20 Received Rs. 1,000 for rent  
Aug. 29 Sold goods to Nidhi Rs. 2,000  
Aug. 30 Withdrew for personal use Rs. 1,000  
Aug. 31 commission received Rs 2000  
Aug. 31 Rent paid Rs 4000  
Aug. 31 Salary paid Rs 1500

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

Q.4 What do you mean by rectification of errors? What are the different types of errors that are usually committed in while preparing trial balance with the help of imaginary examples?

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

**PART-B**

Q.5 a) Differentiate between receipt and payment account and income and expenditure account.

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

b) What steps are taken to prepare income and expenditure account from a receipt and payment account?

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

Q.6 Mr. Dayal purchased a machine for Rs. 3,00,000 on Jan 01, 2008 and installation charges amounted to Rs. 10,000. One new machine also purchased on 01 October 2009

amounted Rs. 65,000. Depreciation is written off 20% on WDV method. The first machine was sold out for Rs. 1,00,000 on 01 October 2009.

Draw machine account and depreciation account for first three years given that the book of accounts closes on Dec 31 every year. [CO-3][L-3] **20**

Q.7 Explain and post the following adjustments under trading, profit & loss account and balance sheet with imaginary figures:

Outstanding salary: 200

Bad Debts: 150

Closing stock: 2000

Depreciation on building: 3000

Prepaid rent: 500

Loss of goods by hood: 2000

Goods taken by the proprietor for domestic use: 2500

Contingent liabilities: 100

Goods distributed as free samples: 180

Goods given as charity: 1500

Interest on capital: 4000

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

# End Semester Examination, May 2023

BBA – First Semester

## FUNDAMENTALS OF FINANCIAL PLANNING (BBA-DS-106/BBA-DS-106A)

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
- What does M stand for in SMART goals?
  - Write a few mandatory goals.
  - If an investment doubles in 8 years, what would the rate of return? (Use rule of 72)
  - Strategic asset allocation involves passive asset management. Explain.
  - How could an individual, who has taken multiple small debts from money lenders but at a very high rate (2% - 5% per month) reduce his debt cost?
  - What are some of the benefits of medical insurance?
  - How can a student finance his higher studies from a reputed college?
  - What are the KYC documents required to open a bank account?
  - Which of the following is not a factor to be considered while allocating assets under strategic asset allocation?
    - Investor's risk tolerance
    - Time horizon
    - Investment Objectives
    - None of the above
  - Prakash has made an investment in a stock at ₹500. During the year, he received a dividend of ₹20, while the value of stock moved to ₹640. What is his holding period return?  
[CO1, 2, 3, 4, 5] [L2] **2×10**

### **PART-A**

- Q.2 Write about any four investment assets, among the following: Corporate Deposits, Equities, Treasury Bills, Equity Mutual Funds, Fixed Deposits. [CO2] [L2] **20**
- Q.3
- Navya has joined Bull House Ltd. On 1st Jan, 2022, her net monthly salary after deductions is ₹43,000.  
Her expenses are as follows:
    - Electricity – 4000 pm
    - Rent – 12000 pm
    - Fuel and Gas – 6,000 pm
    - Food – 5,000 pm
    - Other expenses – 7,000 pmInsurance premiums and mandatory investments – ₹1,000 pm  
Navya has taken her flat on rent from 01/01/ 2022. On 01/01/2022 she has cash in hand of ₹62,000. What will be her cash in hand on 31/12/2022? [CO1][L3] **10**
  - Write about strategic asset allocation and tactical asset allocation. [CO2] [L2] **10**
- Q.4
- Explain the Financial planning process in detail. Why is it important to review the financial plan every 6 months? [CO3] [L2] **10**
  - Which of the following investment has better returns - ₹700,000 in Fund ABC turns into ₹15,00,000 in 2 years and an investment of ₹100,000 in Fund B turns to ₹300,000 in 3 years. Calculate the CAGR returns and decide which fund has given higher returns (CAGR)? [CO3] [L3] **10**



### **PART-B**

- Q.5 a) Write about **(any two)** of the following insurance policies:  
i) Term Insurance Policy.  
ii) Health Insurance Policy.  
iii) Unit Linked Insurance Policy (ULIP). [CO4] [L2] **5×2**  
b) What is investment planning? Who is a Conservative, Balanced and Growth investor? [CO4] [L2] **10**
- Q.6 a) Mr. Ramprakash is retiring in 2 years. Suggest him some considerations that he should bear in mind while financially planning for his retirement? [CO5] [L3] **10**  
b) Mr. Amitabh wants to invest for his 5-year-old son, Kamal's education fund. He plans to get Kamal enrolled in an US MBA program after 15 years. The present cost of MBA program is ₹1 Crore (all inclusive) and the rate of inflation is 5%. What would be the fund required by Mr. Amitabh after 15 years for Kamal's education? [CO5] [L4] **10**
- Q.7 Write about **(any two)** of the following:  
a) Market Risk  
b) Life Insurance  
c) Gold Bonds [CO6] [L2] **10×2**

**End Semester Examination, May 2023**  
BBA (General/Banking and Financial Markets) — First Semester  
**MANAGERIAL ECONOMICS (BBA-DS-107)**

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) State two features of human wants.
- b) Give two examples of internal economies of scale.
- c) What do you mean by term capitalistic economy?
- d) State features of land as a factor of production.
- e) Draw PPC with points of fuller utilization of resources.
- f) Give two features of monopoly market.
- g) What is nominal income?
- h) Define "fixed cost" and how it is calculated?
- i) Draw "total cost curve and average cost curve".
- j) Give two examples of substitute goods.

**2×10**

**PART-A**

- Q.2 a) "Scarcity is the root cause of all economic problems. Explain. [CO-1][L-1] **10**  
b) Explain how indifference curves are used to determine consumer's equilibrium.

[CO-3][L-1] **10**

- Q.3 a) What is elasticity of demand? Explain its various degrees. [CO-3][L-2] **10**  
b) Explain the concept of production possibility curve with the help of diagram. [CO-3][L-2] **10**

- Q.4 What do you mean by term Isoquant curve? State its assumptions and properties.

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

**PART-B**

- Q.5 a) What is production? What are various factors of production? [CO-4][L-2] **10**  
b) Explain the law of variable proportions with the help of diagram and schedule.

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

- Q.6 a) Draw AC and MC and further explain their relationships. [CO-4][L-3] **10**  
b) Why the average cost curve is U-shaped? [CO-4][L-3] **10**

- Q.7 a) What are perfect competition markets? State its features. [CO-5][L-2] **10**  
b) Write a short note on 'marginal productivity theory of distribution'. [CO-5][L-2] **10**

**End Semester Examination, May 2023**  
**BBA (General/Banking and Financial Markets) — First Semester**  
**BUSINESS COMPUTING (BBA-DS-109)**

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) Central processing unit is combination of:
  - i) Control and storage.
  - ii) Arithmetic logic and input unit.
  - iii) Control and output unit.
  - iv) Arithmetic and logic unit and control unit.
- b) Vacuum tubes were used in \_\_\_\_\_ generation.
- c) One byte is \_\_\_\_\_ bits.
- d) Find the complement of 110011.
- e) How can two cells merged in excel?
- f) What are the three Vs of big data?
- g) A group of cells in excel is called a \_\_\_\_\_.
- h) Which of the following is not an web server?
  - i) Mozilla Firefox.
  - ii) Microsoft Edge.
  - iii) Opera.
  - iv) Apache.
- i) \_\_\_\_\_ tag is used for bold
- j) Give an application of computer in offices.

**2×10**

**PART-A**

Q.2 Explain with the help of a block diagram, how different functional units of computer interact with each other for processing the data. Also explain the characteristics of a computer system  
[CO-1,2][L-1,2] **20**

Q.3 Answer the following.

- a) Convert  $(345)_{10}$  to its binary equivalent.
- b) Convert  $(1100011)_2$  in to its octal equivalent.
- c) Perform the binary addition  $(110011) + (1111)$ .
- d) Convert  $(AB)_{16}$  to its binary equivalent.
- e) Perform Binary Subtraction:  $(1010)_2 - (101)_2$ .

[CO-2][L-2,3] **4×5**

Q.4 Operating System is the "recourse manager" of the system. Justify the statement. Explain its functions and services in detail.  
[CO-3][L-3,4] **20**

**PART-B**

Q.5 Discuss in detail the different applications of Microsoft Office along with each of their functions.  
[CO-4][L-4,5,6] **20**

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

- a) Internet and intranet.
- b) Cloud computing.
- c) Big data.

[CO-3,4][L-5] **10×2**

Q.7 Explain use of computers in medical and education fields with example. [CO-1][L-3] **20**

## End Semester Examination, May 2023

BBA (General/Banking and Financial Markets/Digital Marketing) — First Semester  
**MARKETING MANAGEMENT (BBA-DS-111)**

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) Environmental scanning.
- b) Branding.
- c) Corporate objectives.
- d) Product mix.
- e) Premium pricing.
- f) Packaging.
- g) Concentrated marketing.
- h) E-commerce.
- i) Survey method.
- j) Environmental scanning.

[CO-1,2,4][L-2,3,5] **2×10**

### **PART-A**

Q.2 What is the difference between market segmentation and product differentiation? Discuss what bases of segmentation you would choose for the following:

- a) A hospital.
- b) A mobile phone.

[CO-2,3][L-2,3] **10×2**

Q.3 What is product mix? "With the growing similarities of products of different companies, after sales services provides a cutting edge". Elaborate this statement. [Co-3,4][L-4] **20**

Q.4 "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-5][L-5,6] **20**

### **PART-B**

Q.5 When sales are disappointing, marketing blames the sales force for its poor execution. Marketing believes that sales force is too myopic. On the contrary, sales force believes that marketing is out of touch with what is really going on with customers. Each group undervalues other's contributions. Why cannot they get along? How the relationships between two functions change from do conflicted to fully integrated as the company matures? [Co-1,3][L-2,6] **20**

Q.6 "The pricing decision of a firm can be either cost driven or market driven", discuss it in detail and also list down few differences between skimming strategy and penetration strategy of pricing. [Co-2,4][L-1,4] **20**

Q.7 What are the importance factors that influence marketing communication strategy? Discuss the various elements of marketing communication in detail. [CO-2,4][L-3,4,5] **20**

## End Semester Examination, May 2023

BBA (General/Banking and Financial Markets/Digital Marketing) — First Semester  
**ACCOUNTING FOR MANAGERS (BBA-DS-112)**

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 Describe the following:

- a) Users of accounting.
- b) GAAP.
- c) Accounting equation.
- d) Money measurement concept.
- e) Principle of consistency.
- f) Types of accounts.
- g) Conservatism convention.
- h) Dual aspect.
- i) Depreciation.
- j) Cost accounting.

[CO-1][L-1] **2×10**

### **PART-A**

Q.2 Which two elements/accounts are effected by the following transactions? Also state the nature/kind/type of the accounts:

- a) Started business with capital Rs. 75,000.
- b) Bought furniture Rs. 10,000.
- c) Bought goods for cash Rs. 20,000.
- d) Bought goods from Ram on credit Rs. 10,000.
- e) Sold goods for cash Rs. 15,000.
- f) Sold goods to Shyam on credit Rs. 5,000.
- g) Returned goods to Ram Rs. 1,000.
- h) Goods returned from Shyam Rs. 500.
- i) Goods taken by proprietor for his personal use Rs. 1,000.
- j) Rent paid Rs. 500.

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

Q.3 The accounting concepts and accounting standards are generally referred to as the essence of financial accounting. Explain in brief all accounting concepts and conventions.

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

Q.4 What do you mean by rectification of errors? What are the different types of errors that are usually committed in while preparing trial balance with the help of imaginary examples?

[CO-3][L-1] **20**

### **PART-B**

Q.5 What is final account? Give the elements of these accounts and proper formats of these with imaginary figures.

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

Q.6 The machinery was purchased on 1-1-2020 was Rs. 2,00,000. New machinery for Rs. 10,000 was purchased on 1-10-2020 and for Rs. 20,000 on 1-7-2021. On 1-4-2022, a machinery whose book value was 2,00,000 on 1-1-2020 was sold for Rs.16,000 and the entire amount was credited to plant and machinery account. Depreciation had been charged at 10% per annum on straight line method.

Draw up machine account and depreciation account for first three years given that:  
The book of accounts closes on Dec 31 every year. [CO-2][L-3] **20**

Q.7 From the following trial balance of Messrs Mitra & Co. prepare trading and profit and loss a/c and balance sheet for the year ending 31<sup>st</sup> March 2022:

	Dr.	Cr.
Capital		10000
Plant and machinery	4000	
Sundry debtors	2400	
Sundry creditors		1200
Drawings	1000	
Purchases	10500	
Wages	5000	
Bank	1000	
Repairs	50	
Stock	2000	
Returns outward		500
Rent	400	
Sales		16400
Manufacturing expenses	800	
Trade expenses	700	
Bad debts	200	
Carriage	150	
Bills payable		500
Returns inwards	400	

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

## End Semester Examination, May 2023

BBA (General/Banking and Financial Markets/Digital Marketing) – Second Semester

### BUSINESS STATISTICS (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 in brief:

- Give an example of negative correlation and zero correlation.
- Give an example of discrete and continuous series.
- Define frequency polygon and frequency curve.
- Why fisher is said to be an ideal index number?
- Find median for the series given below:  
118, 180, 239, 412, 195, 136, 129, 330, 198.
- Give an example of inclusive and exclusive series.
- Give two examples of seasonal variations.
- Why correlation is said to be non-sense?
- Find mode for the given series:  
18, 21, 17, 18, 21, 20, 18, 17, 18, 17.
- Write the relation between A.M., G.M. and H.M.

[CO-1] [L-1,2] **2×10**

#### **PART-A**

Q.2 a) Define 'classification'. Explain the different types and ways of classification.

[CO-1] [L-2] **10**

b) "Classification is a step towards tabulation" Comment. Write the functions, scopes and limitations of statistics.

[CO-1] [L-2] **10**

Q.3 a) Calculate arithmetic mean using i) Direct, ii) Short-cut and iii) Step deviation method For the data given below:

Class interval:	0-4	4-8	8-12	12-16	16-20	20-24	24-28	28-32
Frequency:	5	10	14	21	9	6	4	2

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

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

C.I.	0-5	5-10	10-15	15-20	20-25	25-30	30-35	35-40
Frequency	7	11	14	16	6	3	2	1

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

Q.4 a) Find median,  $Q_2$ ,  $D_4$ ,  $P_{81}$  and mode from the following data:

Marks :	0-2	2-4	4-6	6-8	8-10	10-12	12-14	14-16
No of students:	3	12	16	20	10	6	2	1

[CO-1] [L-3] **10**

b) Calculate Standard deviation, mean and coefficient of variation for the data given below:

C.I.:	0-8	8-16	16-24	24-32	32-40	40-48	48-56
Frequency	4	7	13	3	2	2	1

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

### **PART-B**

- Q.5 a) Calculate Karl Pearson's coefficient of correlation for the data given below:

X:	51	38	39	42	34	40	31	30
Y:	63	47	54	60	52	65	50	48

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

- b) Define 'regression'. Write properties of regression coefficients. Write difference between correlation and regression.

[CO-1] [L-1] **10**

- Q.6 a) What do you mean by quantity index number? Write the problem arises in the Construction of an index number. Also write the limitations of index number.

[CO-1] [L-2] **10**

- b) Construct Laspeyres's, Passche's and Fisher's Ideal Index Number for the data given below:

commodities	Price (2010)	Quantity (2010)	Price (2013)	Quantity (2013)
A	3	7	4	7
B	6	9	7	8
C	5	6	4	6
D	4	7	6	5

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

- Q.7 a) What do you mean by irregular variations in time series? Write the components of time series. Also write the applications of time series in business.

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

- b) Calculate trend using least square method for the data given below and also estimate trend for year 2021.

Years:	2014	2015	2016	2017	2018	2019	2020
Production :	7	8	12	9	10	13	11

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



## End Semester Examination, May 2023

BBA (General) and BBA (Banking and Financial Market) – 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:

- Differentiate data and information.
- The overall structure of a database is known as \_\_\_\_\_.
- A person's Adhar card number would be an example of \_\_\_\_\_ attribute.
- Write the use of NOTNULL.
- The ERD is used to graphically represent the \_\_\_\_\_ database model.
- How select statement can be used to record the information? Give example to explain it.
- What are the three vs of big data?
- List out types of database users.
- What is a database constraint?
- What is the requirement of backup and recovery?

[CO-1] [L-1] **2×10**

### **PART-A**

Q.2 Describe and define the key properties of a database system. Why would you prefer a database system over a traditional file system approach? [CO-1][L-1,2] **20**

Q.3 Administration means managing the different task of an enterprise in a smooth manner. In database systems who manages the role for smooth functioning of database. Explain in detail the roles and responsibilities of that person so that the other users of database can easily and securely access the database. [CO-2][L-2,3] **20**

Q.4 Define 'data model'. Explain hierarchal and network data model in detail with differentiation. [CO-3][L-3,4] **20**

### **PART-B**

Q.5 What do you understand by the term ER diagram? Discuss in detail the various constructs used in ER-diagram, giving suitable example. [CO-4][L-4,5,6] **20**

Q.6 Explain the phases of KDD with example. Also explain the characteristics of data in data warehouse. [CO-1] [L-5] **20**

Q.7 Database systems provides backup and recovery. Support this statement. Explain the need and different mechanism of database backup and recovery. [CO-2] [L-3] **20**

## End Semester Examination, May 2023

BBA (General) and BBA (Banking and Financial Market) - Second Semester  
**COMPANY ACCOUNTS (BBA-DS-203)**

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 **Write short notes on:**

- a) Calls in arrears.
- b) Valuation of goodwill
- c) CRR
- d) DRR
- e) Amalgamation of companies
- f) Issue of share other than cash
- g) Net asset method.
- h) AS-10

**Answer the following in brief:**

- i) Explain the concept of corporate veil.
- j) What are the rights and duties of a liquidator of business?

[CO-2,3][L-1] **2×10**

### **PART-A**

Q.2 a) Explain company and its salient feature. Also highlight the various types of prospectus available for company. [CO-1,4][L-1] **10**

b) List the difference between the following (**any two**):

- i) Private company vs public company.
- ii) AOA vs MOA.
- iii) OPC vs private company.

[CO-2,3] [L-3] **5×2**

Q.3 Chat Gpt Ltd. issued 30,000 shares @ ₹10 each payable as ₹3 on application, ₹4 on allotment, ₹1.5 on first call, and ₹1.5 on second and final call. Applications were received for 60,000 shares and the allotment was made as follows:

- a) Applicants of 40,000 shares were allotted 30,000 shares.
- b) Applicants of 20,000 shares were completely rejected.

Ritesh to whom 700 shares were allotted failed to pay the allotment money and Raghav to whom 300 shares were allotted failed to pay both calls. Out of Forfeited shares, 800 shares were reissued to Aditya at ₹8 fully paid up. Pass the necessary Journal Entries with complete working notes. [CO-2,4][L-5] **20**

Q.4 a) Explain the procedure/conditions of redemption of preference shares and debentures. Why DRR is not mandatory for all the companies? [CO-1,3][L-1] **10**

b) ABC Ltd., has issued 10,000 preference shares of face value ₹100 each with a dividend rate of 8% per annum. The shares are redeemable after 5 years at a premium of 10%. The company decides to redeem 8,000 preference shares. Here is the tabular balance sheet of schedule III for ABC Ltd.

Particulars	As at 31st March 2023
Shareholders' Funds	
Equity Share Capital	₹2,000,000
Add: Reserves and Surplus	₹1,500,000
Total Shareholders' Funds	₹3,500,000
Non-current liabilities	
Preference Share Capital	₹10,00,000
Current liabilities	
Trade Payables	₹500,000
Other Current Liabilities	₹200,000
Total Liabilities	₹1,500,000
Total Equity and Liabilities	₹5,000,000

Company is planning to issue fresh 5000 equity shares of 100 each with 5% premium and raised 3 lacs as a loan. Kindly pass the necessary journal entries, with the assumption that its satisfies all the condition of redemption of preference shares as per company act. [CO-1,3][L-6] **10**

### **PART-B**

Q.5 Explain the following (carrying equal marks):

- AS-3
- AS-13
- AS-7
- AS-6

[CO-1,2][L-3] **5×4**

Q.6 a) Explain the process of amalgamation and reconstruction of company with scheme. [CO-3,4][L-2] **10**

b) Explain the liquidation process of companies. Also list out the methods used in liquidation valuation for accounting. [CO-2,3] [L-2] **10**

Q.7 M/s Joe and John is a partnership firm with Joe and John as its partners. They now decide to admit James in the firm and hence need to value goodwill. Capital employed is 5, 00,000 at the end of the 4<sup>th</sup> year. The normal rate of return is 15%. Assume the interest rate is equal to the normal rate of return. Calculate Goodwill using annuity method and average profit method if goodwill valued for 2.5 years. Their profits for the last 4 years are:

Year	Profits
1	100000
2	120000
3	150000
4	200000

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

**End Semester Examination, May 2023**  
BBA (Banking) – Second Semester  
**EQUITY AND DERIVATIVES MARKET (BBA-DS-204/BBA-DS-204A)**

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
- a) Funds collected through treasury bills helpful in reducing the overall fiscal deficit of a country, comment.
  - b) Financial markets play a vital role in facilitating the smooth operation of capitalist economies by allocating *resources* and creating liquidity, elucidate with relevant examples.
  - c) Discuss the appropriate hedging strategy for a hedger to use when an asset is expected to be bought in the future.
  - d) What are the different types of options available in derivatives market?
  - e) Options trading can be speculative in nature and carry a substantial risk of loss. Elucidate this statement with the help of call and put options available to a buyer.
  - f) Discuss the functions of depository.
  - g) Discuss about the derivatives that give you the right and the obligation to buy or sell stock market indexes at a specified date in the future at an agreed-upon price.
  - h) What is a stoploss order?
  - i) Discuss how forward contract is different from future contracts?
  - j) Spread options differ from various option spread strategies constructed with multiple contracts on different strike prices or differing expirations. Discuss this to explain the spread in options market. **2×10**

**PART-A**

- Q.2
- a) Write in detail about any two investment products amongst the 3 listed below:
    - i) Deposits.
    - ii) Government schemes.
    - iii) Public provident funds. **10**
  - b) What are the components that impact the valuation of an Initial Public Offer (IPO)? Explain in brief the activities to be performed by an underwriter or an investment banker to bring an IPO in the market for raising capital **10**
- Q.3
- a) Write a note on debt market. Also describe its features and participants. **10**
  - b) Discuss the role of mutual funds in Indian capital markets? Explain the advantages of mutual funds for a corporate body. **10**
- Q.4
- a) A Stock market index is a statistical measure that indicates the changes taking place in the stock market. Comment and discuss the parameters of stock selection in an index? **10**
  - b) What is the difference between a price-weighted index and a market capitalization-weighted index? Discuss with relevant examples. **10**

**PART-B**

- Q.5 a) Calculate Initial and MTM margins on for the following details of ABC Ltd. sold September future @1200 on Sept. 5. ABC Ltd. future closed at 1210, 1190 and 1240 on Sep. 5, 6 and 7 respectively. If the Initial margin required is 20%, lot size is 1000? **10**
- b) Calculate the fair value of a 2 month future of company X trading at 8000, with 50 days to expiry and (no dividends) with a risk free rate at 6%. **10**

- Q.6 a) Calculate the intrinsic value and the time value for the stock of VaSNL Ltd., which is trading at 360 with given information.

Put strike price	Total premium
370	15

- 10**
- b) Discuss the financial (of Profit or Loss ) position for the following two situation situation A.  
 On 01 March an investor feels the market will rise –  
 Buys 1 contract of March ABC Ltd. Futures at Rs. 260 (market lot : 300)  
 09 March –ABC Ltd. Futures price has risen to Rs. 280 – Sells off the position at Rs.280.  
 Situation B.  
 On 01 March an investor feels the market will fall –  
 Sells 1 contract of March ABC Ltd. Futures at Rs. 260 (market lot : 300)  
 09 March – ABC Ltd. Futures price has fallen to Rs. 240 – squares off the position at Rs. 240. **10**

- Q.7 a) A forward contract is a customizable derivative contract between two parties to buy or sell an asset at a specified price on a future date. Discuss while differentiating it with the future contracts. **10**
- b) What are swaps? Write in brief about interest rate swaps. **10**

## End Semester Examination, May 2023

BBA (General) and BBA (Banking and Financial Market) – 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) Job analysis.
  - b) Job description.
  - c) Time wage rate.
  - d) Induction.
  - e) Qualities of successful HR manager.
  - f) Career planning.
  - g) Succession planning.
  - h) Human resource audit.
  - i) Promotion.
  - j) Transfer.

[CO-2,3 L- 2,3,4] **2×10**

### **PART-A**

- Q.2 Why is human resource management considered to be important for the success of modern-day organizations? Briefly explain the functions of HRM. [CO-1,2][L-2,3] **20**
- Q.3 What is Human Resource Planning? Why it is necessary? Discuss the various steps involved in it? [CO-1,2 ] [L-3,4] **20**
- Q.4 Is recruitment the same thing as selection? Give reasons. Describe any four sources of recruitment of managerial employees. [CO- 2,3] [L-3,4] **20**

### **PART-B**

- Q.5 Distinguish between:
- a) Training and development.
  - b) Performance appraisal.
- [CO-4] [L-4] **10×2**
- Q.6 Discuss the scope of wages and salary administration. What problems arises in wages and salary administration? [CO-1,3] [L-2,3] **20**
- Q.7 Discuss the provisions of factory act 1948 regarding the health of industrial workers. [CO-2,3] [L-4,5] **20**

**End Semester Examination, May 2023**  
BBA (General) / BBA (Banking and Financial Markets) – Second Semester  
**MACRO ECONOMICS (BBA-DS-206)**

Time: 3 hrs.

Max Marks: **100**  
No. of pages: **1**

**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 in brief:

- a) Give two examples of capital market intermediaries.
- b) Enumerate the main functions performed by commercial banks.
- c) What do you mean by term SLR?
- d) State two functions of capital market.
- e) Define 'full bodied money'.
- f) Define the term 'nominal national income'.
- g) What do you mean by full employment level?
- h) Draw diagrammatic presentation of deflationary gap.
- i) What is per capita income?
- j) Who is regulator of capital market?

**2×10**

**PART-A**

- Q.2 a) "Consumption is function of income". Comment. [CO-3][L-2] **10**  
b) What do you mean by money? What are its various functions? [CO-3][L-2] **10**

- Q.3 a) Explain the various functions performed by Central Bank. (CO-3)(L-3) **10**  
b) Explain the role and functions of Commercial Banks in our economy. (CO-3)(L-3) **10**

- Q.4 Analyse the major macroeconomic issues confronting the economies of the world. How do you think macroeconomics can help in solving the macroeconomic problems? (CO-3)(L-4) **20**

**PART-B**

- Q.5 Explain the 'concept of multiplier'. How multiplier is related to the propensity to consume in an economy? (CO-2)(L-3) **20**

- 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-3)(L-2) **10**

- b) Explain the role of SEBI as a regulator and controller of capital markets to protect interest of investors. (CO-3)(L-2) **10**

- Q.7 a) Analyse the relationship between 'marginal efficiency of capital and rate of interest'.  
(CO-2)(L-2) **10**
- b) What is credit control? Explain the role of Central Bank as a controller of credit.  
(CO-2)(L-2) **10**



**End Semester Examination, May 2023**  
**BBA (Global) International Business – Second Semester**  
**ENGLISH FOR ACADEMIC PURPOSE-IIB (BBA-DS-207)**

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 Choose the correct answer:**

- a) \_\_\_\_\_ essays are aimed to measure or judge subjects based on their similarities and differences to each other.
  - i) Comparative    ii) Informal    iii) contrastive    iv) Difficult.
- b) An executive summary \_\_\_\_\_ is than an abstract.
  - i) intense    ii) Longer    iii) Shorter    iv) subjective
- c) Academic research involves a thorough \_\_\_\_\_ into what is known about a given topic.
  - i) word    ii) sentence    iii) paragraph    iv) investigation
- d) An executive summary should \_\_\_\_\_ the key points of the report.
  - i) Cease    ii) browse    iii) regularize    iv) summarize
- e) A preamble is an \_\_\_\_\_ statement in a document that explains the document's philosophy and objectives.
  - i) conclusion    ii) Evaluation    iii) Critical    iv) introductory    **2×5**

**State whether the following statements are TRUE or FALSE:**

2x5

- f) One should speak with ambiguity in a debate and in a GD.
- g) The five-paragraph essay has three basic parts: introduction, body, and conclusion.
- h) The thesis statement is the sentence that states the main idea of a writing assignment and helps control the ideas within the paper
- i) A comparative essay asks that you compare at least two (possibly more) items
- j) Informal fallacies are a type of correct argument in natural language.    **2×5**

**PART-A**

- Q.2 Differentiate between 'facts and opinions' with relevant examples.    [CO-1 L-4] **20**
- Q.3 Process of hearing is natural, unintentional and ongoing.    [CO-1 L-3] **20**
- Q.4 Distinguish between:
  - a) Skimming and scanning.
  - b) Symposium and panel discussion.    [CO-4 L-2] **10×2**

**PART-B**

- Q.5 Explain paragraph writing with a suitable example.    [CO-4 L-3] **20**
- Q.6 Explain Leadership as an important skill in a group discussion.    [CO-2 L-2] **20**
- Q.7 Compare and contrast a debate with group discussion.    [CO-3 L-4] **20**



**End Semester Examination, May 2023**  
**BBA (Global) International Business – 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 the following in brief:

- a) Full form of WTO.
- b) Define cultural ideologies.
- c) Define portfolio investment.
- d) Define political environment.
- e) Cultural environment.
- f) Trends in India foreign trade.
- g) Technological environment.
- h) Two advantages of international environment.
- i) Multinational corporations.
- j) Polycentric approach.

**2×10**

**PART-A**

Q.2 Define 'international business environment'. Explain different components of international business environment. [CO-2][L-1] **20**

Q.3 Write short notes on:

- a) UNCTAD
- b) IMF

[CO-1] [L-2] **10×2**

Q.4 Discuss the theory of product life cycle theory with an example. What are its assumption and implication? [CO-1][L-3] **20**

**PART-B**

Q.5 How do you determine exchange rates? What are the advantages and disadvantages of fixed exchange rate system? [CO-2][L-3] **20**

Q.6 Discuss the kinds of export procedures .Explain them with suitable examples.

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

Q.7 What are country evaluation strategies? How do the employees cope up with these strategies? [CO-1][L-2] **20**

**End Semester Examination, May 2023**  
BBA (General/Banking & Financial Markets/Digital Marketing) – Second  
Semester  
**INTERNET AND WEB TECHNOLOGIES (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
- a) What is the difference between http and https?
  - b) What is the need for additional suffixes such as com, edu and gov?
  - c) Define 'a protocol'. Why are protocols needed?
  - d) Acronym W3C for.
  - e) URL stands for:
    - i) Uniform resource locator.
    - ii) Uniform resource library.
    - iii) United resource locators.
    - iv) None of the above
  - f) Which of the following is not a web server?
    - i) Mozilla Firefox
    - ii) Microsoft Edge
    - iii) Opera
    - iv) Apache
  - g) \_\_\_\_\_ tag is used for putting a border in a web page.
  - h) Mention some text formatting tags.
  - i) What is meant by Plug-in?
  - j) How electronic-mail is beneficial over traditional mailing system? [CO-1,2][L-1,2] **2×10**

**PART-A**

- Q.2 Define 'Internet'. How can we connect with internet? Discuss the advantages and limitations of internet. [CO-1,2][L-1,2] **20**
- Q.3 What is a web page? What are the factors affecting a web page? Write the dos and don'ts for web content. [CO-2][L-2,3] **20**
- Q.4 Explain URL with example. Also, specify the parts of a URL. [CO-3][L-3,4] **20**

**PART-B**

- Q.5 Explain HTML and 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 and its steps? What is the importance of publishing online in business? [CO- 3,4][L-5] **20**
- Q.7 Explain internet security and its importance. How information privacy can be maintained? [CO-1][L-3] **20**

## End Semester Examination, May 2023

BBA (General/Banking and Financial Markets/Digital Marketing) – Second Semester  
**SALES AND DISTRIBUTION MANAGEMENT (BBA-DS-210)**

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) What are the objectives of sales management?
- b) Discuss in short, the concept of market potential with suitable example.
- c) Explain zero level channel 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 What do you mean by sales manager? Discuss its importance and quality of an adequate sales manager. [CO-1][L-2,3] **20**

Q.3 What do you mean by sales quota? Explain the different types of quotas. [CO2][L3] **20**

Q.4 What do you mean by sales budget? Discuss the purpose and process of sales budget. [CO-2][L-4] **20**

### **PART-B**

Q.5 What are the factors which affect the choices of channel of distribution? [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 Explain the factors affecting sales productivity. Also discuss the different strategies to enhance sales productivity?

Q.7 Explain the factors affecting sales productivity. Also discuss the different strategies to enhance sales productivity. [CO-4][L-4] **20**

## End Semester Examination, May 2023

BBA (General/Banking and Financial Markets/Digital Marketing) - Third Semester  
**ORGANIZATION BEHAVIOUR AND DEVELOPMENT (BBA-DS-301)**

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) Discuss the challenges and opportunities in OB.
- b) Define motivation with an example.
- c) Differentiate between 'sensation' and 'perception'.
- d) What is quality of work life?
- e) What is organization behavior?
- f) Define 'communication' as a process with an example.
- g) What are organizational goals?
- h) What are the differences between power and authority?
- i) What are the essential features of a sound organization?
- j) What is meant by self-actualization need?

[CO-1][L-1] **2×10**

### **PART-A**

Q.2 Explain the various theories of personality. Which of them is convincing to you and why? [CO-2] [L-2] **20**

Q.3 "Motivation is the core of management". Discuss the importance of motivation in the light of this statement. [CO-2] [L-2] **20**

Q.4 Define organizational behavior and its scope. What are different models of OB? [CO-1][L-1] **20**

### **PART-B**

Q.5 Discuss the nature of challenges that managers have to face in managing human behavior in organization in the present context. Show how knowledge of organization behavior helps managers to overcome these challenges? [CO-3][L-3] **20**

Q.6 Define 'organizational culture'. What are the major external reasons for change in organization? [CO-2][L-1, 2] **20**

Q.7 What is conflict? Discuss the causes of conflict and also suggest measures to resolve the same. [CO4][L1,2] **20**

## End Semester Examination, May 2023

BBA (General/Banking and Financial Markets/Digital Marketing) - Third Semester  
**BUSINESS ENVIRONMENT (BBA-DS-303)**

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) Special Economic Zones.
- b) Scope of Fiscal Policy.
- c) Social Accountability.
- d) Business Ethics.
- e) Private and public Sector.

**4×5**

### **PART-A**

Q.2 What do you understand by the term: 'business environment'? Explain the internal and external factors that create a profound impact on business. [CO-2] [L-2] **20**

Q.3 What is meant by New Industrial Policy 1991? Discuss the features of New Industrial Policy in detail. [CO-2][L-2] **20**

Q.4 Write notes on the following:

- a) Differentiate between 'business policy' and 'corporate strategy'. [CO-2][L-1] **10**
- b) Differentiate between 'strategic choice' and 'strategic implementation'. [CO2][L1] **10**

### **PART-B**

Q.5 What is meant by multinational corporation? Discuss in detail the advantages of multinational corporations in India. [CO-1][L-3] **20**

Q.6 Define 'social responsibility'. Explain the arguments in favor and against of social responsibilities of business. [CO-3] [L-3] **20**

Q.7 Write notes on the following:

- a) Causes of industrial sickness.
- b) Significance of small scale industries.

[CO-4][L-1] **10×2**

## End Semester Examination, May 2023

BBA (General/Banking and Financial Markets/Digital Marketing) — Third Semester

### **COST AND MANAGEMENT ACCOUNTING (BBA-DS-304)**

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 Define the following briefly:

- a) Marginal cost.
- b) Direct material.
- c) Prime cost.
- d) Budget.
- e) LIFO.
- f) Apportionment of overheads.
- g) Allocation of overhead.
- h) BEP.
- i) MOS.
- j) Standard costing.

**2×10**

#### **PART-A**

Q.2 What is cost accounting and its objectives? Differentiate between cost accounting and financial accounting in tabular form and also discuss the utilities of classification of cost.

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

Q.3 Two components E and F are used monthly in a factory as given below:

Normal usage	100 units per month
Maximum usage	400 units per month
Minimum usage	200 units per month
Re-order quantity	A-2500 units , B 3800 Units
Re-order period	A-4 to 6 months, B-2 to 4 months

Calculate minimum level, maximum level, re-order level and average stock level, also calculate the EOQ from the following information given below:

Annual requirements	7500 units
Cost of material per unit	₹20
Cost of placing each order	₹50
Annual carry cost of inventory	5 % of material price

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

Q.4 What do you understand by budgetary control? Give the advantages of it and also discuss various types of budgets.

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

#### **PART-B**

Q.5 Draw flexible budget for 70%, 80% and 90% plant capacity: (data for 80% capacity are as follows:

Variable overheads:	
Indirect Labour	12000
Stores	4000
Semi Variable:	
Power (30% F and 70% Vari)	20000
Repairs (60% F and 40% Vari)	2000
Fixed Overheads:	
Depreciation	11000
Insurance	3000



Salary	10000
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[CO-4][L-4] **20**

Q.6 From the following information:

Selling price	20/- per unit
Variable manufacturing cost	11/- per unit
Variable selling cost	3/- per unit
Fixed factory cost	540000
Fixed selling cost	252000

Calculate the following:

- BEP in rupees.
- Desired sales to earn profit of Rs. 60000.
- New BEP if variable cost decrease by 10%.

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

Q.7 From the following information:

Quantity of materials purchased	8,000 units
Value of material purchased	₹16,000
Standard quantity of material required per ton of output	40 units
Standard price of material	₹3.00 per unit
Opening stock of materials	Nil
Closing stock of materials	800 units
Output during the period	100 tons

Calculate the following:

- Material cost variance.
- Material price variance.
- Material usage variance.

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

**End Semester Examination, May 2023**  
**BBA – Third Semester**  
**FUNDAMENTAL AND TECHNICAL ANALYSIS (BBA-DS-305A)**

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 a) Saver and Spender Ltd has quick ratio of 2.5 and its working capital is Rs 3000 Cr, inventory is Rs500Cr. What is the value of current assets?  
 b) Draw a candle and mark the OHLC points on it, which has following details – Open – 716, High – 724, Low – 706, Close - 710.  
 c) Current Ratio =  
 i) (Current Asset/ Current Liability)  
 ii) (Current Asset – Inventory)/ Current Liability  
 iii) (Current Asset – Receivables)/ Current Liability  
 iv) (Current Asset – Payables)/ Current Liability  
 d) According to Dow theory, in accumulation phase, large number of participants are actively buying stocks. State True/False and your reason for it.  
 e) What would a downward sloping trendline tell you about the direction of markets? Explain briefly.  
 f) Doable Ltd has EBITDA of Rs600Cr. The interest paid is Rs180 Cr, Depreciation & Ammortisation is Rs.150Cr & Taxes paid is Rs. 150Cr. The company had net sales of Rs 2700Cr. What is the EBIT margin?  
 g) What happens in an expansionary fiscal policy (with respect to government spending, borrowings and taxes)?  
 h) Explain 'Rounding Bottom' pattern with entry point, target and stop loss.  
 i) Loss aversion is a tendency to prefer avoiding losses to acquiring equivalent gains. Elaborate.  
 j) What is SWOT analysis? [CO-1,2,3,4,5,6][L-2] **2x10**

**PART-A**

- Q.2 a) On the basis of below data, calculate the inventory, receivable & payable in number of days for the years 2021 and 2022:

Particular	2020	2021	2022
Net Sales	90,000	105,000	115,000
Cost of Sales	50,000	56,000	61,000
Inventories	12,000	15,000	16,000
Trade receivables	9,000	10,000	12,000
Trade payables	11,000	17,000	19,000

[CO-1] [L-3] **10**

- b) Write about Porter's 5 force analysis with respect to automobile industry. [CO-1][L-1] **10**

- Q.3 a) Describe (in detail) the six tenets of Dow Theory. [CO-2] [L-2] **15**  
 b) What are resistance and support in technical analysis and what is its significance? In

the adjoining chart, mention key resistance and support. What would be the next resistance and support after the last day on the chart?



[CO-2] [L-2] 5

- Q.4 a) What are candle stick charts? [CO-2] [L-2] 5  
b) What are inverted hammer, hanging man and bearish engulfing patterns? Draw and explain the patterns with respect to market sentiment (Bearish/ Bullish).

[CO-2] [L-2] 15

### ***PART-B***

- Q.5 a) What is Dow Theory? Explain the six tenets of Dow Theory. [CO-3] [L-2] 15  
b) What are key Fibonacci numbers? What is their significance in stock market trading?

[CO-3] [L-4] 5

- Q.6 a) What are technical indicators? [CO-4] [L-1] 5  
b) Write in detail about MACD and RSI indicator covering definition, parameters, entry and exit in trades? [CO-4] [L-2] 10  
c) What are bullish and bearish divergences? Please explain the bullish divergence observed with respect to RSI in the chart given below:



[CO-4] [L-3] 5

- Q.7 a) What are the important trading rules that an investor needs to keep in mind while trading in stocks? [CO-5] [L-2] 15  
b) What is Herd Mentality? Explain with an example. [CO-5] [L-2] 5

## End Semester Examination, May 2023

### BBA (General/Banking & Financial Markets/Digital Marketing) – Third Semester **OPERATIONS MANAGEMENT (BBA-DS-306)**

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 Write short notes on:

- a) Redundant constraints.
- b) Unbalanced transportation problem.
- c) Unbounded feasible region.
- d) Pure and mixed strategies.
- e) Maximization in assignment problem.
- f) Competitive games.
- g) Multiple optimal solutions in assignment problem.
- h) LCFS and FCFS.
- i) Travelling salesmen problem.
- j) Saddle point.

[CO- 1,2, 3, 4][ L-1,2] **2×10**

#### **PART-A**

Q.2 a) Define feasible region in linear programming? What are its major assumptions and limitations? Discuss and describe the role of linear programming in managerial decision- making. [CO-2][L-2] **10**

- b) A manufacturer produces two different models: X and Y, of the same product. Model X makes a contribution of Rs. 50 per unit and model Y, Rs. 30 per unit towards total profit. Raw materials  $r_1$  and  $r_2$  are required for production. Atleast 18 kg of  $r_1$  and 12 kg of  $r_2$  must be used daily. Also at most 34 hours of labour are to be utilized. A quantity of 2 kg of  $r_1$  is needed for model X and 1 kg of  $r_1$  for model Y. For each of X and Y 1 kg of  $r_2$  is required. It takes 3 hours to manufacture model X and 2 hours to manufacture model Y. Formulate the given problem as a linear programming problem. [CO-2] L-3] **10**

Q.3 a) Write the steps used in solving a transportation problem by using North- West Corner rule method by giving example. [CO-3][L-3] **10**

- b) Determine an initial basic feasible solution using Vogel's Method and Least cost entry method:

	W1	W2	W3	W4	Supply
I	19	30	50	10	7
II	70	30	40	60	9
III	40	8	70	20	18
Demand	5	8	7	14	

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

Q.4 a) Solve the following travelling salesman problem:

	A	B	C	D	E
A	$\infty$	7	6	8	4
B	7	$\infty$	8	5	6
C	6	8	$\infty$	9	7
D	8	5	9	$\infty$	8
E	4	6	7	8	$\infty$

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

b) Solve the following maximal assignment problem:

	D1	D2	D3	D4	D5
O1	42	35	28	21	24
O2	30	25	20	15	22
O3	30	25	20	15	17
O4	24	20	16	12	20
O5	22	24	28	30	16

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

### **PART-B**

Q.5 a) Solve the following game:

		Player B			
Player A		B1	B2	B3	B4
	A1	3	2	4	0
	A2	3	4	2	4
	A3	4	2	4	0
	A4	0	4	0	8

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

b) Write short notes on:

- Behaviour of arrivals.
- Queue discipline.

[CO-3][L-3]  
[CO- 2][L-2] **5×2**

Q.6 The activities and time duration for a project is given below:

Activities	1-2	1-3	2-4	3-4	3-5	2-6	4-6	5-6
Duration (days)	9	5	6	6	2	6	9	2

- Draw a network diagram.
- Evaluate EST, EFT, LST, LFT and Total Float.
- Find critical path and its duration.

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

- Q.7 a) Which techniques are used to solve decision-making problems under uncertainty? Which techniques results in an optimistic decision? [CO-3][L-2] **10**
- b) Indicate the difference between decision-making under risk and uncertainty in statistical decision theory. [CO-3][L-2] **10**

**End Semester Examination, May 2023**  
**BBA (General/ Banking and Financial Markets) — Third Semester**  
**RETAIL MANAGEMENT (BBA-DS-307)**

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 is the primary goal of retail management?
- b) Define a retail store.
- c) What is visual merchandising?
- d) What is the scope of retailing?
- e) How customer relationship management does create customer value?
- f) Name the types of marketing channel in retail.
- g) Discuss in short, any two qualitative data collection techniques.
- h) What do you understand by the term customer analytics?
- i) Define e-retailing.
- j) Discuss the concept of experiential merchandise.

**2×10**

**PART-A**

Q.2 What do you understand by multi-channel retailing? Discuss in detail the various functions of retailing. **20**

Q.3 Elaborate the types of small-scale retailers with suitable examples. **20**

Q.4 What are the stages that a consumer crosses while going through the process of consumer buying decisions? **20**

**PART-B**

Q.5 Define 'merchandising' with an example. Also describe that how does a retailer implement merchandise plan with the support of supply chain management and its elements? **20**

Q.6 Elaborate in detail the role of house-keeping services in mall management. **20**

Q.7 Discuss the role of promotions in a retail marketing strategy and explain how different types of promotions can be used to achieve different marketing objectives. **20**

## End Semester Examination, May 2023

BBA (General/Banking and Financial Markets/Digital Marketing) - Third Semester  
**BUSINESS ECONOMICS FOR MANAGERS (BBA-DS-309)**

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 'economic problem'.
  - b) What is money supply?
  - c) Define 'non-banking financial institutions'.
  - d) Who is an entrepreneur?
  - e) State any two factors affecting supply.
  - f) State two functions of money.
  - g) Name any two capital market intermediaries.
  - h) Define 'average cost'. How it is calculated?
  - i) Define 'real national income'.
  - j) What do you mean by term: 'market'?

**2×10**

### **PART-A**

- Q.2 a) What is demand? Explain the same with the help of demand schedule and demand curve. [CO-1][L-1] **10**  
b) What is production function? State features of any two factors of production. [CO-1][L-1] **10**
- Q.3 a) What do you mean by monopoly market? Explain its features and pricing strategy in detail. [CO-3][L-1] **10**  
b) Explain the production method of calculating national income. Also state the precautions to be taken while estimating production method. [CO-4][L-3] **10**
- Q.4 a) Explain 'expenditure method' of calculating national income? Also state precautions to be taken while estimating national income by expenditure method. [CO-4][L-3] **10**  
b) What is market equilibrium? How changes in demand and supply situations affect equilibrium price and quantity? [CO-2][L-2] **10**

### **PART-B**

- Q.5 a) What are the functions of Reserve Bank of India? [CO-4][L-2] **10**  
b) Explain the concept of economic welfare. Also explain whether 'National Income' is regarded as indicator of economic welfare. [CO-2][L-2] **10**
- Q.6 a) What is inflation? What are its causes and consequential effects? [CO-4][L-3] **10**  
b) Explain the relationship between consumption, savings and investments. [CO-4][L-3] **10**
- Q.7 a) Explain functions performed by money in an economy. [CO-4][L-2] **10**  
b) Write a note on: Role of investments in economic growth. [CO-4][L-2] **10**

# End Semester Examination, May 2023

BBA (General/Banking) – 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 Answer the following in brief:

- a) Define a company and list any two types of companies.
- b) What is the difference between MOA and AOA?
- c) Explain the concept of corporate veil.
- d) Define a prospectus and list any two types of prospectus.
- e) What are the factors that affect dividend policy?
- f) Define winding up of a company and list any two types of winding up.
- g) What are the rights and duties of a liquidator?
- h) Define a contract and list its features.
- i) Explain the concept of offer and acceptance in a contract.
- j) What is consideration in a contract?

[CO-2,3] [L-1] **2×10**

### **PART-A**

- Q.2 a) Explain the difference between the Memorandum of Association (MOA) and the Articles of Association (AOA). What are the clauses that must be included in the MOA and AOA of a company? [CO-1,4] [L-1] **10**
- b) Define a company and explain the different types of companies. What are the advantages and disadvantages of incorporating a company? [CO-2,3] [L-3] **10**
- Q.3 What are the factors that affect dividend policy in a company? Explain the legal requirements for declaring dividends. [CO-2,4] [L-2] **20**
- Q.4 What is winding up of a company? List any two types of winding up. Explain the procedure for winding up of a company by the tribunal/court. [CO-1,3] [L-1] **20**

### **PART-B**

- Q.5 a) Define a contract and list its essential elements. Explain the concept of offer and acceptance in a contract with examples. [CO-3,4] [L-2] **10**
- b) What are the different types of contracts based on the capacity of the parties? Explain the rules related to the discharge of a contract. [CO-1,2] [L-3] **10**
- Q.6 What are the conditions and warranties in a contract of sale? Explain the rights and duties of an unpaid seller. [CO-3,4] [L-2] **20**
- Q.7 What is the difference between a bill of exchange and a promissory note? Explain the different types of cheques. [CO-3] [L-2] **20**



**End Semester Examination, May 2023**  
**BBA (General/Banking/Digital Marketing) – 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 Answer the following in brief:

- a) Fundamental research.
- b) Applied research.
- c) Concepts.
- d) Constructs.
- e) Variables.
- f) Hypothesis.
- g) Sample.
- h) Sampling unit.
- i) Cluster sampling.
- j) Snowball sampling.

[CO1][L1] **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. [CO1][L1] **20**

Q.3 Explain the research process in detail with the help of a flow chart and also explain the concept of literature review in detail. [CO2][L3] **20**

Q.4 What are the various data collection methods and also describe the different levels of measurement in research. [CO2][L4] **20**

**PART-B**

Q.5 Describe all the types of questionnaires in detail and what are the advantages and disadvantages of questionnaire techniques and also draft a questionnaire in regard to buying habits of consumers with regard to purchasing of laptops. [CO3][L3] **20**

Q.6 Describe all the sampling methods in detail and also describe the various features of a good hypothesis and its role in research. [CO4][L2] **20**

Q.7 What is the importance of report writing and also explain the types of research reports? [CO4][L4] **20**

**End Semester Examination, May 2023**  
**BBA (General/Banking/Digital 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 the following in brief:

- a) What is payback period method?
- b) Explain the concept of financial management.
- 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 capital structure of a company?
- g) Write the formula for uneven cash inflow for capital budgeting.
- h) What is working capital?
- i) Give any two differences between preference share and equity shares.
- j) Write the sources of temporary working capital financing. [CO1, L1] **2×10**

**PART-A**

- Q.2 a) What is cost of capital? Explain its significance and its types. [CO1, L1] **10**  
 b) What do you mean by financial management? Explain its objectives and scope. [CO1, L1] **10**
- Q.3 a) A company has following capital structure:  
 20,000 equity share @ 10 each  
 4,000 10% Pref shares @ 100 each  
 4,000 10% Debenture @ 100 each  
 You are required to calculate financial leverage taking EBIT of Rs 2,00,000 as base for different levels of EBIT given: Rs 2,00,000, Rs 1,20,000 and Rs 2,80,000. [CO3]L3] **10**  
 b) A company issued 10% irredeemable Pref. shares of the face value Rs 100 each. Flotation cost estimated at 6% of the expected sale price. Calculate cost of Pref shares if these are issued i) at par, ii) 10% discount and iii) 10% premium. [CO3, L3] **10**
- Q.4 Explain the different approaches to capital structure in detail. [CO2, L2] **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	Rs 20,000	Rs 30,000
Estimated life	5 years	5 years
Scrap Value	Rs 1000	Rs 2000
Profits Before Dep and After Tax	1. 5000 2. 10,000 3. 10,000 4. 3,000	1. 20,000 2. 10,000 3. 5,000 4. 3,000

	5. 2,000	5. 2,000
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[CO3,L3] **20**

- Q.6 a) What do you understand by dividend policy? Discuss the factors influencing dividend policy decisions. [CO3,L3] **10**  
b) What is Walter model of dividend? What are its limitations? [CO3,L3] **10**
- Q.7. What do you mean by working capital management? Discuss the different types of working capital and its sources for long term and short-term financing.

### **Present Value Table**

	<b>Discount Rate %</b>				
Period	10%	12%	14%	15%	16%
1	0.909	0.893	0.877	0.870	0.862
2	0.826	0.797	0.769	0.756	0.743
3	0.751	0.712	0.675	0.658	0.641
4	0.683	0.636	0.592	0.572	0.552
5	0.621	0.567	0.519	0.497	0.476
6	0.564	0.507	0.456	0.432	0.410
7	0.513	0.452	0.400	0.376	0.354
8	0.467	0.404	0.351	0.327	0.305
9	0.424	0.361	0.308	0.284	0.263
10	0.386	0.322	0.270	0.247	0.227

[CO3,L2] **20**

## End Semester Examination, May 2023

### BBA (General/Banking and Financial Markets/Digital Marketing) – 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 Differentiate between **(any five)** of the following:

- a) Marketing and selling.
- b) Promotion mix and product mix.
- c) Micro-marketing environment and Macro-marketing environment.
- d) Green marketing and social marketing.
- e) Wholesaling and retailing.
- f) Packaging and labelling.

[CO-1,2,4][L-2,3,5] **4×5**

#### **PART-A**

Q.2 Why is it important for marketers to study the behaviour of their consumers? Also, discuss the factors affecting consumer behaviour. [CO-1,2][L-3,4] **20**

Q.3 You are marketing manager of accompany. The company deals in fairness cream, shampoo and toothpaste and wants to diversify in rural areas. The company has asked you to segment the rural market for these products. On what basis will you segment this market?  
[CO-3,4][L-4] **20**

Q.4 "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 used at theses stages of PLC.

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

#### **PART-B**

Q.5 What are the typical functions of middlemen in distribution? Evaluate the role and utility of these middlemen. [CO-1,3][L-2,6] **20**

Q.6 What is the difference between market segmentation and product differentiation? Discuss what bases of segmentation you would choose for the following:  
a) A Restaurant.  
b) A Pen. [CO-2,3][L-2,3] **10×2**

Q.7 Answer the following:

- a) Sales promotion is a link between advertising and personal selling. Discuss.
- b) Discuss the role of advertising and its impact on children. [CO-2,4][L-3,4,5] **10×2**

**End Semester Examination, May 2023**  
BBA (Global) International Business – 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 Answer the following in brief:
- a) Two objectives of canalization policy.
  - b) Indian council for arbitration.
  - c) Two objectives of export promotion council.
  - d) Export inspection council.
  - 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) Two functions of ECGC.

[CO1,2][L1] **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.
- [CO1,2][L1] **20**
- Q.3 Discuss the nature of various types of business that can be considered for setting up an export company.
- [CO2][L2] **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.
- [CO2,3][L3] **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.
- [CO3,4]  
[L4,5] **20**
- Q.6 Export import business involve certain risks and as a business you need to plan strategies to manage these risk. Discuss the risks involved in export import transactions along with the strategies that need to be followed for better risk management.
- [CO3,4][L4,5] **20**
- Q.7 Write notes on the following:

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

[CO3,4][L4,5] **10×2**

## End Semester Examination, May 2023

### BBA (General/Banking & Financial Markets/Digital Marketing) – Fourth Semester **INVESTMENT PRODUCTS AND WEALTH MANAGEMENT** **(BBA-DS-408/ BBA-DS-404)**

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 in brief:

- a) Explain GNP.
- b) Explain Beta.
- c) What is index fund?
- d) What do you mean by correlation?
- e) Explain sharpe ratio.
- f) Explain the concept of T-Bills.
- g) What is covariance?
- h) What is real effective rate of interest?
- i) What is delta?
- j) Explain time value of money.

**2×10**

#### **PART-A**

Q.2 a) Explain LIBOR. What are alternate rates to LIBOR? Explain them in detail.

[CO-1][L-4] **10**

b) Explain the concept of NPV and IRR. Explain with suitable examples. [CO-1][L-4] **10**

Q.3 a) Beta of a stock is 1.50, while the standard deviation of the return on the market index is 12%. Compute the co-variance of returns of the stock and the returns on the market index. [CO-2][L-3] **10**

b) You are evaluating the rankings based on Treynor ratio of three funds A, B and C. The average returns obtained from funds A, B and C have been 16%, 19% and 14%, respectively against the market return of 13%. The standard deviations of fund returns have been 17, 22 and 16, respectively versus the market return standard deviation of 15. If the beta reported of these funds is 1.4, 1.2 and 1.5, respectively and the risk-free rate of return is 5.0%, what are your rankings in the order of best to worst? [CO-2][L-3] **10**

Q.4 a) Explain the concept of bond ladder.

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

b) Explain the criteria of rating of bonds by rating agencies.

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

#### **PART-B**

Q.5 Explain the structure of mutual fund in India and also explain its constituents eligibility criterion for sponsors, trustees and AMC. [CO-3] [L-5] **20**

Q.6 a) Differentiate between primary and secondary markets.

[CO-3] [L-6] **10**

- b) A Company issued a prospectus inviting applications for 20,000 equity shares of Rs.100 each. The whole issue was fully underwritten by three underwriters as follows:

A—10,000 shares

B—7,000 shares

C—3,000 shares

Applications were received for 16,000 shares of which marked applications were as follows:

A—7,600 shares

B—4,040 shares

C—3,360 shares

Find out net devolvement of underwriter A,B and C

[CO-3] [L-6] **10**

- Q.7 a) Explain the concept of: i) Capital reserves ii) Securities premium reserve account  
iii) General reserve, iv) EPS, v) EBIT [CO-4] [L-1] **10**

- b) Explain the concept of dividend discount model.

ABC Co. having a share with face value of Rs.10 has recently paid 45% dividend .You estimate that the co.is in maturity phase and will have a stable dividend growth rate of 7%.You estimate that the rate of return expected from the market would be 12%.Considering a Beta of 1.2 and Treasury bill return is 5%, find the intrinsic value of the stock according to Dividend Discount Model. [CO-4] [L-1] **10**



## End Semester Examination, May 2023

### BBA (General/Banking & Financial Markets/Digital Marketing) - Fourth Semester **CUSTOMER RELATIONSHIP MANAGEMENT (BBA-DS-412)**

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) Customer experience management (CEM).
- b) Opinion leader.
- c) 4'C elements of CRM.
- d) Post purchase CRM.
- e) E-commerce.
- f) Train and Retain.
- g) Customization.
- h) Lead tracking and scoring.
- i) Online CRM.
- j) Customer touch points.

[CO-1,2,3][L-2,3] **2×10**

#### **PART-A**

Q.2 What do you understand by customer relationship management? Explain the concept and objectives of customer relationship management in detail. [CO-1,2][L-2] **20**

Q.3 Explain the concept of CRM cycle. Describe in detail the steps of assessment phase of CRM cycle with suitable examples. [CO-2,3][L-1,2] **20**

Q.4 a) Describe the understanding of service quality in detail. [CO-1,3][L-2,3] **10**  
b) Discuss the concept of managing customer communications with an example. [CO-1,3][L-2,3] **10**

#### **PART-B**

Q.5 Discuss in detail the concept of sales force automation. Also explain the components of suitable sales force automation. [CO-2,3][L-1,2] **20**

Q.6 Write short notes on the following:

- a) Future trends in CRM.
- b) Roll out and system hand-off.

[CO-1,2] [L-3] **10×2**

Q.7 Define 'CRM implementation'. Describe in detail the objectives of CRM implementation with suitable examples. [CO-3,4][L-2,3] **20**

## End Semester Examination, May 2023

BBA (General/Banking & Financial Markets/Digital Marketing) – Fourth Semester  
**BUSINESS AND DIGITAL MEDIA LAWS (BBA-DS-413)**

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) Valid contract.
  - b) Patent.
  - c) Perpetual succession.
  - d) Equity share.
  - e) Censorship.
  - f) Trademark.
  - g) Quasi contract.
  - h) Dividends.
  - i) Digital media.
  - j) Liquidator.

[CO-1,2,3,4][L-2,3 ] **2×10**

### **PART-A**

- Q.2 Differentiate between 'private and public company'. What are the features of MOA and AOA of a Company? [CO-1] [L-2,4] **20**
- Q.3 What is the role of the prospectus in a company and elaborate on the types of a prospectus? Illustrate the process of winding up a company. [CO-2] [L-2,3] **20**
- Q.4 Explain the statutory law. How is statutory law different from constitutional law? [CO3] [L-3,4] **20**

### **PART-B**

- Q.5 Explain the features of a contract. Mention the remedies for breach of contract. [CO-3] [L-3,4] **20**
- Q.6 What is the regulation of radio broadcasting and television programming? [CO3][L4] **20**
- Q.7 What are the most common online threats? Is automation a way to reduce the online threats? Justify. [CO- 4] [L-3,5] **20**

## End Semester Examination, May 2023

BBA (General/Banking & Financial Markets/Digital Marketing) — Fifth Semester

### TAXATION LAWS AND PRACTICES (BBA-DS-503)

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:

- a) PAN.
- b) Long-term capital gain.
- c) GST.
- d) Assessment year.
- e) Clubbing of income.
- f) Deductions under income from house property.
- g) TDS.
- h) Standard deduction for salary.
- i) Carry forward of losses.
- j) HUF.

[CO-1][L-3] **2×10**

#### **PART-A**

Q.2 Differentiate between Tax planning and tax management? Has the Indian taxation improved in the country and is helping out in the upliftment of the country. Do people understand the importance of their tax paying or still do not understand the worth. Justify the statement

[CO-1][L-3] **20**

Q.3 Mrs. Tanvi is a teacher in a private college. During the previous year, she gets Rs 8,00,000/- as salary and Rs 30,000/- as dearness allowance. Besides that, she gets the following perks and allowances:

- a) Free tea and coffee and snacks in the office (employers expenditure: Rs 20,000): Rs 20,000
- b) Free Lunch (Rs 200 per meal for 100 days): Rs 20,000
- c) Food coupons (Rs 40 per day for 200 days) for grocery purposes): Rs 8,000
- d) House rent allowance: Rs 50,000( rent paid : Rs 60,000)
- e) Remuneration from Delhi university for acting as paper setter and examiner: Rs 34,000  
Expenditure incurred by Kavita was Rs 6,000.
- f) She has done medical expenditure of Rs 3,0,000 of which the employer is reimbursing Rs 25,000.
- g) Car of 1800 cc is provided by the employer to her which is used only for personal purposes.

Compute the taxable salary of Mrs. Tanvi for the assessment year 2023-24. Also list the nature and who can claim the various deductions say 80C, 80 CCC, 80 CCD, 80D , 80 DDB ,80 E

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

Q.4 Explain the concept of carry forward and set off losses in detail.

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

#### **PART-B**

Q.5 Define 'agriculture income'. What are various instances when income is held to be agriculture income and also mention the instances when income will be called as non- agricultural income?

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

Q.6 Describe the concept of advance payment of tax with regard to who all are eligible for advance payment of tax and what are the due dates of paying the advance payment of tax and who is more beneficial by this -either the Government or the individual.

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

Q.7 Explain the concept of GST in detail and what are its merits and demerits of GST.  
[CO-4][L-6] **20**

## End Semester Examination, May 2023

BBA (General/Banking & Financial Markets/Digital Marketing) – Fifth Semester  
**SERVICE MARKETING (BBA-DS-504)**

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 in brief:

- On a goods-service continuum, map the marketing offerings like health club and a new car.
- Differentiate between a product and a service.
- Name the four characteristics of services in context to hotel industry.
- Explain in short, the adequate service level with suitable examples.
- Which quality (attribute/property) of the service is most difficult to evaluate? Give an example.
- Name any two facilitating supplementary services in context to booking a room in a hotel.
- Name any two traditional marketing communication mixes used in service marketing.
- Mention, at least 4 strategies that a company can use by adjusting capacity during peak period (when the demand is too high).
- Name any two financial rewards that a customer gets from service provider for encouraging loyalty.
- What do you understand by soft customer-defined service standards?

[CO1][L-2] **2×10**

### **PART-A**

Q.2 Think about a service you receive. Is there a gap between your expectations and perceptions of that service? What do you expect that you do not receive? Discuss in detail the application of gap model in this context. [CO-1][L-2] **20**

Q.3 You are the Manager of popular food outlet in Delhi metro station, give your insight in detail about the consumer buying behavior applying the three-stage model for this food outlet in Indian context. [CO-1][L-3] **20**

Q.4 "Building customer loyalty is difficult. Many elements are involved in creating long-term customer relationships and loyalty. It takes lots of efforts and pain to build and maintain customer loyalty through well-conceived relationship marketing strategies." Taking into account this statement, discuss in detail the wheel of loyalty which comprises three sequential strategies to develop relationship with the customers, particularly in the service sector. [CO-2][L-4] **20**

### **PART-B**

Q.5 Although Dominos aims to create standardized items, adaption to local cultures, tastes, laws, and customs has become a key feature of its marketing strategy. While India was the first outlet where the beef burger was not sold, in Malaysia and

**P. T. O.**

Singapore, the chain underwent rigorous inspections to ensure the absence of pork products. Standardized services and customer- defined service standards remain its main focus and is the global practice that distinguishes the chain from others in the market. Taking into account the above case study, discuss the steps involved in developing the customer-defined service standards. Further what are the various types of supplementary services? [CO-3][L-2] **20**

- Q.6 Tanishq is India's largest, most desirable, and fastest growing jewellery brand. The brand is the jewellery business group of Titan Industries Ltd and is promoted by the TATA group. Tanishq had retail sales worth Rs 1, 200 crores in 2007 and is expected to hit Rs 2,000 crore in 2008. Continuing to expand, at present there are 91 Tanishq showrooms in 64 cities across India.

Tanishq is prominent in the form of standalone boutiques. Each outlet has a distinct ambience with chic lighting and green plants. The sales staff wears uniforms and as soon as consumers enter an outlet, they are escorted by staff members and directed to a counter depending upon their requirements. Beverages are offered to consumers and there is an air of professionalism.

In light of the above case study, discuss how Tanishq can develop strategies for its employees to deliver better service quality to its customers? [CO-3][L-4] **20**

- Q.7 Discuss in detail with suitable examples the various communication mixes that a service marketer of a fast-food chain in the urban area has to design and deliver to communicate with its customers. [CO-4][L-4] **20**

**End Semester Examination, May 2023**  
BBA (General/Banking and Financial Markets/Digital Marketing) – 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 in brief:

- a) What is corporate governance?
- b) In Your opinion, what are the most urgent ethical issues in business today?
- c) Define 'business ethics'.
- d) Write a note on financial ethics.
- e) Distinguish between corporate management and corporate governance.
- f) State two components of corporate governance.
- g) What is globalization?
- h) Define 'CSR'.
- i) Give two examples of CSR Activities carried on by corporates.
- j) Write a note on 'international code of ethics'.

**2×10**

**PART-A**

Q.2 What is corporate governance? Explain the principles of corporate governance.

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

Q.3 What are business ethics? Explain the importance of business ethics in today's world.

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

Q.4 What is audit committee? Explain its role in corporate governance.

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

**PART-B**

Q.5 Explain the effects of globalization on Indian economy.

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

Q.6 "Codes of conduct are important in a business". Explain how?

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

Q.7 What is corporate social responsibility? Why concept of CSR is required to be adhered?

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

**End Semester Examination, May 2023**  
BBA (General/Banking and Financial Markets/Digital Marketing) – 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 Answer the following in brief:
- a) Family business.
  - b) Work life balance.
  - c) Family culture.
  - d) Skills of a leader.
  - e) Family business decision making.
  - f) Strategic commitment.
  - g) Family conflict.
  - h) Reinvestment decisions.
  - i) SWOT analysis.
  - j) Pest analysis.

[CO2][L2,3]

**2×10**

**PART-A**

- Q.2 What do you understand by family business management? Describe in detail the needs, benefits and barriers in family business planning. [CO-2] [L-1] **20**
- Q.3 Define 'family business system'. What are the major types of family business running in India? Give example in support of your answer. [CO-1] [L- 2] **20**
- Q.4 What do you understand by family business legacy? What are the limitations faced by a family-owned business? [CO-1] [L- 3] **20**

**PART-B**

- Q.5 What do you understand by family business governance? Give suggestions how to make family businesses in India and elsewhere in the world. [CO-2] [L- 3] **20**
- Q.6 What do you understand by the external analysis? Describe in details the process of evaluating the basic business strategies in context with external analysis. [CO-3] [L-4] **20**
- Q.7 Outline a process involved in making a succession planning for successful transition of business ownership-cum-leadership throughout generations. [CO-2,3] [L-4,5] **20**



## End Semester Examination, May 2023

BBA [General/Banking & Financial Markets/Digital Marketing] — Third Semester  
**INDIAN FINANCIAL SYSTEM (BBA-DSE-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 Explain the following:
- a) Mutual funds.
  - b) Commercial banks
  - c) NBFI.
  - d) NSDL
  - e) Factoring.
  - f) Capital market intermediaries.
  - g) Derivatives.
  - h) Hire purchase.
  - i) Brokers.
  - j) Treasury bills.

**2×10**

### **PART-A**

- Q.2 What is financial system? What are various agencies involved in financial system? [CO-1][L-3] **20**
- Q.3 What is capital market and what are its features? Explain the role and importance of capital market in an economy? [CO-2][L-2] **20**
- Q.4 Write short notes on the following:
- a) Bonus issue.
  - b) Futures.

[CO-3][L-2] **10×2**

### **PART-B**

- Q.5 Define financial institutions and explain their role in development of economy. [CO-2][L-2] **20**
- Q.6 What are mutual funds? Explain the different types of mutual funds. [CO-4][L-5] **20**
- Q.7 Write short notes on the following:
- a) Credit rating agencies.
  - b) Depositories.

[CO-2][L-1] **10×2**

## End Semester Examination, May 2023

BBA (General/Banking & Financial Markets/Digital Marketing) – 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 Explain the following in brief:

- a) Sales management.
- b) Market potential.
- c) Wholesaling.
- d) Merchants.
- e) Selection process of Sales Executives.
- f) Retail management.
- g) Agent middlemen.
- h) Components of a logistics plan.
- i) Channel conflict.
- j) Vertical marketing system.

**2×10**

### **PART-A**

Q.2 What do you mean by sales quota? Explain the different types of sales Quota's in detail.  
[CO-1][L-2,3] **20**

Q.3 What is sales territory? What are the various factors affecting allocation of sales territory?  
[CO-2][L-3] **20**

Q.4 What is retailing? How the use of latest technology does enhance the efficiency of retail business?  
[CO-2][L-4] **20**

### **PART-B**

Q.5 Describe different types of sales organization. What are the various selling methods? Explain using suitable examples.  
[CO-3][L-4] **20**

Q.6 Explain different levels of distribution channels. What different conflicts arise in channels distribution and how these can be resolved?  
[CO-3][L-5] **20**

Q.7 Explain the meaning and features of whole selling and also discuss the various roles and functions of wholesalers in distribution channel.  
[CO-4][L-3] **20**

## End Semester Examination, May 2023

BBA (General/Banking and Financial Markets/Digital Marketing) – 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 the following in brief:

- a) What is the scope of sales management?
- b) Discuss in short, the concept of market potential with suitable example.
- c) Explain zero level channel with suitable example.
- d) Differentiate between 'merchants' and 'agents'.
- e) What are the steps involved in the selection process of sales executives?
- f) What is the purpose of sales budget?
- g) What is intensive distribution in the intensity of market coverage?
- h) What are the components of a logistics plan?
- i) What are the reasons for channel conflict?
- j) What is horizontal marketing system?

**2×10**

#### **PART-A**

- Q.2 What do you mean by salesmanship? Explain the features and objectives of salesmanship. [CO-1][L-2, 3] **20**
- Q.3 What is sales territory? Discuss the various factors affecting allocation of sales territory. [CO-2][L-3] **20**
- Q.4 What do you mean by channel? Explain about the types of marketing channels. [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-4] **20**
- Q.6 Explain the factors affecting sales productivity. Also discuss the different strategies to enhance sales productivity. [CO-3][L-5] **20**
- Q.7 Explain the meaning and features of whole selling also discuss the various roles and functions of wholesalers in distribution channel. [CO-4][L-3] **20**

## End Semester Examination, May 2023

BBA (General/Banking and Financial Markets/Digital Marketing) – Fifth Semester  
**MONEY AND BANKING (BBA-DSE-006)**

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) Mention functions of Central Bank.
- b) Define "Demonetization".
- c) Name any two financial instruments of capital market.
- d) What are open market operations?
- e) State components of money supply.

**4×5**

### **PART-A**

Q.2 Discuss financial system of India. What are the features of a developed capital market? [CO-1][L-2] **20**

Q.3 Write short notes on the following:

- a) SHCIL.
- b) NSDL.

[CO-2][L-3] **10×2**

Q.4 Write short notes on the following:

- a) Supply of money process.
- b) Different types of interest rate.

[CO-2][L-1] **10×2**

### **PART-B**

Q.5 Discuss the instruments of monetary policy used to control inflation. [CO-2][L-1] **20**

Q.6 Examine the liquidity theory of money. [CO-2][L-2] **20**

Q.7 Define regulatory system of India. Explain various laws in it. [CO-2][L-2] **20**

## End Semester Examination, May 2023

BBA (General/Banking and Financial Markets/Digital Marketing) – Fifth Semester  
**E-COMMERCE (BBA-DSE-008)**

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:

- Define 'pure online business'.
- Explain cryptography and its types.
- Define 'e-money'.
- Describe 'one-one enterprise'.
- Define 'm-commerce'.
- Business-to business e-commerce involves commercial transactions between other organizations and organizations. Comment your views.
- WWW stands for\_\_\_\_\_.
- The key factor in the growth of e-commerce is the development of\_\_\_\_\_.
- Define 'SSL'.
- E-Commerce payment systems have become very popular majorly due to the widespread use of the internet-based shopping and banking. Comment on it. **2×10**

### **PART-A**

Q.2 E-commerce is the exchange of goods and services between independent organizations and persons supported by a comprehensive usage of powerful ICT systems and a globally standardized infrastructure. Explain the statement and also discuss the different advantages of E-commerce and its limitations. [CO-2][L-3] **20**

Q.3 What is e-commerce? Discuss e-commerce business models giving proper examples. [CO-1 ][L-2] **20**

Q.4 What do you understand by e-governance? Discuss the concept, scope, advantages and limitations of e-governance. [CO-1][L-2] **20**

### **PART-B**

Q.5 What are the different risks involved in making online payments? What is the role of payment gateway in online payments? Explain the mechanism of payment gateway with diagrammatic representation. [CO-3][L-1,2] **20**

Q.6 What are the security threats in e-commerce? Define and state the function of firewall in e-commerce. [CO-1,2][L-3] **20**

Q.7 Explain the application of e-commerce in different service sector: online entertainment, online learning, online career services and online banking. [CO-4][L-3] **20**

**End Semester Examination, May 2023**  
**BBA (G) International Business — Third Semester**  
**INTERNATIONAL ADVERTISING AND PROMOTIONS (BBA-DSE-010)**

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 "International advertising".
  - b) Discuss some of the major objectives of advertising.
  - c) What is the significance of visual or image in an advertisement?
  - d) Discuss AIDA principle.
  - e) How is a product advertising different from a service advertising?
  - f) Differentiate between national advertising and global advertising.
  - g) How is advertising different from marketing?
  - h) List down any five effective mediums of advertising.
  - i) What do you understand by "Ethics in Advertising"?
  - j) Comment on the "Use of children in advertising"

**2×10**

**PART-A**

- Q.2 "Advertising is the missing link between product attributes and consumer perceptions". Comment on the given statement. Also mention the various types of advertising used by marketers in these days. **20**
- Q.3 Compare and contrast the advantages and disadvantages of the following advertising mediums:  
a) Television                      b) Outdoor                      c) Newspaper                      d) Internet **20**
- Q.4 Why is it important to understand and analyze the international marketing environment? Discuss the impact of culture on advertising. **20**

**PART-B**

- Q.5 What are the various elements of promotion mix and discuss its features. Also explain the advantages of any two. In short, explain what is DAGMAR and how marketers might use DAGMAR in establishing objectives? **20**
- Q.6 As a head of advertising department of your company, you are to decide on elements of advertising campaign for a new brand of "beauty services" for ladies like Urban Clap to be launched soon in the market. With reference to the above, discuss in detail the various elements of advertising campaign. **20**
- Q.7 a) With reference to examples, discuss some of the ethical issues in advertising. **10**  
b) Discuss the role of "Music" in advertising. **10**

## End Semester Examination, May 2023

BBA (General/Banking & Financial Markets/Digital Marketing) – Fourth Semester  
**SERVICE MARKETING (BBA-DSE-011)**

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:

- On a goods-service continuum, map the marketing offerings like health club and a vacation trip to Shimla.
- Mention the extended P's in service marketing.
- Name the four characteristics of services in context to travel industry.
- Explain in short, the adequate service level with suitable example.
- Which quality (attribute/property) of the service is most difficult to evaluate? Give an example.
- Name any two facilitating supplementary services in context to booking a room in a hotel.
- Name any two traditional marketing communication mixes used in service marketing.
- Mention, 4 strategies that a company can use by adjusting capacity during peak period (when the demand is too high).
- Name any two non-financial rewards that a customer gets from service provider for encouraging loyalty.
- What do you understand by hard customer-defined service standards? **2×10**

### **PART-A**

Q.2 Think about a service you receive. Is there a gap between your expectations and perceptions of that service? Discuss in detail the application of gap model in this context. [CO-1][L-2] **20**

Q.3 You are the manager of a popular food outlet in Faridabad station; give your insight in detail about the consumer buying behavior applying the three-stage model for this food outlet in Indian context. [CO-1][L-3] **20**

Q.4 What do customers perceive of services and how do they define service quality? "Building customer loyalty is difficult. Many elements are involved in creating long-term customer relationships and loyalty." Taking into account this statement, discuss in detail the wheel of loyalty which comprises three sequential strategies to develop relationship with the customers, particularly in the service sector. [CO-2][L-4] **20**

### **PART-B**

Q.5 How can services be created? What are its various components, particularly in context to supplementary services? Further, discuss the steps involved in developing the customer-defined service standards. [CO-3] [L-3] **20**

Q.6 Tanishq, a brand promoted by Tata group is prominent in the form of standalone boutiques. Each outlet has a distinct ambience with chic lighting and green plants. The sales staff wears uniforms and as soon as consumers enter an outlet, they are escorted by staff members and directed to a counter depending upon

their requirements. Beverages are offered to consumers and there is an air of professionalism.

In light of the above case study, discuss how Tanishq can develop strategies for its employees to deliver service quality to its customers? What is the role of customer in developing services? [CO-3] [L-3] **20**

- Q.7 Discuss in detail with suitable examples the various communication mixes that a service marketer of a travel and tourism uses to deliver message to its customers. What is the concept of branding in service marketing? [CO-4] [L-3] **20**



**End Semester Examination, May 2023**  
BBA (General/Banking & Financial Markets/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 the following in brief:

- a) Define business analytics and explain its importance in today's business world.
- b) Explain the historical overview of data analysis.
- c) Compare and contrast the roles of a data scientist and business analyst.
- d) Discuss the career opportunities available in business analytics.
- e) Explain the importance of data quality in business analytics.
- f) What are the different sources of data?
- g) Explain the concept of OLAP.
- h) Define data mining and explain its importance in business analytics.
- i) Explain the difference between supervised and unsupervised learning.
- j) Discuss the applications of marketing analytics and the benefits it provides to businesses.

[CO-1] [L-2] **2×10**

**PART-A**

Q.2 Discuss the impact of business analytics on decision-making in organizations. Give examples to support your answer by considering a retail chain that is experiencing declining sales in its stores. Using business analytics, how can you help the chain, identify the reasons for the decline and recommend strategies to improve sales? [CO- ] [L- ] **20**

Q.3 Explain the steps involved in data collection and data management. Describe the challenges that organizations face in managing big data. Using big data, a hospital is trying to reduce patient wait times. How can you use data to analyze patient wait times and identify areas for improvement? [CO- ] [L- ] **20**

Q.4 Describe the different types of data mining tools and techniques. Explain the role of OLAP in data mining. Consider A credit card company that wants to reduce fraud, using data mining techniques, how can you help the company identify potential fraudsters and prevent fraud? [CO- ] [L- ] **20**

**PART-B**

Q.5 Discuss the different types of machine learning algorithms and their applications. A company wants to predict which customers are most likely to churn. Using machine learning algorithms, how can you help the company identify these customers and develop strategies to retain them? [CO- ] [L- ] **20**

Q.6 Define big data and list its characteristics also explain the concepts of data reliability and validity. **20**

Q.7 A part time professor of a business program at a university in Germany always tells her students that one of the first questions they should ask their new employers is whether the

organization has a good customer program. Why do you think the professor encourages her student to ask this specific question? [CO- ] [L- ] **20**

**End Semester Examination, May 2023**  
**BBA (Digital Market) – 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:

- a) A/B testing.
- b) B2B.
- c) Bounce rate.
- d) CPC.
- e) Inbound link.
- f) Disruption.
- g) Brand Loyalty.
- h) E-commerce.
- i) SEO.
- j) Inorganic traffic.

[CO-1,2,3,4][L-2,3] **2×10**

**PART-A**

Q.2 Explain brand, brand equity, and digital brand. Take a product and explain how would you brand it to millennials? [CO-1][L-2,5] **20**

Q.3 How is digital marketing different from marketing? Elaborate the marketing mix of digital marketing with examples. [CO-2][L-2,4] **20**

Q.4 What is digital culture? Explain the role of culture in digital marketing strategy. [CO-3][L-3,4] **20**

**PART-B**

Q.5 Explain the idea generation process in digital marketing. Mention the techniques for idea generation. [CO-3][L-3,4] **20**

Q.6 Explain the types of innovative digital marketing strategies with examples. [CO-3][L-5] **20**

Q.7 How to use design thinking to improve digital marketing? Mention the tools involved in design thinking? [CO-4][L-3,4] **20**

## End Semester Examination, May 2023

BBA (General/Digital Marketing/Banking & Financial Markets) – Third Semester  
**WEB DESIGN AND SEARCH ENGINE OPTIMIZATION (BBA-GE-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 the following:

- a) Name two social media tools.
- b) Define Hashtag.
- c) What is the importance of social media?
- d) Define 'Website'.
- e) How to identify your audience for the website?
- f) Define 'HTML'.
- g) Define 'CTR'.
- h) What is A/B testing?
- i) Write two best practices on social media.
- j) Define 'SEM'.

[CO-1,2,3,4][L-2,3] **2×10**

### **PART-A**

Q.2 Mention the factors to consider while planning a website. What are the steps in the website planning process? [CO-1][L-3,4] **20**

Q.3 Elaborate on the terms: wire framing and prototyping. Does visual design focus on the aesthetics of a website? Comment. [CO-1][L-2,4] **20**

Q.4 What is SEO? Why is SEO essential for a business? [CO-2][L-2,3] **20**

### **PART-B**

Q.5 Explain the content and social tactics to optimize SEO. Mention the ranking factors in SEO. [CO-3][L-2,3] **20**

Q.6 Explain the core web vitals. Differentiate between featured and rich snippets. Explain the process to optimize the featured snippets. [CO-3][L-2,3] **20**

Q.7 As a digital marketer, how would you create the ideal buyer persona and market the product or service to them? [CO-4][L-4,6] **20**

**End Semester Examination, May 2023**  
**BBA (Digital Markets) – Fourth Semester**  
**DIGITAL ADVERTISING AND WEB ANALYTICS (BBA-GE-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 the following in brief:

- a) Crawling.
- b) Dynamic search ads.
- c) Negative keywords.
- d) Engagement rate.
- e) Call extension.
- f) Target impression share.
- g) Bounce Rate.
- h) GDN.
- i) Lead scoring.
- j) Flat table report.

**2×10**

**PART-A**

Q.2 What are the different metrics that are used to track the Google ads campaigns? Explain automated bidding strategies. [CO-1]  
[L-2] **20**

Q.3 How to create an SLA for sales and marketing teams and how to implement it? Different software used for contact management and their features and purpose. [CO-3] [L-1] **20**

Q.4 How many types of display ads are there? What are the best practices while creating the display ads? [CO-2][L-2] **20**

**PART-B**

Q.5 Explain acquisition report and highlight it's various metrics (at least 5). [CO-2] [L-1] **20**

Q.6 What do you mean by top conversion path? If average session duration is less than 30 seconds on any webpage, then suggest some of the ways to improve it. [CO-2] [L-2] **20**

Q.7 Explain all the steps to integrate Google analytics with your website. [CO-4] [L-1] **20**

**End Semester Examination, May 2023**  
**BBA (Digital Market) – Fourth Semester**  
**ONLINE SOCIAL MEDIA MARKETING (BBA-GE-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 Describe the following in brief:

- a) Open rate.
- b) Pre-header text.
- c) Trigger.
- d) Micro blogging.
- e) Core audience.
- f) Bumper ads.
- g) Carousel.
- h) Video marketing.
- i) Facebook pixel.
- j) Transaction emails.

**2×10**

**PART-A**

Q.2 After running email automation campaign for 1 month, Samantha got the below mentioned results:

Open rate: 2.5%; Hard bounce: 75%; Soft bounce: 5%; Conversion: 0%

Considering the above data, explain bounce rate w.r.t email marketing and differentiate between hard bounce and soft bounce. Mention at least 2 ways to optimize hard bounce rate.

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

Q.3 Explain B2B marketing and describe different Ad placements for LinkedIn and YouTube.

[CO-2]

[L-1] **20**

Q.4 List the best practices in making ads on sharechat and snapchat. What are the ad placement and formats options available?

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

**PART-B**

Q.5 What are the benefits of using video marketing? Strategies to improve your video marketing efforts.

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

Q.6 What are conversation Ads? Explain the importance and benefits of conversation Ads.

[CO-4]

[L-2] **20**

Q.7 Differentiate between 'targeting, re-targeting and re-marketing' with the help of an example. Also, explain lookalike audience and audience expansion.

[CO-3] [L-1] **20**

**End Semester Examination, May 2023**  
**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 Write short notes on the following:

- a) LPP formulation steps.
- b) Hungarian method.
- c) Maximin v/s Minimax.
- d) EMV method.
- e) Arithmetic mean.
- f) Assignment and transportation problem.
- g) Saddle point.
- h) Vogel approximation method.
- i) Johnson rule.
- j) Simplex method.

[CO-1][L-2] **2×10**

**PART-A**

Q.2 Solve the Transportation problem by Vogel approximation method and LCM:

To>>> From	D1	D2	D3	Total Supply
S1	4	3	2	250
S2	5	2	3	300
S3	7	8	2	450
S4	8	9	4	500
Total Demand	600	400	500	1500

[CO-1,3][L-4] **20**

Q.3 A company has four salesmen and for 5 different territories. The monthly increases, estimated for each salesman in different territories (in Lakh \$), are shown in the table below:

Salesmen	Sales Territories				
	New Jersey	Paris	Manhattan	Georgia	Italy
A	75	80	85	70	90
B	91	71	82	75	85
C	78	90	85	80	80
D	65	75	88	85	90

Suggest optimal assignment for the salesmen. Which Sales territory will remain unassigned?  
 What will be the maximum sales increase ever month?

[CO-1,3][L-5] **20**

Q.4 a) "All LPP MODEL have hardly any real life applications". Do you agree with the statement?  
 Discuss in detail.

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

- b) Explain the importance of operation research in real life. Highlight the models used in operation research. [CO-1][L-3] **10**

### ***PART-B***

- Q.5 A ready-made garments manufacturer has to process 9 items through two stages of production, viz. cutting and sewing. The time taken by each of these items at the different stages is given in appropriate units:

Items	Processing Time	
	Cutting	Sewings
1	5	2
2	7	6
3	3	7
4	4	5
5	6	9
6	7	5
7	12	8
8	10	8
9	12	9

[CO-1,2][L-5] **20**

- Q.6 Following are the students who has been qualifying CAT score in mock text of career launcher:

Percentile	No. of Students
40-49.99	19
50-59.99	22
60-79.99	12
80-89.99	09
90-99.99	06

Find out the mean, median and mode of cat score:

[CO-1,3][L-6] **20**

- Q.7 Solve the following game theory problem and find value of games with strategies:

Strategy of A	Strategy of B			
	B1	B2	B3	B4
A1	-5	16	13	15
A2	20	-5	60	-70
A3	-5	13	12	10
A4	-10	12	8	10

[CO-2,3][L-5] **20**

(CO-1, CO-2, CO- 4, CO-5) (L-5) **20**



**End Semester Examination, May 2023**  
**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 the following:

- a) \_\_\_\_\_ expressly designed for the support of individual and collective decision-making.
  - i) Management information system
  - ii) Decision support system
  - iii) Transaction processing system
  - iv) None of these
- b) \_\_\_\_\_ are formal social units devoted to the attainment of specific goals.
  - i) Management
  - ii) Organization
  - iii) Decision support system
  - iv) None of these
- c) The cost of information can be \_\_\_\_\_.
  - i) Costly
  - ii) Valuable
  - iii) Processing
  - iv) None of the above
- d) \_\_\_\_\_ technology includes computers hardware, software, database management systems, and data communication system.
  - i) Information.
  - ii) Computer
  - iii) Marketing
  - iv) All of the above
- e) Sociological approaches help us understand the organizational behavior of people.
  - i) True
  - ii) False
- f) \_\_\_\_\_ can occur at the individual, group, organizational or extra-organizational level.
  - i) Planning
  - ii) Controlling
  - iii) Organizing
  - iv) Scheduling
- g) Newspaper, magazine, radio, television are examples of \_\_\_\_\_.
  - i) Storing information
  - ii) Retrieving information
  - iii) Communication information
  - iv) Acquiring information
- h) Security means protection against theft, manipulation, and loss of data.
  - i) True
  - ii) False
- i) \_\_\_\_\_ systems help to analyze historical and current data either on-demand or periodically.
  - i) Data access system
  - ii) Data analysis system
  - iii) Forecast-oriented system
  - iv) System based on accounting models
- j) EMS stands for the enterprise management system.
  - i) True
  - ii) False

**2×10**

**PART-A**

Q.2 What do you understand by decision -making. Explain how information system can help in decision making? Also name the different information system available. [CO-1][L-4] **20**

Q.3 What is understood by term information system? What are the challenges faced by management information systems? How does it assists managers in their day -to-day functioning? [CO-3][L-5] **20**

- Q.4 Define database and database management system? Give reasons why database management systems are important for any organization. Explain the different kind of attacks that can impact the database security. [CO-2][L-3] **20**

**PART-B**

- Q.5 What do you understand by network economy? Explain the pillars of network economy and challenges faced while adopting network economy. [CO-2][L-2] **20**
- Q.6 Explain "Information life cycle management". Explain the need and methods of securing the data. [CO-3][L-5] **20**
- Q.7 What do think a manager needs to know about MIS? Explain its scope and challenges. Also mention some functional areas where these systems contribute to both effectiveness and efficiency of business. [CO-2][L-3] **20**

(CO-1, CO-2, CO- 4, CO-5) (L-5) **20**

**End Semester Examination, May 2023**  
**BBA (Retail Management) – Second Semester**  
**BUSINESS STATISTICS (BBA-RM-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 in brief:

- What is the difference between sample and census?
- Give an example of individual and continues series.
- What are irregular variations?
- What do you mean by negative correlation?
- Give an example of exclusive series and inclusive series.
- Why correlation is said to be non-sense?
- Give an example of positive correlation.
- Write difference between 'frequency and mode'.
- What do you mean by frequency polygon?
- Why fisher index number is said to be ideal?

[CO-1] [L-1,2] **2×10**

**PART - A**

Q.2 a) Define 'tabulation'. Explain different parts of a table with the help of an example.

[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 i) Direct, ii) Short-cut, and iii) Step deviation method for the data given below:

Class interval:	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) Find the median,  $Q_1$ ,  $D_2$ ,  $P_{28}$ , and mode from the following data:

Marks :	0-10	10-20	20-30	30-40	40-50	50-60	60-70	70-80
No of students	3	12	16	20	10	6	2	1

[CO-1] [L-3] **10**

b) Calculate the quartile deviation and its coefficient for the data given below:

C.I.:	0-2	2-4	4-6	6-8	8-10	10-12	12-14
Frequency	4	7	13	3	2	2	1

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

**P.T.O.**

### **PART-B**

- Q.5 a) Calculate the rank correlation coefficient for the data given below:

X:	51	38	39	42	34	40	31	30
Y:	63	47	54	60	52	65	50	48

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

- b) Define 'correlation'. Write properties of regression coefficients. Write the difference between correlation and regression.

[CO-1] [L-1] **10**

- Q.6 a) What do you mean by index number? Write the problem that arises in the construction of an index number. Also, write the limitations of the index number.

[CO-1] [L-2] **10**

- b) Construct fisher's ideal index Number and show that the time reversal and factor reversal tests are satisfied by fisher's ideal formula for index number.

commodities	Price (2010)	Quantity (2010)	Price (2013)	Quantity (2013)
A	3	7	4	7
B	6	9	7	8
C	5	6	4	6
D	4	7	6	5

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

- Q.7 a) What do you mean by time series? Write the components of the time series. Also, write the applications of time series in the business.

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

- b) Calculate the trend using the least square method for the data given below and also estimate the trend for the year 2019:

Years:	2012	2013	2014	2015	2016	2017	2018
Production :	4	5	8	6	3	2	1

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

**End Semester Examination, May 2023**  
BBA (Retail Management) – Second Semester  
**PRINCIPLES OF MANAGEMENT (BBA-RM-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 in brief:

- a) Share your opinion on the change in the role of retail manager due to change in technology.
  - b) What is SMART framework?
  - c) Describe 'VUCA'.
  - d) Differentiate between 'management' and 'administration'.
  - e) What is planning?
  - f) How motivation in retail and sales management plays a key role in day today activities?
  - g) Discuss the Leadership role in retail and sales management.
  - h) Staffing in retail and sales management is a challenge, comment.
  - i) What are the controlling measures adopted in retail and sales management.
  - j) Discuss how the face of retail formats is changing in India from pop-mom shops or Kirana stores to the organized retail stores?
- [CO-1][L-3] **2×10**

**PART-A**

Q.2 A manager of an organization has to perform managerial work to achieve pre-defined goals of the organization and for this he had to apply various functions and principles of management. Comment with relevant examples from the industry. [CO-1][L-3] **20**

Q.3 Planning ensures a manager to look forward and take appropriate steps while dealing in future with uncertainties and changes in the businesses. Discuss it on the basis of types of planning done by managers. [CO-2][L-4] **20**

Q.4 Why is Maslow's hierarchy of needs important? Discuss on the basis of your understanding of retail industry and with examples. [CO-3][L-3] **20**

**PART-B**

Q.5 With relevant examples from Indian retail industry discuss the nature and importance of staffing in managing people at workplace. [CO-4][L-4] **20**

Q.6 Different types of leadership styles are adopted by managers to handle situations. And one of the most important characteristics of a great leader is to be adopted by a manager in the team. Discuss with relevant examples from retail industry the different types of leadership styles adopted by different leaders/managers. [CO-2][L-5] **20**

Q.7 With the emergence of new tools and techniques of doing business, human interaction and conflicts are becoming a major role of a manager. Discuss how conflict management is important in avoiding the conflicts, enhancing collaboration, health competition and sometimes compromising? [CO-3][L-6] **20**

**End Semester Examination, May 2023**  
**BBA (Retail Management) – Second Semester**  
**HUMAN RESOURCE MANAGEMENT (BBA-RM-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 Answer the following in brief:

- a) Define 'strategic HRM'.
- b) What is a job design?
- c) Difference between 'recruitment and selection'.
- d) What is HRD?
- e) What do you mean by lay off? Give an example.
- f) Difference between 'promotion and transfer'.
- g) State internal source of recruitment.
- h) What is flexible working schedule?
- i) "Career planning is an important function of HRM". Comment.
- j) State provision of health measures.

[CO-1 ] [L- 1] **2×10**

**PART-A**

Q.2 Define 'human resource management'. Explain the importance and functions of human resource management in detail. [CO-1] [L-2] **20**

Q.3 What is human resource planning? Why it is necessary? Discuss the process of human resource planning in detail. [CO-2] [L-3] **20**

Q.4 What do you mean by 'training'. Explain various methods of training with examples. [CO-3] [L-2] **20**

**PART-B**

Q.5 Explain the importance of performance appraisal. Discuss various methods of performance appraisal. [CO-3] [L-6] **20**

Q.6 What do you mean by wages and salaries. Explain different types of Wage payment systems in detail. [CO-4] [L-3] **20**

Q.7 What do you mean by industrial relations. Explain nature and importance of industrial relations in an organization. [CO-4] [L-2] **20**

**End Semester Examination, May 2023**  
**BBA (Retail Management) – Second Semester**  
**BUSINESS COMMUNICATION (BBA-RM-204)**

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 Fill in the blanks:

- a) Grapevine communication is associated with \_\_\_\_\_ communication.
  - b) \_\_\_\_\_ barrier means science of meaning.
  - c) Communication problems are known as \_\_\_\_\_.
  - d) Communication is derived from a Latin word "communis" which means \_\_\_\_\_.
  - e) Giving orders are an example of \_\_\_\_\_ communication.
  - f) Posters fall under \_\_\_\_\_ communication
  - g) A firm handshake conveys \_\_\_\_\_.
  - h) Communication is the Exchange of \_\_\_\_\_.
  - i) \_\_\_\_\_ of the letter consists of main message
  - j) \_\_\_\_\_ must be avoided in business letters
- [CO-1,2,4, L-2,3,6] **2×10**

**PART-A**

Q.2 Barriers in any type of communication make communication incomplete and the whole process has to be repeated.' Discuss the above statement and suggest ways to remove these barriers in order to make communication effective and complete. [CO-3, L-5] **20**

Q.3 Discuss the parameters of voice modulation which make a person a good speaker. Also explain the importance of the seven c's in making communication impressive. [CO-2, L-2] **20**

Q.4 'Listening is the most important skill of communication.' Comment on the above statement. Highlight the different types of listening and give an example of each type. [CO-1, L-6] **20**

**PART-B**

Q.5 As CEO of an organization write a circular to your staff calling them for an urgent meeting to discuss the falling sales of the company. Also send a five point Agenda to discuss how the problem can be tackled. What points should be kept in mind while writing the minutes of the meeting? [CO-4, L-4] **20**

Q.6 As the mess secretary, write a report on the quality of food being served in the hostel. Mention the type of food, hygiene measures being followed and the satisfaction level of the students. Suggest any changes which you would like to incorporate or may be change the contractor. [CO-2, L-3] **20**

Q.7 a) Write a complaint letter to flip cart from whom you had ordered a few shirts and which we're not to your satisfaction. Mention what was wrong with the order and what you expect from them. [CO-3, L-5] **10**  
b) Write a complaint letter to the Municipal commissioner of your area about the stray dogs in your locality which create a lot of problems for the residents, especially children and old people. Also mention how they make the streets dirty

and the fear of being bitten by the dogs. Request for prompt action and removal of the strays.

[CO-3, L-5] **10**



## End Semester Examination, May, 2023

B. Com. (Hons.) / B. Com. (Hons.) Industry Integrated — Second Semester  
**COMPUTER APPLICATIONS IN BUSINESS (BCOM-DS-201)**

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 the following in brief:

- a) Calculate 2's complement of 101101.
- b) Name any four input devices.
- c) What is a network firewall?
- d) Name any four network devices.
- e) What are messages and packets in computers?

[CO-2][L-2] **2×5**

### **PART-A**

Q.2 Explain the generations of computers with examples.

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

Q.3 Calculate the following:

- a)  $(103)_{10}$  to base 2
- b)  $(101010.1001)_2$  to base 10
- c)  $(548)_8$  to base 2
- d) Add  $(100110)_2$  and  $(11001)_2$
- e) Subtract  $(10100)_2$  from  $(1001010)_2$

[CO-3][L-5] **2×5**

Q.4 Explain input and output devices in detail.

[CO-1][L-1] **10**

### **PART-B**

Q.5 a) Explain the use of computer applications in education and financial institutions.

[CO-1][L-1] **6**

b) Explain desktop publication.

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

Q.6 Explain the networks and its types in details.

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

Q.7 a) What is application software? Explain in detail.

[CO-2][L-3] **6**

b) Explain any five formulas in MS Excel.

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

## End Semester Examination, May 2023

BBA (General/Banking & Financial Markets/Digital Marketing) – Fourth Semester  
**PLACEMENT COMPETENCY ENHANCEMENT-II (CDC-BBA-212)**

Time: 2 hrs.

Max Marks: **50**

No. of pages: 5

Note: *All questions are compulsory. Each question has **FOUR** options with **ONE** correct answer. Select the correct answer. All questions are of **ONE** mark each. There is no **NEGATIVE** marking. Mention the correct option for each question in the blank answer key given herein below. Calculator is not permitted.*

1.	2.	3.	4.	5.	6.	7.	8.	9.	10.
11.	12.	13.	14.	15.	16.	17.	18.	19.	20.
21.	22.	23.	24.	25.	26.	27.	28.	29.	30.
31.	32.	33.	34.	35.	36.	37.	38.	39.	40.
41.	42.	43.	44.	45.	46.	47.	48.	49.	50.

### Section A (Verbal & Soft Skills)

**Direction (Q.1-Q.5): Read the passage carefully and answer the following questions.**

[CO-2][L-2]

Whether in public life or in private life, wisdom is essential. Men have toiled throughout ages for the elixir of life. A little wisdom would have shown them its impossibility and its undesirability even if attainable. They wasted their whole lives to get nothing merely adding little to the accumulated knowledge on the subject, many of them without that satisfaction by dying with their secrets.

We are men in ordinary life hating each other. If they would only pause a little and each examines himself, he would find that he is no better or no worse than the other man he considers his enemy and they could be better off as friends than as enemies. Wisdom consists in shedding the objectionable parts in one's attitude and once this has happened there will be harmony and good will. In other words, wisdom is emancipation from the tyranny of narrow minded egotism, pardonable in a child in its helplessness but reprehensible in adults, and in developing impartiality. Is it possible? Yes, it is, and should be. Substitute understanding for hate and it is done. This is not a passive submission, but a passive non offensive resistance to evil, to achieve maximum effect with minimum effort.

- Q.1 Elixir of life is:
- a) Possible
  - b) Possible and desirable
  - c) Desirable
  - d) Impossible and undesirable
- Q.2 Men toiled throughout the ages and died:
- a) With satisfaction
  - b) After getting everything
  - c) After adding much to the accumulated knowledge.
  - d) After adding little to the accumulated knowledge.
- Q.3 In ordinary life:
- a) We are better than our enemy
  - b) We love our enemy
  - c) We are worse than our enemy
  - d) We are neither better nor worse than our enemy
- Q.4 There will be harmony and good will if:
- a) Everybody becomes a saint
  - b) People live together
  - c) Rich gives alms to the poor
  - d) People shed the objectionable parts in their attitude.

- Q.5 Which of the following is incorrect?
- Narrow mindedness and egotism are pardonable in adults.
  - Wisdom is emancipation from tyranny of narrow mindedness.
  - Wisdom is essential in private and public life
  - We should substitute hate for understanding.

**Direction (Q.6-Q.10): Choose the correct option which can be substituted for the given sentence:** [CO-2][L-2]

- Q.6 One who makes or compiles a dictionary?  
 a) Arteriographer    b) Prosopographer    c) Lexicographer    d) Oscillographer
- Q.7 Belief that God is in everything and that everything is God.  
 a) Pantheism    b) Atheism    c) Scepticism    d) Animism
- Q.8 Living together of a man and woman without being married to each other  
 a) Equipage    b) Marriage    c) Lineage    d) Concubinage
- Q.9 One who totally abstains from alcoholic drinks.  
 a) Teetotaler    b) Tranquil    c) Spite fuller    d) Logroller
- Q.10 The study of origin and history of words.  
 a) Linguistics    b) Verbose    c) Anthology    d) Etymology

**Direction (Q.11-Q.15): In each of the following questions find out the alternative which will replace the question mark.** [CO-2][L-2]

- Q.11 Flow : River :: Stagnant : ?  
 a) Rain    b) Stream    c) Pool    d) Canal
- Q.12 Architect : Building :: Sculptor : ?  
 a) Museum    b) Stone    c) Chisel    d) Statue
- Q.13 Safe : Secure :: Protect : ?  
 a) Lock    b) Sure    c) Guard    d) Conserve
- Q.14 Melt : Liquid :: Freeze : ?  
 a) Solid    b) Condense    c) Ice    d) Force
- Q.15 Physician : Treatment :: Judge : ?  
 a) Punishment    b) Judgment    c) Lawyer    d) Court

**Direction (Q.16-Q.30): In each of the following questions find out the alternative which will replace the question mark.** [CO-4][L-2]

- Q.16 Being aggressive would mean.  
 a) Use fear and bullying tactics    b) Take others opinion in account  
 c) Give fair chance to all    d) All the above
- Q.17 Assertive people would.  
 a) Hurt others to get what they want  
 b) Ignoring other people's feelings  
 c) Not afraid of others to stand up for themselves  
 d) Fine with win or lose situation

- Q.18 Which statement includes tips to be assertive?
- Think of your goals only
  - Learn to say NO
  - Show fear and anger for getting what you want
  - None of these
- Q.19 Self confidence would mean.
- Keeping your priorities over others
  - You are motivated to pursue your goals
  - To be able to speak boldly
  - All of these
- Q.20 Which is the trait of insecure person?
- Close minded
  - Admit your mistakes
  - Laugh at themselves
  - Decisive
- Q.21 To be socially confident you have to:
- Talk to people about others
  - Should be active on social media even at odd hours
  - Connect with others on online platforms
  - All the above
- Q.22 To be confident in relationship.
- Gossip about others
  - Praise yourself and the other person
  - Instead of avoiding face fears
  - None of these
- Q.23 Which of these are the benefit of public speaking?
- To become popular
  - To earn fame
  - For networking
  - For image building
- Q.24 Which one is not the type of public speaking?
- Informative speaking
  - Demonstrative speaking
  - Ceremonial speaking
  - Purposeful speaking
- Q.25 Which of the following option shows ego instead of Self esteem?
- Sign of confidence
  - Based on true accomplishments
  - Imaginary validation
  - None of the above
- Q.26 To develop self- mastery you should.
- Commit to long term practice
  - Be fearful and conscious
  - Set long term goals
  - Don't follow any daily schedule
- Q.27 Work life balance can be something between personal and professional activities.
- Entertainment
  - Prioritization
  - Duty
  - Space
- Q.28 ATM means:
- Any Time Money
  - Auto Truck of Mahindra
  - Automated Teller Machine
  - None of above
- Q.29 KYC means:
- Know your customer
  - Know your character
  - Both of above
  - None of above

- Q.30 Aadhaar is:  
a) 12 digit number card  
b) Identity proof issued by UIDAI  
c) Both (a) & (b)  
d) None of above

### Section B (Quantitative Aptitude)

- Q.31 The average weight of A, B and C is 45 kg. If the average weight of A and B be 40 kg and that of B and C be 43 kg, then the weight (in Kg) of B is: [CO-4][L-2]  
a) 17                      b) 20                      c) 27                      d) 31
- Q.32 The average age of three boys is 15 years. If their ages are in the ratio 3 : 5 : 7, what is the age of the youngest boy in years? [CO-4][L-1]  
a) 8                      b) 9                      c) 7                      d) 6
- Q.33 A team of 8 persons joins in a shooting competition. The best marksman scored 85 points. If he had scored 92 points, the average score of the team would have been 84. The number of points the team scored was. [CO-4][L-2]  
a) 645                      b) 665                      c) 672                      d) 588
- Q.34 The average daily income of 7 men, 11 women and 2 boys is 257.50. If the average daily income of the men is Rs.10 more than that of women and the average daily income of the women is Rs.10 more than the boys, the average daily income of a man is: [CO-4][L-1]  
a) Rs.257                      b) Rs.250                      c) Rs.265                      d) Rs.277
- Q.35 The average weight of A, B and C is 45 kg. If the average weight of A and B be 40 kg and that of B and C be 43 kg, then the weight (in Kg) of B is: [CO-4][L-1]  
a) 17                      b) 20                      c) 26                      d) 31
- Q.36 In a class of 50 students, girls are 22 in number and they scored an average of 35 marks in a class test of full marks 50. What is average marks of the boys if the class average is 42 marks. [CO-4][L-1]  
a) 47.5                      b) 50                      c) 52.5                      d) 55
- Q.37 The first 10 overs of a cricket game, the run was only 7.2. What should be the average run rate in the remaining 40 overs to reach the target of 272 runs? [CO-4][L-3]  
a) 4                      b) 5                      c) 7                      d) 6
- Q.38 The average of 52,71,43,22,a and b is 55 and average of 42,45,49,51,42,c and d is 53. What is the average of a,b,c and d? [CO-4][L-3]  
a) 54.7                      b) 71                      c) 54                      d) 142
- Q.39 The average of 9 consecutive numbers is 20. The smallest of these numbers is: [CO-4][L-2]  
a) 10                      b) 20                      c) 16                      d) 12
- Q.40 What is the average of all the prime numbers between 70 and 90? [CO-4][L-2]  
a) 80                      b) 78.66                      c) 79                      d) 81.6
- Q.41 A : B = 5 : 7 and B : C = 7 : 12 then A : B : C = ? [CO-4][L-2]  
a) 5:12:7                      b) 5:7:12                      c) 7:5:12                      d) None of these

- Q.42 If a sum of Rs.4410 is distributed among A , B and C in ratio 3:7:8 respectively. What is the part of A. [CO-4][L-2]  
 a) 1545                      b) 1740                      c) 745                      d) 735
- Q.43 The average of two numbers is 62. If 2 is added to the smallest number, the ratio between the numbers becomes 1:2. The difference of the numbers is: [CO-4][L-2]  
 a) 62                      b) 40                      c) 84                      d) 44
- Q.44 Four numbers are in the ratio 1:2:3:4. Their sum is 16. The sum of first and fourth is equal to: [CO-4][L-1]  
 a) 5                      b) 8                      c) 10                      d) 80
- Q.45 In a school, the ratio of boys to girls is 4:3 and ratio of girls to teacher is 8 : 1. The ratio of students to teachers is: [CO-4][L-2]  
 a) 56:3                      b) 55:1                      c) 49:3                      d) 56:1
- Q.46 To make proportionate what should be subtracted from 20 , 32 , 40 and 67? [CO-4][L-2]  
 a) 5                      b) 3                      c) 4                      d) 2
- Q.47 Aman has Rs.152 in his pocket comprised of 50, 25 and 10 paisa coins and their ratio is 7:10:16. Find the value all 10 paisa coins? [CO-4][L-2]  
 a) 23                      b) 32                      c) 20                      d) 30
- Q.48 The ratio of expenditure and saving of a person is 5:4. If the total expenditure is 800 more than total saving then his income is: [CO-4][L-3]  
 a) 7000                      b) 7200                      c) 7200                      d) 7590
- Q.49 The third proportional of 12 and 18 is: [CO-4][L-2]  
 a) 3                      b) 6                      c) 27                      d) 144
- Q.50 If  $ab:bc:ca = 1:2:3$  then find  $(a+b):(b+c):(c+a)$  [CO-4][L-2]  
 a) 3:2:6                      b) 5:8:9                      c) 9:8:5                      d) 6:2:3

# End Semester Special Examination, May 2023

OPEN ELECTIVE – COMMAN FOR ALL BRANCHES

## EVENT MANAGEMENT (HM-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 the following:

- a) Creation edge and wow factor.
- b) Opportunity and resource analysis.
- c) Recruitment, selection, and placement.
- d) Break-even analysis.
- e) Failure of some start-up event companies.

[CO-1][L-1] **4×5**

### **PART-A**

Q.2 a) Discuss in detail the categories of events, based on the 'purpose' or 'sector' to which they belong. Illustrate with examples. [CO-2] [L- 2] **10**

b) "The demand and scope of events are driven by several factors." Discuss this statement using examples wherever necessary. [CO-2][L-2] **10**

Q.3 a) Write any three characteristics of events. [CO-2][L-2] **10**

b) Discuss the scope of expansion and careers in the events industry. [CO-2][L-2] **10**

Q.4 a) What screening process is followed in event feasibility, and how does one progress from the idea for the event there- after? Explain. [CO-3] [L-2] **10**

b) What 'interpersonal skills' and 'service orientation skills' are required for an event manager to effectively communicate with clients'? Discuss. [CO-3] [L-2] **10**

### **PART-B**

Q.5 What is meant by portfolio? Explain the steps involved in building an event company's portfolio. [CO-3] [L-2] **20**

Q.6 Give a detailed account of the event opportunity assessment process, with examples.

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

Q.7 a) Describe the benefits of a business plan. [CO-3,2] [L-2] **10**

b) Elaborately discuss the steps in preparing a business plan for an event management company. [CO-3,2] [L-2] **10**

**End Semester Examination, May 2023**  
**OPEN ELECTIVE – COMMAN FOR ALL BRANCHES**  
**HOSPITALITY RETAIL MANAGEMENT (HM-OE-003)**

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 Multiple choice questions:

- a) CRM stands for:
  - i) Customer retail marketing
  - ii) Chief relationship management
  - iii) Customer relationship management
  - iv) None of the above
- b) The knowledge gap is a type of:
  - i) Customer gap
  - ii) Provider gap
  - iii) Marketing gap
  - iv) Both i) and ii)
- c) Not having the right service design and standard is:
  - i) Provider gap 1
  - ii) Provider gap 2
  - iii) Provider gap 3
  - iv) Provider gap 4
- d) Not delivering the service standard is:
  - i) The knowledge gap
  - ii) Service design and standard gap
  - iii) Service Performance gap
  - iv) The communication gap
- e) Not matching performance to promises is:
  - i) The knowledge gap
  - ii) Service design and standard gap
  - iii) Service Performance gap
  - iv) The communication gap
- f) Customer gap is the difference between:
  - i) Expected service and perceived service
  - ii) Expected demand and actual supply
  - iii) Expected cost and actual cost
  - iv) Expected quality and received quality
- g) Hypermarkets are type of:
  - i) Traditional retailing
  - ii) Merchandise retailing
  - iii) Organized retailing
  - iv) All of the above
- h) SWOT stands for:
  - i) Strength, weakness, opportunity, threats
  - ii) Single winding of territory
  - iii) Simple waste of talent
  - iv) Both i) and ii)
- i) Examples of traditional retail formats are:
  - i) Shopping malls
  - ii) Supermarkets
  - iii) Kirana stores
  - iv) Haats and melas
- j) Shopping malls are the example of:
  - i) Traditional retail formats
  - ii) Established retail formats
  - iii) Emerging retail formats
  - iv) Planned retail formats
- k) Who plays the role of buyer for whole seller?
  - i) Final consumers
  - ii) Retailers
  - iii) Manufacturing units
  - iv) None of the above



- l) Departmental stores are the example of:
- i) Traditional retail formats                      ii) Established retail formats
  - iii) Emerging retail formats                      iv) All of the above
- m) Retail merchandise management process includes:
- i) Analysis of merchandise                      ii) Planning of merchandise
  - iii) Acquisition of merchandise                      iv) all of the above
- n) Various types of goods which can be bought and sold for profit are known as:
- i) Merchandise                      ii) Category
  - iii) Promotion                      iv) stock
- o) The primary purpose of Airport Retailing is:
- i) Outing                      ii) Entertainment
  - iii) Shopping                      iv) To have necessities while travelling
- p) The art of presentation which put the merchandise in focus is known as:
- i) Display merchandising                      ii) Air merchandising
  - iii) Visual merchandising                      iv) Classic merchandising
- q) Element of visual merchandising are:
- i) Lighting                      ii) Fixtures
  - ii) Background                      iv) All of the above
- r) An individual or a company who purchases the rights of a trade mark and runs a business is known as:
- i) Franchise                      ii) Franchisee
  - iii) Franchisor                      iv) None of the above
- s) An individual or a company owning rights or license of business and provide that to other people for benefits is known as:
- i) Franchise                      ii) Franchisee
  - iii) Franchisor                      iv) All of the above
- t) Examples of more sustainable sources of competitive advantage are:
- i) Location                      ii) Customer Loyalty
  - iii) Information system                      iv) All of the above
- [CO2][L-1] **1×20**

### **PART-A**

- Q.2 Discuss and analyze the theories of retail development with the help of its life span cycle. [CO3][L-5] **20**
- Q.3 Explain the concept of Airport Retailing and discuss how it different from regular form of retailing? [CO2][L-2] **20**
- Q.4 Retailing has its own formats around the globe. Differentiate Indian retail industry with global retail industry. [CO3][L-4] **20**

### **PART-B**

- Q.5 Retail formats can be classified in my ways. Analyze classification of retail on the basis of ownership. [CO4][L-5] **20**
- Q.6 Customer plays a very important role in retail management. Explain how the concept of visual merchandising can affect customer's buying decisions. [CO2][L-4] **20**
- Q.7 Customer satisfaction is highly required in retail business. Describe all provider gaps which can reduce customer satisfaction. [CO3][L-3] **20**

# End Semester Special Examination, May 2023

MBA — ..... Semester

## BASICS OF TOURISM (MBA-DE-MK-07)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

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

### **PART-A**

- Q.1 Why is the tourism industry important for the growth of Indian economy? Explain with respect to its linkage with other industries. [CO-1][L-4] **20**

### **PART-B**

- Q.2 Explain the concept of adjetival tourism, giving examples. [CO-3][L-2] **20**
- Q.3 Write short notes on (**any two**) of the following:  
a) 3 S tourism.  
b) Heritage tourism.  
c) Eco tourism. [CO-1,3][L-1,2] **10×2**
- Q.4 Discuss the 5 A's model of tourism. In your view, which of the five aspects is most important and why? [CO-2.CO-3] [L-2,L-3,L-4] **20**
- Q.5 'A tourist destination is a bundle of benefits for the consumer' Justify this statement with the help of examples of tourist destination brands. [CO-2.CO-3] [L-3,L-4] **20**
- Q.6 Domestic tourism in India has been increasing in the post COVID times. What are the possible reasons for this? [CO-2] [L-4.L-5] **20**
- Q.7 Can cyber tourism replace regular tourism? Present and discuss your opinion. [CO-3] [L-3.L-4] **20**

**End Semester Examination, May 2023**  
MBA – First Semester  
**BUSINESS COMMUNICATION (MBA-DS-101)**

Time: 3 hrs.  
**100**

Max Marks:

*No. of pages: 2*

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

Q.1 Re-write the following claim letter:

Dear Sir,

I am writing to complain that you haven't paid any attention while sending the goods to us. While we had ordered for 50 Room Heaters, you had sent 50 geysers instead. This is most annoying and a sheer waste of time. What is the reason for this blunder? Are there any problems? Are you understaffed? Is the volume of work becoming unmanageable for you or is it mere carelessness? If such an error occurs again, we shall stop our orders. Look into the matter and do the needful immediately.

Yours sincerely

ABC

Purchase Manager

[CO-2][L-5] **20**

**PART-A**

Q.2 a) Explain how a simple presentation can be made persuasive and influence the audience? [CO-2,5][L-3] **10**

b) Write a paragraph on: "Group Discussions are a good/bad tool to select job candidates". [CO-2,5][L-3] **10**

Q.3 As the purchase manager of an organization you had ordered 100 moulded plastic chairs after examining the samples sent by the wholesaler. When the consignment arrived you found that neither the design nor the quality conformed to the samples that you had approved. Write a claim letter demanding their replacement. [CO-1,3][L-3] **20**

Q.4 Your American friend represents a toy company that's negotiating to buy miniature truck wheels from a manufacturer in Osaka, Japan. In the first meeting, he explains that his company expects to control the design of the wheels as well as the material that is used to make them. The manufacturer's representative looks down and says softly, "perhaps that will be difficult". Your friend persists and shows the prepared contract he had brought with him. However, the manufacturer seems increasingly vague and disinterested. Explain briefly the cultural differences that may be interfering with effective communication in this situation. [CO-4][L-4] **20**

Q.5 Compare and contrast the perceptions of high context and low context cultures regarding power distance, concept of time and communication style. [CO-4][L-4] **20**

Q.6 What is Grapevine? Explain the importance of informal communication in a business organization. [CO-1,2][L-4] **20**

**PART-B**

Q.7 Read the caselet and answer the question given below:

**BETTER SAFE THAN SORRY**

The automobile ancillary to a major truck manufacturer was hard pressed for time. After a three year slump the market was booming, and its order book was

**P. T. O.**

overflowing. Employees had been laid off in the past couple of years, but it was not time to employ more people to man the three shifts that needed to be run round-the-clock. Good times were calling, and the management wanted to cash in on the boom. It was difficult to find trained personnel for all jobs. Casual labour was employed for tasks that required semi-skilled or unskilled personnel. The paint shop needed more people because it was under tremendous pressure to finish jobs that were awaiting painting after all other operations had been completed. It was a normal working day and the shift was about to get over. In the paint shop there was a supervisor and some casual workers who had been employed a couple of days ago. Fully finished and quality certified components were being readied for dispatch. Power supply was erratic and suddenly the paint shop was plunged into darkness. The supervisor slipped out to look for the generator set operator. One of the casual workers went towards the office, found a candle, came back and put the candle on a high drum in the paint shop. Packing began, in earnest, once again. The generator set roared to life and the supervisor started walking towards the paint shop. There was a big explosion which shook the entire factory. A part of the roof of the paint shop was blown off. There was one loud wail and then deafening silence. The casual worker had placed the candle on a drum full of paint thinner. The thinner is highly volatile and can cause the major explosion. The worker near the drum was charred beyond recognition. Two others were more than seventy-five per cent burnt. The police arrived. The owner of the factory was arrested. The inspector of factories arrived and lodged a case of negligence and breach of safety norms against the factory management. The supervisor was also arrested. The workers were made to work in a hazardous place without being trained in safety and other procedures. The safety instructions were displayed on the shop floor in English. The safety norms or other safety precautions were not properly conveyed to the workers.

Question:

Prepare a plan to prevent such a disaster.

[CO-1,2,3][5] **20**

**End Semester Examination, May 2023**  
**MBA – First Semester**  
**MANAGEMENT INFORMATION SYSTEM (MBA-DS-102)**

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 in brief:

- a) What is the difference between copyright and patent?
- b) Inventors of new machines receives \_\_\_\_\_ over their technology while a music composer gets \_\_\_\_\_ over his work.
- c) Enlist the different types of CRM.
- d) \_\_\_\_\_ is an example of Low cost leadership while \_\_\_\_\_ is an example of product differentiation using IT.
- e) Give examples of any two AI technologies.
- f) What is the difference between intranet and extranet?
- g) Briefly tell about the challenges to ERP implementation
- h) What do you understand by Data Mining?
- i) Explain the difference between MIS and DSS.
- j) \_\_\_\_\_ is presence of duplicate data in multiple files while \_\_\_\_\_ is presence of same attribute but having different values in different files.

[CO-1][L-2] **2×10**

**PART-A**

Q.2 Elaborate about the usage of artificial intelligence and cloud computing in today's scenario of technology. [CO-1] [L-3] **20**

Q.3 Consider yourself to be manager in some established hotel chain, what would be the importance of a well-defined CRM system for your company. How does CRM systems help in better Customer Service. Justify with examples. [CO-2] [L-5] **20**

Q.4 As an IT manager of an organization, evaluate the various alternatives available for faster IT system development in your organization. [CO-3] [L-4] **20**

**PART-B**

Q.5 Highlight the major security threats related to usage of Website while doing online business and their potential impact. What measures can be taken to minimize these threats? [CO-4] [L-4] **20**

Q.6 Write short notes on:

- a) Knowledge management systems.
- b) M-commerce.

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

Q.7 **Case study:**

It's as if they're taking behavioural cocaine and just sprinkling it all over your interface and that's the thing that keeps you like coming back and back and back", said former Mozilla and Jawbone employee Aza Raskin.

"Behind every screen on your phone, there are generally like literally a thousand engineers that have worked on this thing to try to make it maximally addicting" he added. In 2006 Mr Raskin, a leading technology engineer himself, designed infinite

scroll, one of the features of many apps that is now seen as highly habit forming. Infinite scroll allows users to endlessly swipe down through content without clicking.

"If you don't give your brain time to catch up with your impulses," Mr Raskin said, "you just keep scrolling." He said the innovation kept users looking at their phones far longer than necessary. Mr Raskin said he had not set out to addict people and now felt guilty about it. But, he said, many designers were driven to create addictive app features by the business models of the big companies that employed them. "In order to get the next round of funding, in order to get your stock price up, the amount of time that people spend on your app has to go up," he said. "So, when you put that much pressure on that one number, you're going to start trying to invent new ways of getting people to stay hooked."

Lost Time - A former Facebook employee made a related point.

"Social media is very similar to a slot machine," said Sandy Parakilas, who tried to stop using the service after he left the company in 2012. "It literally felt like I was quitting cigarettes." During his year and five months at Facebook, he said, others had also recognised this risk. "There was definitely an awareness of the fact that the product was habit-forming and addictive," he said. "You have a business model designed to engage you and get you to basically suck as much time out of your life as possible and then selling that attention to advertisers."

Like's legacy

One of the most alluring aspects of social media for users is "likes", which can come in the form of the thumbs-up sign, hearts, or retweets.

Leah Pearlman, co-inventor of Facebook's Like button, said she had become hooked on Facebook because she had begun basing her sense of self-worth on the number of "likes" she had. When I need validation - I go to check Facebook," she said. "I'm feeling lonely, 'Let me check my phone.' I'm feeling insecure, 'Let me check my phone.'" Ms Pearlman said she had tried to stop using Facebook after leaving the company. "I noticed that I would post something that I used to post and the 'like' count would be way lower than it used to be. "Suddenly, I thought I'm actually also kind of addicted to the feedback."

Vulnerable teens

Studies indicate there are links between overusing social media and depression, loneliness and a host of other mental problems. In Britain, teenagers now spend about an average of 18 hours a week on their phones, much of it using social media. Ms Pearlman believes youngsters who recognize that social media is problematic for them should also consider steering clear of such apps. "The first things I would say is for those teenagers to step into a different way of being because with a few leaders, it can help others follow," she said.

Last year Facebook's founding president, Sean Parker, said publicly that the company set out to consume as much user time as possible. He claimed it was "exploiting a vulnerability in human psychology". The inventors", he said, "understood this consciously and we did it anyway."

But Ms Pearlman said she had not intended the Like button to be addictive. She also believes that social media use has many benefits for lots of people. When confronted with Mr Parker's allegation that the company had effectively sought to hook people from the outset, senior Facebook official said they are still looking into the issue.

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

- a) Analyze the situation as presented above in the case from social and ethical viewpoint. What are some of the arguments for and against the use of social media?
- b) How might the brain be affected by constant digital media usage?

- c) Do you think these arguments outweigh the positives of social media usage? Why or why? [CO4][L4,5] **20**

**End Semester Examination, May 2023**  
**MBA – First Semester**  
**MANAGEMENT INFORMATION SYSTEMS (MBA-DS-102)**

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 use of the following in present day businesses:  
a) AI and Internet of things (IOT).  
b) Cloud computing. [CO-1] [L-2] **10×2**
- Q.2 What is the impact of the Internet on local grocery /kiriyana shops? How are these local owners changing their business models both on customer and supplier side to deal with the Internet? Plan or design a strategy for them explaining what they should be doing to stimulate more Business? [CO-2] [L-6] **20**
- Q.3 As an IT manager of an organization, evaluate the various alternatives available for faster IT system development? [CO-3] [L-4] **20**
- Q.4 As an executive manager of big bazaar, explain the importance of a CRM system for your company. How does a CRM system help in better customer service? Give examples. [CO-2] [L-5] **20**
- Q.5 Explain how should one protect the individual privacy of Internet and what limitations on access would you want in order to preserve your privacy? Evaluate the pros and cons of allowing companies to amass personal data for behavioral targeting. [CO-1] [L-5] **20**
- Q.6 As an IT expert recommend to a business owner, how the following systems would be useful for their organization:  
a) Role of knowledge management systems.  
b) Role of database management systems. [CO-3] [L-5] **10×2**

**PART-B**

Q.7 **Case Study:**

India witnessed 18 million cyber-attacks and 200,000 threats a day in the first quarter of 2022, said Google's VP-Engineering for Privacy, Safety and Security. Speaking at a media briefing during Google's Safer With Google event on August 25, Royal Hansen said, "In a way it has gotten to a level of activity, where it is not a question of if someone will be attacked, but how they will be prepared."

Hansen also said that 30 percent of all transactions in India were digital, highest in the world. However, he feels that there's a flip side to it. Going digital doesn't necessarily mean that people are safe, bad guys take advantage of the same tools, Hansen said. The top executive at Google said this while launching a broad, multi-pronged effort to protect people from online threats through an array of new programs, initiatives, collaborations, and investments in India.



About 70 per cent of organizations in India have been hit by a ransomware attack in the last three years while a whopping 81 per cent of organisations feel that they could be the target of ransomware attacks, a new report showed on Wednesday. Nearly 66 per cent of organisations have seen their supply chain subsidiaries become victims of ransomware attacks in India. Cybersecurity leader Trend Micro revealed in its report that organisations are increasingly at risk of ransomware compromise via their extensive supply chains.

A vast majority of IT and business leaders globally (87 per cent) now view cyber compromise as a bigger threat than an economic downturn, with a fifth admitting that a serious attack in the past nearly sent their business into bankruptcy. A year ago, a sophisticated attack on a provider of IT management software led to the compromise of scores of MSPs and thousands of downstream customers. "We found that 52 per cent of global organizations have had a supply chain organisation hit by ransomware, potentially putting their own systems at risk of compromise", said Sharda Tickoo, Technical Director at Trend Micro, India and SAARC.

The supply chain can also be exploited by attackers to gain leverage over their targets. Among organisations that had experienced a ransomware in the past three years, 67 per cent said their attackers contacted customers and/or partners about the breach to force payment.

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

As a owner of a small business organization having a website, involving digital payments or online transactions make a cyber security plan detailing the various cyber threats that you should anticipate? What would be their impact on the business and what remedial steps can you undertake to ensure security of your business, preventing damage to the company website and continuing operations? [CO-4] [L-5] **20**

# End Semester Examination, May 2023

MBA — First Semester

## MANAGERIAL ECONOMICS (MBA-DS-103)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

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

- Q.1 Briefly elaborate on the factors that will be affecting the demand of the following products in the next several years. Do you think these factors will cause the demand to increase or decrease?
- a) Convenience goods (sold in food shops and super markets).
  - b) Products purchased on the internet.
  - c) Fax machines.
  - d) Films and cameras.
  - e) Videos rented from retail outlets.
  - f) Pay-per-view television programming.
  - g) Airline travel within the India.
  - h) Gasoline.
- [CO-1][L-1] **2½×8**

### **PART-A**

- Q.2 Explain whether is it possible for only one store in a town selling T.V. sets to practice price discrimination? What are the necessary conditions for price discrimination in market? [CO-2][L-2] **20**
- Q.3 "If the prices of salt and cigarettes rise by 10% would be quantities demanded of these commodities in the market be affected similarly". Explain? What would be the shape of the demand curve of the commodity when its price elasticity is:  
a) Zero                      b) Unit                      c) Infinite [CO-3][L-3] **20**
- Q.4 Suppose you are a sales manager of an organization. Explain how the analysis of demand contributes to business decision making, in the light of the responsibilities of a sales manager. [CO-4][L-3] **20**
- Q.5 Write short notes on **(any two)** of the following:  
a) National Income and its concepts.  
b) Explain inflation, its causes and corrective measurements.  
c) Major economic reforms in India.  
d) Demand function and production function. [CO-1][L-1] **10×2**

### **PART-B**

- Q.6 **Case study:**  
Based on the general features and facilities offered, the Ministry of Tourism, Government of India classifies hotels into 7 categories: five -star deluxe, five-star, four-star, three-star, two-star, one-star and heritage hotels. These apart there are hotels in the unorganized sector that have a significant presence across the country and cater primarily to economy tourists. Encouraged by the boom in tourism and increased spending on leisure, there has been an influx of globally renowned groups by way of joint ventures.  
The Premium and Luxury Segment (high-end 5-star deluxe and 5-star hotels) mainly cater to the business and up market foreign leisure travellers and offer a high quality

and wide range of services. These constitute about 30 percent of the hospitality industry in India. The Mid-Market Segment (3 and 4 star hotels) offers most of the essential services of luxury hotels without the high costs, since the tax component of this segment are lower compared with the premium segment. The Budget Segment comprises 1 and 2 star hotels, which provide inexpensive accommodation to the highly price-conscious segment of travellers, Heritage Hotels are architecturally distinctive properties such as palaces and forts, built prior to 1950, that have been converted into hotels.

In the face of stiff competition, hotels in Indian have come up with ingenious ways to attract customers. These hotels distinguish themselves with beds, bathroom, amenities and complementary breakfast; other facilities may include innovations in food and beverage products, spa, fitness center or other lifestyle facilities. The ongoing revolution in cuisine has been accompanied by innovations such as free standing and niche restaurants.

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

- a) Do you think the hotel industry is monopolistically competitive? What all features of the industry are suggestive of the same? **10**
- b) Comment on differentiation offered by hotels in India. **10**

**End Semester Examination, May 2023**  
**MBA – First Semester**  
**BUSINESS ENVIRONMENT AND LEGAL ASPECTS (MBA-DS-104)**

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 impact have economic reforms made on the Indian economy? Analyze from the perspective of a business person and as a consumer. [CO-1][L-4,5] **20**

**PART-A**

- Q.2 Explain different types of partnership in firms. What is dissolution of partnership? [CO-2,3,4][L-2,3] **20**

- Q.3 "International companies are encouraged to undertake business in India because of the ease of doing business here". Discuss in detail. [CO-1,2][L-4] **20**

- Q.4 What are the rights and duties of companies under a contract? [CO-4][L-2,3] **20**

**PART-B**

- Q.5 What is balance of payments? Why has current account deficit been a matter of concern for Indian economy? [CO-1][L-1,2,5] **20**

- Q.6 What parameters are considered for determining the leading sectors in an economy? Discuss with respect to the Indian economy. [CO-1,2][L-3,4] **20**

- Q.7 Explain the structure and functions of the Indian financial system. [CO-1,2,3][L-2,3] **20**

**End Semester Examination, May 2023**  
MBA — First Semester  
**BUSINESS ENVIRONMENT AND LEGAL ASPECTS (MBA-DS-104)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

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

- Q.1 "Which is more important for MNCs, self-interest or interest of host Government's economic interest"? Discuss in detail. [CO-1][L-1,2] **20**

**PART-A**

- Q.2 "Impact of technology on developing and developed economies has always been a subject of discussion" Why? [CO-2][L-2,3] **20**
- Q.3 What do you mean by 'breach of contract'? Explain the various remedies for breach of contract available to the party who suffered loss. [CO-4][L-4,5] **20**
- Q.4 Define "Partnership". Explain different types of partnership and also discuss the position of minor in partnership along with the rights and liabilities of a minor. [CO-3][L,1,4] **20**
- Q.5 Discuss winding up of a company in detail along with different types of companies. [CO-3][L-2,1] **20**

**PART-B**

- Q.6 **Case study:**

Cultural barriers is one of the most talked about in international business problems. It is, however, very interesting to note that cross-border transmission of culture is very rampant. Many politicians, sociologists and others are highly critical of the invasion of the Western culture in the developing countries. The export of American culture is interpreted as means to spread American imperialism. The Coca Cola culture or the corn flakes culture or the pop culture are terms which have come to be very broadly used to include, besides the pop music and associated things, the Western products and styles such as foreign jeans, cola drinks, fast foods, Hollywood movies and the like the youth, particularly, are crazy about. They have fast spread to the developed and developing countries.

The emergence of culture as economic goods that can be traded - crafts, music, films, TV programmes, software, books, tourism etc. — has contributed very substantially to the globalization of culture.

A UNESCO study shows that world trade in goods with cultural content—printed matter, literature, music, visual arts, cinema and photographic, radio and television equipment —has grown tremendously. For the United States the largest single export industry is not aircraft, computers or automobiles—it is entertainment, in films and television programmes. Hollywood films grossed more than \$30 billion worldwide in 1997, and in 1998 a single movie, Titanic, grossed more than \$1.8 billion.

As the Human Development Report 1999 points out, the vehicles for this trade in cultural, goods are the new technologies. Satellite communications technology from the mid-1980s gave rise to a powerful new medium with a global reach and to such global

media networks as CNN. The development of the Internet is also spreading culture around the world, over an expanded telecommunications infrastructure of fiber optics and parabolic antennas.

The Report referred to above points out that the global market for cultural products is becoming concentrated, driving out small and local industries. At the core of the entertainment industry—film, music and television—there is a growing dominance of US products, and many countries are seeing their local industries wither. Although India makes the most films each year, Hollywood reaches every market, getting more than 50 per cent of its revenues from overseas, up from just 30 per cent in 1980. It claimed 70 per cent of the film market in Europe in 1996, up from 56 per cent in 1987— and 83 per cent in Latin America and 50 per cent in Japan. By contrast, foreign films rarely make it big in the United States, taking less than three per cent of the market there.

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

- a) In the light of the above account, evaluate the view that culture is a highly difficult barrier to international business. **5**
- b) What are the implications of the spread of pop culture for business? **5**
- c) What could be the reasons for the adoption, particularly by the youth of the pop culture? **5**
- d) Can pop culture encourage achievement motivation? **5**

**End Semester Examination, May 2023**  
MBA — First Semester  
**ACCOUNTING FOR MANAGERS (MBA-DS-105)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

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

Q.1 Alpine industries had provided the following details:

Details	Amount (₹)
Cost of machine	52,00,000
Expected useful life (years)	5
Consideration expected on disposal	2, 80,000
Estimated cost of removal of the machine for disposal	20,000
Estimated realisable value	60,000

You are required to:

- Determine the rate of depreciation as per SLM.
- Determine the annual depreciation and accumulated depreciation for all the years as per SLM.

[CO-1][L-6] **20**

**PART-A**

Q.2 "Accounting is an information processing system and is concerned with the provision of information on score keeping, as well as for attention direction and problem solving". Elucidates this statement on the basis of information provided by the financial statements.

[CO-2][L-5] **20**

Q.3 From the following balances of Sri Mohan Lal, prepare the income statement and balance sheet relating to the calendar year 2016:

Particular	Amount (₹)
Capital account	80,000
Drawings	15000
Sales	7,60,000
Purchase	6,95,000
Opening stock	80,000
Salaries	12,000
Carriage inwards	400
Carriage outwards	500
Admin expenses	600
Discount (Cr)	900
Buildings	50,000
Furniture	6000
Insurance	200
Sundry debtors	3800
provision for depreciation	1200
Sundry creditors	23,600
Interest received	200
Cash at bank	2400

The closing stock on 31.12.2016 was ₹ 60,000, depreciate fixed asset by ₹ 20%.

[CO-3][L-6] **20**

Q.4 Classify the following into following categories:

- a) Current assets
- b) Fixed tangible assets
- c) Current liabilities
- d) Non-current liabilities
- e) Fixed intangible assets and prepare the balance sheet as per the format given by schedule III of Companies Act, 2013:
  - i) Building
  - ii) Patent rights
  - iii) Office furniture
  - iv) Accrued interest
  - v) Mortgage loan
  - vi) Supplier
  - vii) Bank balance
  - viii) Accrued wages and salaries payable
  - ix) Prepaid advertising
  - x) Trademark

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

Q.5 Explain briefly how activity based costing (ABC) affects cost-volume profit analysis.

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

Q.6 "Setting the price of an organization's product or service is one of the most important decisions a manager faces". Elucidate your comment with relevant explanation of the costing techniques".

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

### **PART-B**

Q.7 Selected information taken from the balance sheet of Neha Corporation for the year ended 2018 is as shown as under:

Liabilities and Equity	Amount (₹)	Assets	Amount (₹)
Share capital	3,50,000	Cash	50,000
Reserves and surplus	60,000	Account receivable	70,000
Long-term liabilities	2,00,000	Inventory	1,40,000
Account payable	40,000	Prepaid expenses	30,000
Creditors	50,000	Plant and equipment	2,80,000
		Buildings	1,30,000
Total	7,00,000	Total	7,00,000

Compute the following:

- a) Current ratio.
- b) Quick ratio.
- c) Working capital.
- d) Debt-equity ratio.
- e) Debt to total capital employed ratio.

[CO-2][L-6] **20**



**End Semester Examination, May 2023**  
**MBA – First Semester**  
**QUANTITATIVE TECHNIQUES (MBA-DS-106)**

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 "A secondary source is not as reliable as primary source". Discuss the above statement with a suitable example. **20**

Q.2 Write difference between a continuous and discrete variable. Explain different types of graphs used to construct frequency distribution. **20**

Q.3 Calculate coefficient of correlation and probable error of  $r$  between the values of  $X$  and  $Y$  given below:

$X :$	78	89	96	69	59	79	68	61
$Y :$	125	137	156	112	107	136	123	108

**20**

Q.4 If the average number of rejections in the manufacturing process of a certain article is 4 percent, what are the probabilities of 0, 1, 2, 3, 4, rejects in a sample of 10 articles? **20**

Q.5 Differentiate between the following pair of concepts:

- a) Statistic and parameter.
- b) Critical region and acceptance region.
- c) Null and alternative hypothesis.
- d) One tailed and two tailed test.
- e) Type I and Type II errors.

**4×5**

**PART-B**

Q.6 In a certain sample of 2000 families, 1400 families are consumers of tea, out of 1800 Hindu families, 1236 families consume tea. Use chi-square test to test whether there is any significant difference between consumption of tea among Hindu and non Hindu families? (the table value of chi square for 1 d.f. at 5 % level of significance is 3.841) **20**

**End Semester Examination, May 2023**  
**MBA — First Semester**  
**ORGANIZATION BEHAVIOUR (MBA-DS-107)**

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 are the basic emotions and moods? What is the difference between emotions and moods? Explain concept of emotional intelligence. [CO-2][L-2] **20**

**PART-A**

- Q.2 What do you understand by motivation? How does it affect behavior? What happens when a person is not able to satisfy his needs? [CO-2][L-4] **20**

- Q.3 Do most members of an organization want to work in teams? Why or why not? In what situations might the advantages of large group size outweigh the disadvantages? [CO-3][L-3] **20**

- Q.4 How are power and politics related? In what ways can the use of power and politics help or harm an organization? [CO-4][L-2,4] **20**

- Q.5 Discuss Lewin's model of change. How will you use group as a medium of change if change is to be affected. [CO-4][L-3] **20**

**PART-B**

- Q.6 **Case study:**

When people think of a stereotypical leader, they often conjure up the image of a dynamic public speaker, a forceful and dominant personality, and someone who can cultivate relationships with a broad number of people. These are all hallmarks of the extroverted personality type, so it's often been the case that extroverts rise to leadership positions more readily than introverts. However, some question whether the social dominance and ability to command attention shown by extraverts might make them less effective leaders in certain ways. In particular, extroverts may be less likely to take advice from followers. One study investigated how quickly groups of college students could fold shirts in 10 minutes. Each group had a leader who was cued to be either extroverted or introverted. The introverted leaders took more advice from their proactive followers, and this led the groups with introverted leaders to be more effective. Thus, even though there are cases where introverts are less successful as leaders, in some conditions they are more effective. Others note that introverted leaders can be better than extroverts at one-on-one interactions, empathy, and deliberate decision making.

Are there business executives who break the extroverted leader mold? One is Google co-founder Larry Page, well known for developing a small number of close relationships and being an excellent listener. Colgate-Palmolive chief Ian Cook might feel uncomfortable in front of large groups of people he doesn't know, but he has learned to partner with more extroverted colleagues for presentations to offset his natural shyness. Wal-Mart Stores CEO Mike Duke is famously low-key and reserved, but he has utilized his natural introvert skills of managing details and engineering solutions to maintain the retail giant's dominant market position. These examples show that although extroverts might get all the attention, introverts can still make effective leaders.

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

- a) Under what conditions do you think extraverts make more effective leaders than introverts? What unique abilities of introverts could make them more effective in some situations? [CO-2][L-4] **10**

- b) The case describes some problems introverts might have in leadership situations. What techniques might they employ to help them overcome these? [CO-3][L-5,6] **10**

# End Semester Examination, May 2023

MBA — First Semester

## MARKETING MANAGEMENT (MBA-DS-108)

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 Dabur took the following steps in the beginning of this century to widen its consumer base. It expanded to cover international markets and within India, it focused on regions like southern India. It repositioned itself as a FMCG ( Fast Moving Consumer Goods) company, offering a wide range of herbal products, thereby moving away from its earlier image of an Ayurvedic Medicine Manufacturer. The company began offering new products and changed packaging. It also introduced new advertisement featuring bollywood stars and sports person. It moved away from the umbrella branding strategy and went in for individual branding. Dabur even redesigned its old logo. Questions:
- a) To boost company sales and profit, identify the elements of marketing mix and explain.
- b) Dabur is in which stage of product life cycle. Discuss. [CO-1,3][L-4] **2×10**

### **PART-A**

- Q.2 Discuss the advantages and disadvantages of using demographics as a basis of segmentation. Can demographics and psychographics be used together to segment the market? Illustrate your answer with a specific example. [CO-4][L-2,3] **20**
- Q.3 As a marketing manager, propose and formulate STP strategy for gym supplements. Discuss the base for your strategy. [CO-2][L-5] **20**
- Q.4 What are the different stages of the product life cycle (PLC)? How does the PLC influence the marketing mix decisions? Illustrate with suitable examples. [CO-3][L-3] **20**

### **PART-B**

- Q.5 What are the objectives of sales promotion? As a sales manager, you have been assigned the task planning the sales promotion program of pet accessories. Discuss the steps that you would follow for effective planning and management of the said program. [CO-1][L-4] **20**
- Q.6 Write short notes on the following:
- a) B2B marketing.
- b) Digital marketing. [CO-2][L-3] **10×2**
- Q.7 Prepare a marketing plan for a new business of scented candles to be launched during the festive season. Make the required assumption and also state them clearly. [CO-4][L-6] **20**

# End Semester Examination, May 2023

MBA – First Semester

## MARKETING MANAGEMENT (MBA-DS-108)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

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

### Q.1 **Multiple choice questions:**

- a) \_\_\_\_\_ and \_\_\_\_\_ are the criteria for market segmentation.
  - i) Accessibility, responsiveness
  - ii) Accessibility, user status
  - iii) Accessibility, loyal status
  - iv) Accessibility, attitude
- b) The stage is the product life cycle that focuses on expanding the market and creating product awareness and trial is the \_\_\_\_\_.
  - i) decline stage
  - ii) introduction stage
  - iii) growth stage
  - iv) maturity stage
- c) Which of the following is not a criteria for segmenting consumer markets?
  - i) Geographic
  - ii) Turnover
  - iii) Behavioral
  - iv) Psychographic
- d) Marketing research is the process of:
  - i) Scientific investigation
  - ii) Systematic collection of meaningful data
  - iii) All of the above
  - iv) None of the above
- e) \_\_\_\_\_ is screening new-product ideas in order to spot good ideas and drop poor ones as soon as possible.
  - i) Idea generation
  - ii) Concept development and testing
  - iii) Idea screening
  - iv) Brainstorming
- f) The program to increase the sales through exhibition, displays, advertising etc. is called:
  - i) Sales promotion
  - ii) Branding
  - iii) Market research
  - iv) Distribution
- g) Which of the following is a customer-oriented approach to pricing?
  - i) Mark-up pricing
  - ii) Break-even pricing
  - iii) Sealed bid pricing
  - iv) Value-based pricing

### **Answer the following:**

- h) Explain the concept of positioning with a real life example.
- i) How does public relations act as an effective promotional tool?
- j) Differentiate between 'penetration pricing' and 'skimming pricing'. [CO-1][L-3] **2×10**

### **PART-A**

- Q.2 How do you explain consumer behavior as a concept? Elaborate the different types of purchase behaviour in the purchase of a product, giving suitable examples. [CO-3] [L-3] **20**
- Q.3 What are the different stages of the product life cycle (PLC)? How does the PLC influence the marketing mix decisions? Illustrate with taking into consideration a product. [CO-2] [L-4] **20**
- Q.4 Price setting is a crucial decision to be taken while devising the marketing strategy, explain the various factors affecting pricing decisions and strategies. [CO-3] [L-3] **20**

- Q.5 Write short notes on **(any four)**:
- a) Promotion mix and its elements.
  - b) Digital marketing and its role.
  - c) Market segmentation.
  - d) Retail management.
  - f) Developing new market offering.

[CO-4] [L-3] **5×4**

**PART-B**

Q.6 **Case study:**

Read the case study and answer the questions given at the end of the case:

For many years McDonald's enjoyed worldwide success build on a few well-known highly standard conditions. The company with the golden arches served a simple menu hamburgers, French fries, and milk-shakes or soft drinks. The food was priced low, its quality was consistent, and it was served speedily from establishments that all looked alike and were extremely clean. In recent years, however, McDonalds has seen its growth rate slow down and its dominant market position slip. Why? The changes that have been occurring in the company's external environment. Let's start with the population scene. For many years McDonald's main customer group was young couples with several kids. Today, people are marrying at a much later age and families have fewer children. So McDonald's traditional customer bases are eroding. Then there are the cultural changes. Also consumers have become more health conscious. Let's face It --- burgers, fries and shakes (foundation of McDonald's success" are not exactly at the top of the dietician's menu recommendations today. Consumers want convenience. In the past, they hopped in the car and drove to McDonald's. Today they can pop something into the microwave oven or phone Domino's to have a pizza delivered. Another challenge came as consumers became more concerned about their physical environment. McDonald's polystyrene hamburger packaging was attacked by people who demand the use of recycled and/or biodegradable products. Paralleling all these challenges were the growing number and effectiveness of competitors.

- a) List out and discuss, the major environmental changes being faced by McDonald's.  
[CO-3] [L-5] **10**
- b) What should be the course of action to regain its dominant market position and to tackle competition?  
[CO-3] [L-5] **10**

**End Semester Examination, May 2023**  
MBA – Second Semester  
**PROFESSIONAL COMPETENCY (MBA-DS-201)**

Time: 3 hrs.  
**100**

Max Marks:

*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 Read the following caselet and answer the question given at the end:

**Stressing out Employees is your Job**

Some of the most admired business leaders argue that the only way to get the most out of people is to stretch them, this view seemed to be backed by business anecdotes and research evidence. "If you do know how to get there, it is not a stretch target", former GE CEO Jack Welch has said. "We have found that by reaching for what appears to be impossible, we often actually do the impossible, and even when we don't quite make it, we inevitably end up doing much better than we would have done." As for research evidence, the goal setting theory is perhaps the best supported theory of motivation. The implication is that to be the most effective manager you need to push, push and push more. But does this pose an ethical dilemma for managers? What if you learned that pushing employees to the brink came at the expense of their health or family life. While it seems true that managers get the performance they expect, it also seems likely that some people push themselves too hard. When Nandita, who travels more than 100 days a year, had to miss her son winning an art competition, the only person she could share her news was with the Indigo ticket agent. "It hit me how sad it was that I was sharing this moment with an airline agent rather than my son", she said. On the other hand, you may argue that employees should be responsible for their own welfare, and that it would be paternalistic, and encourage mediocrity, to "care for" employees. On the other hand, if your stretch goals mean that your best employees are those who give it all for the organization- even putting aside their own personal or family interests-is that what you wish to be as a manager?

- a) How do you think you would respond to stretch goals? Would they increase your performance, or would they stress you and Why? [CO-2,4,5] [L5] **10**
- b) What should a manager do if a valued employee complains of too much stress? [CO-2,4,5] [L5] **10**

**PART-A**

- Q.2 Prepare your resume that you would like to submit to your company of choice. [CO-2][L-2,3] **20**
- Q.3 Work out your short term and medium term career goals and prepare an action plan to achieve the same? [CO-3][L-6] **20**
- Q.4 'Credibility' is the most critical virtue for an employee which enables its personal branding. Suggest few ways of building credibility. [CO-2][L-5] **20**

**PART-B**

- Q.5 Mention in detail your strengths and weaknesses to your potential employer.[CO4][L4] **20**
- Q.6 Describe leadership traits which according to you is a must for a CEO of a business. [CO-4][L-3,5] **20**
- Q.7 Soft skills plays a major role in shaping an individual's personality. Comment.



**End Semester Examination, May 2023**  
MBA – Second Semester  
**ENTREPRENEURSHIP AND NEW VENTURE DEVELOPMENT**  
**(MBA-DS-202)**

Time: 3 hrs.  
**100**

Max Marks:

*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 Case Study: Amit Jain Success Story - CEO and Co-founder of CarDekho**

Amit Jain, CarDekho's CEO did his schooling at **Saint Xavier's School, Jaipur**. He completed his graduation from **IIT Delhi** in 1999. In the year 1999–2000, Amit worked as a Software Engineer at Consultancy Services. After that, he worked as a Senior Associate, Delivery Manager, and Product Manager at **Trilogy** for about 6 years and 11 months. In 2007, Amit co-founded GirnarSoft, the IT firm, along with his brother Anurag Jain, with the dream of starting a business from their hometown Jaipur. Later, in 2008, Amit and Anurag both co-founded CarDekho.com, the flagship portal of GirnarSoft.

Amit and his brother started with a small garage at their home. They dreamed of establishing an IT outsourcing firm, and soon a team of 20 people started working for them. The first year of the company proved to be profitable, and eventually, they could buy a place for an office. But in 2009, the company went bankrupt when the stock market crashed. At that time, the company had about 70–80 employees, and they didn't even have money to pay their salaries. Amit didn't know how he would manage the office expenses, salaries, etc. Without losing hope, he learned that it is very important to use corporate money with sanctity.

With a pre-established company, both the brothers started thinking of an online venture CarDekho. However, they were still in a dilemma of paying employees of their team. Still, they made CarDekho live in just two weeks. The idea of launching CarDekho came when they attended the Auto-Expo in Delhi. After doing the necessary calculations, they got to know that they can recover their loss through this online venture. The turning point came when they took CarDekho as an official flagship project.

His aim was to build an online platform that would drive traffic from Google and appear at the top. Amit and his brother dreamed of establishing a million-dollar company through an IT-based firm. His efforts paid off with fruitful results. Their online venture, CarDekho, eventually gained huge gross profits.

Millions of people visited the website and returned to learn about the reviews and features of various cars. Amit understood that this was going to work, and the brothers invested more employees and time in the CarDekho online venture. Buying a car is, for sure, an important decision for a middle-class family, they need to have proper guidance. CarDekho proves to be the best online platform that the common man needs.



Car Dekho still depends heavily on SEO, as 52% of its visitors come via search. That is a total of 32.2 M Users per month. The goal is simple — SEO strategies should directly help in generating business.

### **How Car Dekho make money?**

CarDekho started out as an online information portal for cars. Today, it has become an e-commerce store of new and used cars. Primarily users come to CarDekho to perform general searches on cars, compare car models of different manufacturers, get proper on-road pricing, and many technical details.

But, CarDekho's main business comes from its e-commerce marketplace of used cars. Users can sell their cars, get a certificate and in turn buyers can buy used cars on the platform. There is a neat search and filter feature for the same.

### **Revenue Model & Expenses**

Now, the question is how does CarDekho make money with this current model? Well, there are a few different ways they do that:

#### **1) Commission from car dealers**

Whenever a user searches for a car model on CarDekho's website, they can directly book the same model from the nearest dealer. The dealer then gives a commission to CarDekho for the purchase.

#### **2) Advertisements**

CarDekho is an incredibly niche and high-intent website. People arriving on the website usually are looking to make a purchase. So, car companies, mechanics and other related professions run their ads on CarDekho's pages for a certain placement fee.

#### **3) Sale of used cars to dealers**

Now, the above 2 are obvious businesses, but CarDekho's majority of revenue comes from its business of used cars. Basically, they buy used cars from users and sell them directly to dealers. In FY22, this sale made them Rs 799 crores in revenue, which is 50% of their total revenue that year.<sup>[2]</sup>

#### **4) Insurance and loan segment**

Since they have a high purchase intent user base, CarDekho also sells insurance and offers financial solutions like car loans through their subsidiary website InsuranceDekho and Rupyy. Altogether, they are dealing with dealers, manufacturers and users directly. From the above 4 revenue sources it's apparent that the key to CarDekho's success is its high and strong user base. And, what drives this user base is obviously SEO. So, let's explore that further!

### **How does CarDekho perform SEO-wise?**

CarDekho's SEO numbers are spectacular!

1. They get monthly traffic of 32.2M users.
2. They rank for over 1.1M keywords. Out of these 99% are branded keywords.
3. They have over 1.1M backlinks and a DR of 72.
4. Over ~52% of their total visitors come to CarDekho's website through search.

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

- a) What traits does Amit Jain have, and how he could able to turn around the losses of the Car Dekho venture? If you would have been in place of Amit Jain, could you able chalk down different strategies if so how would have you handled the circumstances? [CO-2][L-4] **10**
- b) What were the key ingredients of the success story of Car Dekho, explain their business model? [CO-3] [L-5] **10**

### **PART-A**

- Q.2 Write short notes on the following:
- a) Process of entrepreneurship.
  - b) Need and reasons for the growth of entrepreneurship.
  - c) Buzz Marketing.
  - d) Sales Promotion tools.
  - e) Modes of various funding.
- [CO-1][L-1] **4×5**
- Q.3 Write down any five business ideas you have, which idea among them, can be a business opportunity? Evaluate this business opportunity on RAMP and Mullin's seven-domain network.
- [CO-2][L-5] **20**
- Q.4 To get funding for your business, what are the essentials you would like to incorporate into your business plan? Which steps you would follow for writing business Plan and what type of data is required to make it more effective?
- [CO3][L4] **20**

### **PART-B**

- Q.5 Business often fails as most startups do not know how to sell and create a brand. Comment your views on the statement, how would you market your startup venture? How would you position your product/services? How would you create your brand and which promotion tool you would adopt?
- [CO-4][L-6] **20**
- Q.6 Describe a story of any Women Entrepreneur you know. What sort of challenges are faced by any women entrepreneur? What strategies do you propose for the development of women entrepreneurs in India?
- [CO-3][L-6] **20**
- Q.7 How any startup can safeguard its businesses? What are the various intellectual property rights available? Which IPR do you recommend the most; justify your answer with reasoning?
- [CO-1][L-2] **20**

**End Semester Examination, May 2023**  
**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; **Q.1** and **Q.7 (PART-B)** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

**Q.1 Choose the correction option:**

- a) HR management on procurement, development and cooperation targets.
  - i) To accomplish social objectives
  - ii) To obtain organizational objectives
  - iii) Both i) and ii)
  - iv) Neither i) nor ii)
- b) \_\_\_\_\_ can be derived from job analysis.
  - i) Job Specification
  - ii) Job Description
  - iii) Job requirement
  - iv) Both i) and ii)
- c) Which of the following takes a full interest in the process of strategic planning?
  - i) Training and development
  - ii) Quality control
  - iii) Human resource
  - iv) production
- d) The staffing policy in which all key management positions are filled by home country nationals is termed:
  - i) Polycentric
  - ii) Ethnocentric
  - iii) Geocentric
  - iv) Multicentric
- e) What does job evaluation seek?
  - i) Evaluating the importance of different jobs within the organization.
  - ii) Evaluating employee's performance of their respective job profiles.
  - iii) Determining the relative worth of various jobs within the organization in monetary terms.
  - iv) Establishing the hierarchy of different job profiles in the organization.

**Answer the following in brief:**

- f) How is Strategic HRM different from HRM?
- g) What do you understand by KSA and how is it relevant to Human Resource Planning?
- h) What do you understand by Cultural Intelligence?
- i) Give examples of two HR Metrics along with its importance.
- j) What are the main objectives of conducting HR Planning? [CO-1][L-3] **2×10**

**PART-A**

- Q.2 Managerial and operational functions of human resource management are the key to organizational success. Elaborate the scope of HRM in context to the same along with its overall contribution to the organization. [CO-1][L-3] **20**
- Q.3 You are a part of an HR consulting firm that is expected to provide the organization with a comprehensive HR assessment and planning to meet its future requirements in the most cost-effective and timely manner. How would you ensure effective workforce management? [CO-2] [L-4] **20**
- Q.4 Performance management has a wider scope than Performance Appraisal, how do you justify this statement? according to you, why should be the traditional methods of performance appraisal be replaced with modern methods, give examples of the same by mentioning the methods of performance appraisal. [CO-2] [L-5] **20**

- Q.5 In the current scenario where we are moving towards enriched Global Workforce, emphasis on managing cross- cultural teams have increased, highlight a few techniques of the same and also the role of cultural intelligence in this scenario.  
[CO-4][L-4] **20**
- Q.6 Talent Management is the key to successful organizations in the current scenario. How do you think can the usage of HR analytics contribute to boost effective talent management? Give your viewpoint with examples.  
[CO-3][L-3] **20**

### **PART-B**

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

Jim Delaney, president of Apex Door, has a problem. No matter how often he tells his employees how to do their jobs, they invariably decide to do it their way, as he puts it, and arguments ensue between Jim, the employee, and the employee's supervisor. One example is the door-design department, where the designers are expected to work with the architects to design doors that meet the specification' While it's not rocket science, as Jim puts it, the designers invariably make mistakes such as designing in too much steel, a problem that can cost Apex tens of thousands of wasted dollars, once you consider the number of doors in, say, a 30-story office tower.

The order processing department is another example. Jim has a very specific and detailed way he wants the order written up, but most of the order clerks don't understand how to use the multipage order form. They simply improvise when it comes to a detailed question such as whether to classify the customer as industrial or commercial.

The current training process is as follows. None of the jobs has a training manual per se, although several have somewhat out-of-date job descriptions. The training for new people is all on the job. Usually, the person leaving the company trains the new person during the 1- or 2-week overlap period, but if there's no overlap, the new person is trained as well as possible by other employees who have filled in occasionally on the job in the past. The training is the same throughout the company for machinists, secretaries, assemblers, engineers, and accounting clerks, for example.

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

- a) What do you think of Apex's training process? Does it help improving the performance of employees?  
[CO2][L5] **10**
- b) Explain in detail what you would do to improve the training process at Apex.  
[CO2][L5] **10**

# End Semester Examination, May 2023

MBA – First Semester

## OPERATIONS MANAGEMENT (MBA-DS-204)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1** and **Q.6 (PART-B)** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

Q.1 Write short notes on following:

- a) Looping.
- b) Dangling.
- c) Dependency relationships.
- d) Queueing theory.
- e) Reneged.

[CO-1] [L-2] **4×5**

### **PART-A**

Q.2 A project consists of eight activities with following relevant information:

Activity	Immediate Predecessor	Estimated Duration		
		Optimistic	Most Likely	Pessimistic
A	-	1	1	7
B	-	1	4	7
C	-	2	2	8
D	A	1	1	1
E	B	2	5	14
F	C	2	5	8
G	D, E	3	6	15
H	F, G	1	2	3

- a) Draw the network diagram.
- b) Find out the expected project completion time.

[CO-4] [L-3] **10×2**

Q.3 What is operational research? Write advantages and disadvantages of OR. Also state the applications of OR.

[CO-1] [L-5] **20**

Q.4 How inventory control techniques work in real world? List out its importance.

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

Q.5 Explain (**any two**):

- a) Steps of north-west corner method.
- b) Forward pass calculation.
- c) Backward pass calculation.

[CO-2] [L-6] **10×2**

### **PART-B**

Q.6 **Case study:**

A department head has four subordinates, and four tasks have to be performed. Subordinates differ in efficiency and tasks differ in their intrinsic difficulty time each man would take to perform each task to perform each task is given in the effectiveness matrix how the tasks should be allocated to each person so as to minimize the total man-hours?

	I	II	III	IV
A	8	26	17	11
B	13	28	04	26
C	38	19	18	15
D	19	26	24	10

[CO-1] [L-6] **20**

**End Semester Examination, May 2023**  
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 What is marketing research? Explain its scope, importance and limitations. Describe the various steps involved in the research process with the help of an example.  
[CO1][L3] **20**
- Q.2 An Indian FMCG company is considering the option of introducing flavoured Soya milk in tetra packs in the urban and rural markets. They want to conduct research before launching the flavours. Develop the research design for the study.  
[CO3][L5] **20**
- Q.3 Write detailed notes (**any two**):  
a) Literature review.  
b) Sample design.  
[CO2][L2] **10×2**
- Q.4 The management of a leading department store has approached you with a problem of decrease in footfalls in its store. As a consultant you are required to develop a "marketing research proposal" clearly giving the stages in the research process for this case.  
[CO-3,4][L-4,5] **20**
- Q.5 Faced with increased absenteeism and low productivity, your HR manager proposes that  
a) Job satisfaction study across levels is required in the company.  
b) How would you formulate a research problem to resolve the problem?  
c) What would be the variables understudy?  
d) Outline the 3-4 research objectives for the study.  
[CO1,2][L6] **20**
- Q.6 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.  
[CO3][L3,4] **20**

**PART-B**

Q.7 **Case study:**

A research was undertake to ascertain the attitude of the Delhi shopper towards the mall shopping experience. For the study, the researcher identified the following research objectives:

- a) To understand the typical Delhites' shopping behaviour.
- b) To understand the parameters that influence his/her selection of a mall.
- c) To understand the respondents' pattern in a mall.
- iv) To understand the consumer awareness about specific malls in Delhi/NCR.

Read the case study carefully given above answer the following question:

Design a mailing questionnaire for this purpose.

[CO4][L6] **20**

**End Semester Examination, May 2023**  
**MBA – Second Semester**  
**INTERNATIONAL BUSINESS (MBA-DS-206)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1** and **Q.7 (PART-B)** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

Q.1 Briefly explain the following with a valid reason:

- a) Bill of entry made by only importer.
- b) Documentary credit as safest method.
- c) Technology search for tough competition.
- d) Bill of lading.

[CO-1, 2, 3, 4] [L3, 4,] **5×4**

**PART-A**

Q.2 What is the significance of MNCs? Narrate examples of some Indian origin MNCs companies and their entry strategies to other global markets. What strategies Patanjali should adopt to make its global presence? [CO-1][L-2] **20**

Q.3 Indian market is attracting expatriates of all hues to the country. What are the changes over the past that have become points of attraction for foreign nationals to work in India? Illustrate by relevant examples. [CO-2] [L-4] **20**

Q.4 How does culture plays a role in any MNCs global operations? Do you think that business practices in an Islamic country are likely to differ from business practices in the United States? If so how? [CO-3][L-4] **20**

Q.5 "Global integration and local responsiveness are always been a debatable issue for companies across the world" enumerate step-by-step explaining strategies related to the concept. [CO-2][L-3] **20**

Q.6 "According to Heckscher-Ohlin theory, a country which is relatively abundant in labor will have comparative advantage in labor intensive goods". Do you agree? Give suitable illustrations in support of your answer. [CO-3][L-4] **20**

**PART-B**

Q.7 An Indian company manufacturing cotton fabric is presently operating in the domestic market only. The company now wants to enter foreign markets. What could be the possible benefits for the company? What are the different modes of entry available to the company without any investments in the foreign markets? How can the company go about segmenting the international market? [CO-2, 3] [L-3] **20**

**End Semester Examination, May 2023**  
MBA – Second Semester  
**FINANCIAL MANAGEMENT (MBA-DS-207)**

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 Discuss different financial instruments used by a business enterprise to mobilize their financial resources indicating their costs, control, and risk. Illustrate it by a company. [CO2][L6] **20**

**PART-A**

- Q.2 Given below is the financial position of Omega Ltd.

1000 shares Rs 10 each	Rs.	10,000
Reserves		50,000
12% Debentures		100,000
Creditors		<u>40,000</u>
TOTAL		<u>200,000</u>

Sales for the year 200,000

Less Expenses: Materials Labour, & Utilities bills 150,000

Interest on Debentures 12,000

Company pays Tax @ 30 %

The Board of Directors have recommended dividend of 20%

You are required to

a) Estimate the profit available for distribution of dividend.

b) Work out the amount of dividend.

c) Indicate the factors which influence dividend. [CO1][L4] **20**

- Q.3 Wealth maximisation is better objective than profit maximisation" Explain and Illustrate. [CO3][L5] **20**

- Q.4 Bigjose Ltd. Plans to make an investment of Rs. 20,000 crore in a new project and expects the annual inflows for ten years as under:  
(Present value factor for Re. 1 discounted at 10 percent for various years is also indicated).

Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8
Rs.6,000	Rs.6,000	Rs.6,000	Rs.6,000	Rs.6,000	Rs.6,000	Rs.6,000	Rs.6,000
0.909	0.826	0.751	0.683	0.621	0.564	From a	0.467course

Management of Bigjose knowing that you are pursuing MBA Course from a prestigious Institute in North India, seeks your advice regarding the viability of the project in terms of a). payback period, b). NPV, and c). Benefit cost ratio. [CO4][L4] **20**



## **PART-B**

Q.5 What is cost of capital? Explain its importance for a growing organization? Cost of debt is relatively lower than equity for a profitable organization, Discuss. [CO1][L6] **20**

Q.6 Given below is the financial information of two companies from the same industry:

	Company A	Company B
Current Ratio (CA/CL)	2:1	1:1
Debt: Equity Ratio	0.6 : 1	0.4 :1
Profit Margin Ratio Profit/Sales %	4 %	20 %
Turnover of Capital Employed (Sales/CE) Times	8 Times	1 Times
No. of Days Debtors	60 days	20 days
No of Days Inventory Stock	130 days	30 days

Comment on the financial performance of two companies from the given financial information in terms of liquidity, solvency, profitability and activity. [CO2][L6] **20**

Q.7 Bharat Company, a leading engineering company has the following financial information:

Plant & Machinery	Rs. 70 crore
Building	Rs. 80 crore
Inventories	Rs. 40 crore
S. Debtors	Rs. 30 crore
Land & advances	Rs. 10 crore
Cash & Bank	Rs. 10 crore
S. Creditors & payables	Rs. 10 crore
Annual sales	Rs. 600 crore

From the above financial information, you are required to estimate working capital and indicate its significance. [CO3][L4] **20**

# End Semester Examination, May 2023

MBA – Second Semester

## STRATEGIC MANAGEMENT (MBA-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 On the basis of the below mentioned case, please answer the following question.

Do a detailed analysis of the Indian automobile Industry with respect to issues and reasons for the current situation. Mention what can be the possible solutions and way forward for the automobile manufacturers with respect to increasing sales, profitability, acquiring new customers and increasing automobile penetration rate.

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

### **CASE**

Traditionally for an emerging economy like India, the automotive Industry has always been a major driver of growth, employment and has had a significant impact on GDP. The Industry which has been performing extremely well since the past many years has been facing gradual slowdown since 2018 onwards. Most segments have been affected be it 2 wheelers, 3 wheelers, PV, tractors, commercial vehicles etc. Multiple factors have been discussed by experts as the possible reasons for the slowdown and the crisis.

According to the data from The Federation of Automobile Dealers Association (FADA) During the 42 days festive period in 2019, retail sales of vehicles across categories fell 30% year on year compared to earlier levels. Also currently India has an automobile (Passenger Vehicle) penetration rate of 30 per 1000 population compared to developed countries averaging 650-700 and USA having a rate of nearly 860 per 1000.

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

### **PART-A**

Q.2 Structure eats strategy for breakfast. Comment.

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

Q.3 Explain the role that 'Scanning and Monitoring' the environment play in helping strategic teams to understand potential changes in their competitive environment.

[CO-3][L-6] **20**

Q.4 Which generic strategic was followed by Uniqlo (Retail clothing company) and Apple Mobile while entering the Indian market? Elaborate.

[CO-2] [L-5] **20**

### **PART-B**

Q.5 Take a brand/company/Industry of your choice and explain its strategic shift in the context of Covid challenge in remaining competitive and engaging with its customers to ensure business continuity.

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

Q.6 While doing Portfolio analysis a business unit of an MNC was found to be in the 'cash cow' category. What does this signify and what strategic options are available before the management? Which brands fall in this category?

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

Q.7 What is the need for companies to diversify? Give a real life example of a diversified business enterprise and mention its main business verticals along with their relative market position.

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

**End Semester Examination, May 2023**  
MBA – Second Semester  
**COMMUNICATION DEVELOPMENT PROGRAMME-II (MBA-DS-209)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 3

**Please read the instructions carefully**

*Note: **ALL** questions are **compulsory**. The Question paper is divided in **two sections**. The **SECTION-A** comprises of 25 **compulsory** Multiple Choice Questions (MCQs) of two marks each. Write the correct option in the answer sheet/booklet provided to you. There is No negative marking. Attempt **FIVE** questions of 10 marks each in the **SECTION-B**.*

**SECTION-A**

**Multiple choice questions:**

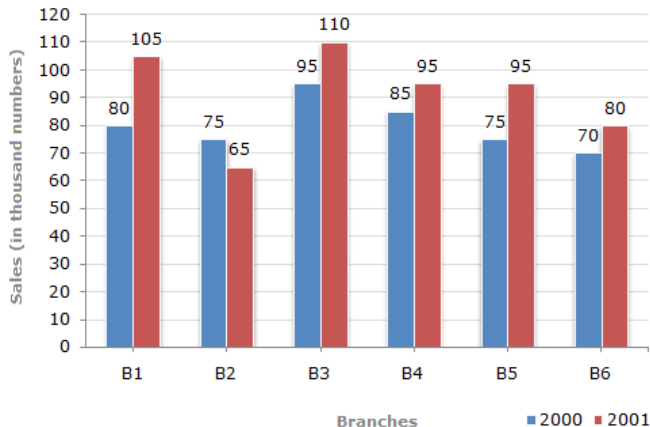
**2×25=50**

- Q.1 The mean of 19 observations is 4. If one more observation of 24 is added to the data, the new mean will be: [CO-1] [L-1]  
a) 4                      b) 5                      c) 6                      d) 7
- Q.2 A class has 20 boys and 30 girls. The average age of boys is 11 years and that of girls is 12 years. What is the average age of the whole class? [CO-1] [L-1]  
a) 11.6 years              b) 12 years              c) 10 years              d) 11.2 years
- Q.3 Find average of all prime numbers between 60 and 90. [CO-2] [L-1]  
a) 72                      b) 74.7                      c) 74                      d) 73.6
- Q.4 18 boys can do a piece of work in 24 days. In how many days can 27 boys do the same work? [CO-2] [L-1]  
a) 16                      b) 32                      c) 23                      d) 48
- Q.5 If 10 persons can do a job in 20 days, then 20 persons with twice the efficiency can do the same job in : [CO-1] [L-1]  
a) 5 days                      b) 10 days                      c) 20 days                      d) 40 days
- Q.6 A can finish a work in 18 days and B can do the same work in half the time taken by A. then, working together, what part of the same work they can finish in a day? [CO-1] [L-1]  
a) Total work              b) One-fourth work              c) Half work              d) Two-third work
- Q.7 In what ratio must a grocer mix two varieties of pulses costing Rs. 15 and Rs. 20 per kg respectively so as to get a mixture worth Rs. 16.50 per kg? [CO-2] [L-1]  
a) 3: 7                      b) 5: 7                      c) 7: 3                      d) 7: 5
- Q.8 In what ratio must water be mixed with milk costing Rs. 12 per litre to obtain a mixture worth of Rs. 8 per litre? [CO-2] [L-1]  
a) 1: 2                      b) 2: 1                      c) 2: 3                      d) 3: 2
- Q.9 In a throw of a coin, the probability of getting a head is? [CO-1] [L-1]  
a) 1                      b)  $\frac{1}{2}$                       c)  $\frac{1}{4}$                       d) 2
- Q.10 An unbiased die is tossed. Find the probability of getting a multiple of 3. [CO-3] [L-1]

- a)  $\frac{1}{4}$                       b)  $\frac{1}{3}$                       c)  $\frac{1}{2}$                       d) 1
- Q.11 In a box, there are 8 red, 7 blue, and 6 green balls. One ball is picked up randomly. What is the probability that it is neither red nor green? [CO-1] [L-1]
- a)  $\frac{2}{3}$                       b)  $\frac{3}{4}$                       c)  $\frac{7}{19}$                       d)  $\frac{8}{21}$

**INSTRUCTION's FOR Q.12-Q.15: The bar graph given below shows the sales of books (in thousand numbers) from six branches of a publishing company during two consecutive years 2000 and 2001.**

Sales of Books (in thousand numbers) from Six Branches – B1, B2, B3, B4, B5 and B6 of a publishing Company in 2000 and 2001.



- Q.12 What is the ratio of the total sales of branch B2 for both years to the total sales of branch B4 for both years? [CO-1] [L-1]
- a) 2:3                      b) 3:5                      c) 4:5                      d) 7:9
- Q.13 Total sales of branch B6 for both the years is what percent of the total sales of branches B3 for both the years? [CO-1] [L-1]
- a) 68.54%                      b) 71.11%                      c) 73.17%                      d) 75.55%
- Q.14 What percent of the average sales of branches B1, B2 and B3 in 2001 is the average sales of branches B1, B3 and B6 in 2000? [CO-1] [L-1]
- a) 75%                      b) 77.5%                      c) 82.5%                      d) 87.5%
- Q.15 What is the average sales of all the branches (in thousand numbers) for the year 2000? [CO-1] [L-1]
- a) 73                      b) 80                      c) 83                      d) 88
- Q.16 Two dice are thrown simultaneously. What is the probability of getting two numbers whose product is even? [CO-2] [L-1]
- a)  $\frac{1}{2}$                       b)  $\frac{3}{4}$                       c)  $\frac{3}{8}$                       d)  $\frac{5}{16}$
- Q.17 **Statements:** All the harmoniums are instruments.  
All the instruments are flutes.  
**Conclusions:** 1. All the flutes are instruments.  
2. All the harmoniums are flutes [CO-2] [L-1]
- a) Only (1) conclusion follows                      b) Only (2) conclusion follows  
c) Either (1) or (2) follows                      d) Neither (1) nor (2) follows
- Q.18 **Statements:** Some actors are singers.  
All the singers are dancers.  
**Conclusions:** 1. Some actors are dancers.  
2. No singer is actor. [CO-2] [L-1]
- a) Only (1) conclusion follows                      b) Only (2) conclusion follows

c) Either (1) or (2) follows

d) Neither (1) nor (2) follows

Q.19 Find the ODD one out: [CO-2] [L-1]

a) Acute

b) Parallel

c) Right

d) Obtuse

Q.20 Find the ODD one out: [CO-2] [L-1]

a) Stamp : letter

b) Ticket : Train

c) Ink : Pen

d) Car : Engine

Q.21 Pointing out to a lady, Rajan said. "She is the daughter of the woman who is the mother of the husband of my mother." Who is the lady to Rajan? [CO-2] [L-1]

a) Aunt

b) Granddaughter

c) Daughter

d) Sister

Q.22 Pointing towards a boy, Veena said, "He is the son of only son of my grandfather." How is that boy related to Veena? [CO-2] [L-1]

a) Aunt

b) Uncle

c) Mother

d) Data inadequate

Q.23 Two unbiased coins are tossed. What is the probability of getting at most one head? [CO-2] [L-1]

a)  $2/3$

b)  $1/2$

c)  $3/4$

d)  $4/3$

Q.24 Ramu moves 3 km towards the North and turns to right upto 4 km. What is the distance from his starting point? [CO-2] [L-1]

a) 10 cm

b) 8 km

c) 5 km

d) 14 km

Q.25 Rahul walks 2km Northward and takes a left turn walks 5km and then turns right, walks 3km and again turning right, walks 5km. In which direction is he now from the starting point? [CO-2] [L-1]

a) East

b) North

c) West

d) South

### **SECTION-B**

#### ***Long type questions:***

**10×5=50**

Q.26 India currently has the largest and the youngest working population in the world? How does it help in economic growth? Comment. [CO-2] [L-2] **10**

Q.27 Should Chat GPT be permitted in higher educational institutions? Comment. [CO-3] [L-3] **10**

Q.28 Describe one leading sports personality of your choice. [CO-2][L-1] **10**

Q.29 Name the dream company/Industry/startup you would like to work for. Give valid reasons. [CO-1] [L-2] **10**

Q.30 You are the CEO of a leading general entertainment hindi television channel. What are you expected to do in role & responsibilities? [CO-3] [L-4] **10**

# End Semester Examination, May, 2023

MBA — Third Semester

## EMPLOYABILITY SKILLS (MBA-DS-302)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

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

Q.1 Fill in the blanks:

- a) You are the best candidate for the offered job profile or business that you are involved in because \_\_\_\_\_.
- b) Difficult goals, when accepted, result in higher performance because \_\_\_\_\_.
- c) Which is more important for you: high salary or desired designation? This interview question can be answered as \_\_\_\_\_.
- d) Group Discussions are a good/bad tool for selecting job candidates because \_\_\_\_\_.
- e) Critical thinking hinders/promotes creativity because \_\_\_\_\_.
- f) Fixed Pie in terms of negotiations means \_\_\_\_\_.
- g) Substantive conflict in teams means \_\_\_\_\_.
- h) A simple presentation can be made persuasive by \_\_\_\_\_.
- i) Grooming tips for interview may include \_\_\_\_\_.
- j) What would you do if a colleague took credit for your idea/work and got a promotion? [CO-1,2,3,4][L-3] **2×10**

### **PART-A**

Q.2 What are the different styles of conflict management? Explain giving suitable examples. [CO-2][L-3] **20**

- Q.3 a) Explain with an example how the six-hat method can help in decision making. [CO-3,4][L-3] **10**
- b) Explain what you understand by intensity, direction and persistence in terms of motivation? [CO-3,4][L-3] **10**

Q.4 You are a young and energetic employee of a Hyderabad based online retail platform "Select My Cloth" making a concerted effort to keep the handloom sector and the art of weaving alive. Investing trust in your capabilities, your boss appoints you as the team lead and assigns the task of selecting 5 team members to prepare a survival business plan up and implements it using a virtual platform. Discuss the steps you would take to ensure maximum productivity and to make your group members a high performing team. [CO-3,4][L-3] **20**

Q.5 Prepare your resume with all the mandatory sections that you would submit for placement purposes. [CO-1][L-6] **20**

Q.6 What is the difference between distributive bargaining and integrative bargaining in negotiation settings? Explain with an example which is better and why? [CO-2][L-5] **20**

### **PART-B**

Q.7 Read the Caselet and answer the question given below:

Amit Khanna, the advertising manager for XYZ Advertising and Associates, has two assistants. One is Shelley, an account executive who gets clients for the company. The second assistant is Reena, a copywriter. She does the actual writing and designing of the ads for the clients. Shelley and Reena usually have a close working relationship because they work as a team on all clients' accounts. Shelley gets the clients and

discusses their needs with them. After this she informs Reena about the conversation and the clients' needs so that Reena can design the right ad. Once Reena completes the ad, Shelley presents it to the client. If the ad is a success, it is usually Shelley who gets the praise because she is the one who interfaces with the client. In the past, Reena was not bothered by the recognition Shelley got because she always knew she was the one who designed the ad. But the last ad that Reena designed brought in Rs 10 lakh contract to the firm. Khanna immediately gave a raise to Shelley for bringing the client but did not give Reena any recognition or credit. Naturally, this caused friction between Shelley and Reena and their relationship began to deteriorate. Four days after Shelley got the raise, their conflict reached a crescendo. Shelley borrowed Reena's stapler (a trivial occurrence) and forgot to return it. Reena created a scene and refused to talk to Shelley for the next few days. The problem was brought to Khanna's attention as his department's productivity was declining. For the ads to be developed, the assistants had to work as a team. Khanna summoned the employees to his office, delivered a long lecture and insisted that the two should begin working on the next ad. He expected them to finish the ad by noon the following day. Shelley and Reena walked out of Khanna's office without resolving the problem. They did get the work done the next day but their close relationship was now history.

Question:

What steps do you think Khanna should have taken to develop a win-win situation?

[CO-1,2,3,4][L-5] **20**

**End Semester Examination, May 2023**  
**MBA – Third Semester**  
**BUSINESS STRATEGY AND ANALYTICS (MBA-DS-BA-302)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 3

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

**PART-A**

- Q.1 "According to data consultancy New Vantage, 99% of U.S.-based companies have invested in data analytics. The message here is bell-clear: data analytics is the lifeblood of successful businesses". Discuss the above given statement in context of on application of different types of analytics in organisations. Support your answer with examples.  
[CO1][L5] **20**
- Q.2 Analyze the use of KPI's in an organisation. What are the different types of KPI's used in an organization and what are the characteristics of Good KPI's? Assume that they have just launched an pre-nursery school in Gurgaon. What are the KPI's that you would monitor for performance of your business?  
[CO-3] [L2] **20**
- Q.3 Evaluate how a balance scorecard approach is appropriate for measuring performance? Assume that you have just launched an online business of manufacturing beauty products and selling those through a website with a small team. Develop a detailed Balance-scorecard for the new company to track its performance.  
[CO-2] [L6] **20**
- Q.4 What are the different types of dashboards and how are they different for different levels of management in a company? What key issues should be to be kept in mind while designing a Dashboard? Pictorially draw a Dashboard for a Sales Manager of a company.  
[CO-3] [L-6] **20**
- Q.5 Write short notes on:  
a) Components of business analytics.  
b) Use of analytics in marketing.  
[CO1] [L2] **10×2**
- Q.6 Assume that you are working with Tata Auto mobiles. Explain the various levels at which strategy operates in an organization like Tata. Explain the types of strategies that are used by Tata Automobiles to stay competitive in market. Explain with examples.  
[CO-4] [L-4] **20**

**PART-B**

- Q.7 **Case study:**

Valero energy is a top-fifty fortune 500 company headquartered in San Antonio, Texas, with annual revenues of \$70 billion. Valero owns 16 refineries in the United States, Canada, and Aruba that produce gasoline, distillates, jet fuel, asphalt, petrochemicals, and other refined products. The company also owns 10 ethanol plants



located in the Midwest with a combined ethanol production capacity of about 1.1 billion gallons per year. In 2008, Valero's chief operating officer (COO) called for the development of a Refining Dashboard that would display real-time data related to plant and equipment reliability, inventory management, safety, and energy consumption. Using a series of monitors on the walls of the headquarters operations center room, with a huge central monitor screen showing a live display of the company's Refining Dashboard, the COO and other plant managers can review the performance of the firm's 16 major refineries in the United States and Canada.

The COO and his team review the performance of each refinery in terms of how each plant is performing compared to the production plan of the firm. For any deviation from plan, up or down, the plant manager is expected to provide the group an explanation, and a description of corrective actions. The headquarters group can drill down from executive level to refinery level and individual system-operator level displays of performance. Valero's Refining Dashboard is available on the Web to plant managers in remote locations. The data are refreshed every five minutes. The dashboard taps directly into the firm's SAP Manufacturing Integration and Intelligence application where each plant's history of production and current production data is stored. Valero's management estimates that the dashboards are saving \$230 million per year at the 16 refineries where they are in use. Valero's Refining Dashboard has been so successful that the firm is developing separate dashboards that show detailed statistics on power consumption for each unit of the firm, and each plant. Using the shared data, managers will be able to share best practices with one another, and make changes in equipment to reduce energy consumption while maintaining production targets. The dashboard system has the unintended consequence of helping managers learn more about how their company actually operates, and how to improve it.

But how much do Valero's executive dashboards really make a difference? One of the dangers of real time management is not measuring the right things. Dashboards that display information unrelated to the firm's strategic goals might be largely irrelevant, although pretty to look at. Valero's goals and measures of performance were inspired by Solomon benchmark performance studies used in the oil and gas industry. How helpful were they? Valero's stock price fell from a high of \$80 in June 2008, to about \$20 in November 2010. As it turns out, Valero's profits are not strongly related to small changes in its refining efficiency. Instead, its profitability is largely determined by the spread between the price of refined products and the price of crude oil, referred to as the "refined product margin".

The global economic slowdown beginning in 2008 and extending through 2010 weakened demand for refined petroleum products, which put pressure on refined product margins throughout 2009 and 2010. This reduced demand, combined with increased inventory levels, caused a significant decline in diesel and jet fuel profit margins. The price of crude and aggregate petroleum demand are largely beyond the control of Valero management. The cost of refining crude varies within a very narrow range over time, and there are no technological breakthroughs expected in refining technology. Although Valero's dashboard focuses on one of the things management can control within a narrow range (namely refining costs), the dashboard does not display a number of strategic factors beyond its control, which nevertheless powerfully

impact company performance. Bottom line: a powerful dashboard system does not turn an unprofitable operation into a profitable one.

Another limitation of real-time management is that it is most appropriate for process industries such as oil refining where the process is relatively unchanging, well known and understood, and central to the revenues of a firm. Dashboard systems say nothing about innovation in products, marketing, sales, or any other area of the firm where innovation is important. Apple Corporation did not invent the Apple iPhone using a performance dashboard, although it might have such a dashboard today to monitor iPhone manufacturing and sales. Managers have to be sensitive to, and reflect upon, all the factors that shape the success of their business even if they are not reflected in the firm's dashboards.

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

What issues had to be addressed when developing Valero's dashboard? What measures of performance do the dashboards display? Give examples of several management decisions that would benefit from the information provided by Valero's dashboards. What key issues should be kept in mind while designing a Dashboard?

[CO4] [L3] **20**

# End Semester Examination, May 2023

MBA — Third Semester

## MARKETING ANALYTICS (MBA-DS-BA-304)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 4

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

Q.1 Answer the following multiple choice question:

- a) Which statement is true for price bundling?
- i) It can decrease profits because it promotes the purchase of more than one item.
  - ii) It can increase profits because it promotes the purchase of more than one item.
  - iii) It can increase loss because it promotes the purchase of more than one item
  - iv) None of the above. [CO-2][L-2]
- b) \_\_\_\_\_ is when products are only sold together.
- i) Pure bundling.
  - ii) Mixed bundling.
  - iii) Price bundling.
  - iv) None of the above. [CO-2][L-3]
- c) When a company strives to appeal to multiple well defined market segments with strategy tailored to each segment it is applying:
- i) Undifferentiated marketing.
  - ii) Differentiated marketing.
  - iii) Concentrated marketing.
  - iv) The majority fallacy. [CO-1][L-2]
- d) Which of the following is not a criterion for successful market segmentation?
- i) There must be difference among consumers.
  - ii) Each segment must be located within a geographical area.
  - iii) There must be consumer similarities within each segment identified.
  - iv) A segment must be large enough to cover costs. [CO-1][L-1]
- e) Your marketing department is currently researching the size, density, location, age occupation of your target market. Which environment is being researched?
- i) Demographic.
  - ii) Psychographic.
  - iii) Economic.
  - iv) Geographic. [CO-1][L-1]
- f) Discriminant analysis is used to separate two groups is:
- i) Discriminant function analysis.
  - ii) Canonical varieties analysis.
  - iii) Discriminant function access.
  - iv) Canonical varieties access. [CO-2][L-3]
- g) Discriminant analysis that is used to separate more than 2 groups is:
- i) Discriminant Function analysis.
  - ii) Canonical Varieties analysis.
  - iii) Discriminant function access.
  - iv) Canonical varieties access. [CO-2][L-3]
- h) Homogenous groups in cluster analysis are known as:
- i) Customer archetypes.
  - ii) Personas.
  - iii) Both i) and ii).
  - iv) None of the above. [CO-2][L-2]

- i) It is basically a technique to represent what people think about products or services people or ideas:
  - i) Perceptual mapping.
  - ii) Perception.
  - iii) Stereograph.
  - iv) None of the above. [CO-2][L-2]
- j) Average cart =
  - i) Turnover / number of orders.
  - ii) Number of orders / turnover.
  - iii) Number of orders / profit.
  - iv) Number of orders / loss. [CO-3][L-3] **2×10**

### **PART-A**

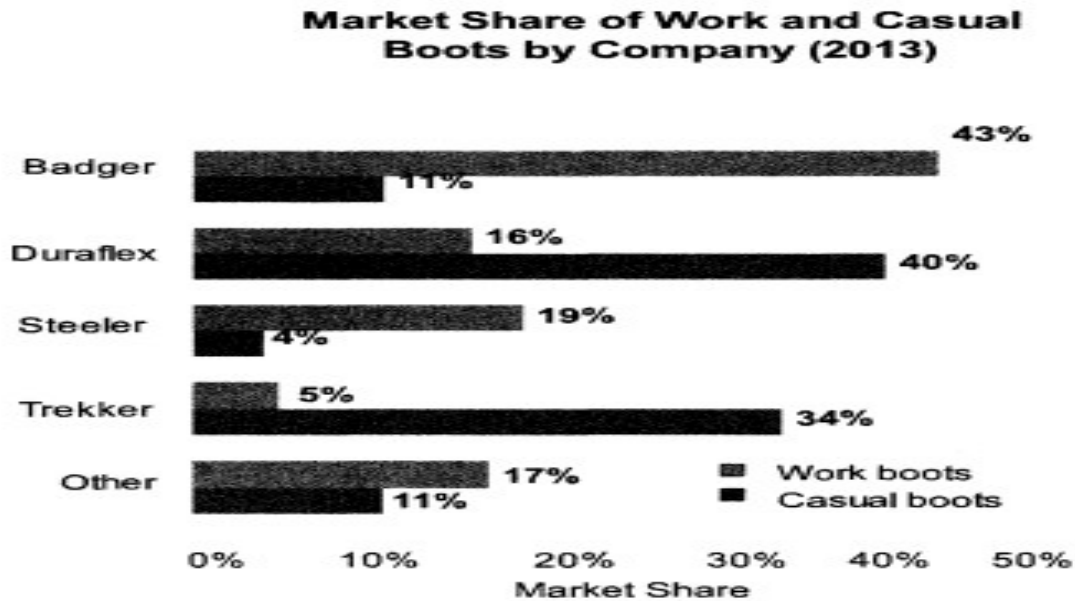
- Q.2 Which techniques are popularly used for sales forecasting? Explain with the help of an example. [CO-3][L-4] **20**
- Q.3 Association rules are used in the following examples:  
 60% of those who buy comprehensive motor insurance also buy health insurance;  
 80% of those who buy books on-line also buy music on-line;  
 50% of those who have high blood pressure and are overweight have high cholesterol.  
 These rules are actionable in that they can be used to target customers for marketing, or for product placing, or more generally to inform decision making.  
 Explain in detail the concept and technique for MBA- Market Basket Analysis using association rules. [CO-4][L-4] **20**
- Q.4 What is R-F-M recency-frequency-monetary value analysis used for in marketing? What are the advantages of RFM over other predictive models? [CO-4][L-5] **20**
- Q.5 What is the role of Google analytics in retaining customers? Mention few essential metrics used to measure churn rate, customer attrition and customer retention. [CO-4][L-4] **20**

### **PART-B**

- Q.6 ***Case study:***

Duraflex is a German footwear company with annual men's footwear sales of approximately 1.0 billion Euro(€). They have always relied on the boot market for the majority of their volume and in this market they compete with three other major competitors. Together, these four brands represent approximately 72 % of the 5.0 billion € German men's boot market. The boots category includes four main sub-categories: Work boots, casual boots, field and hunting boots, and winter boots. Work boots is the largest sub category and is geared to blue collar workers? who purchase these boots primarily for on-the-job purposes. Casual boots is the fastest growing sub-category, and is geared more towards white collar workers and students who purchase these boots for week-end / casual wear and light work purposes. The four key competitors in the market are Badger, Duraflex, Steeler, and Trekker.

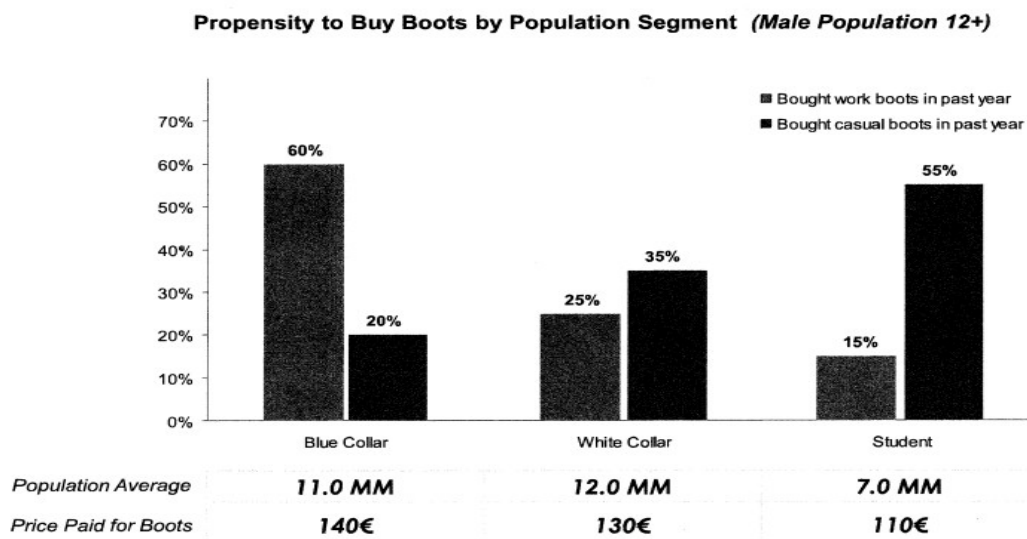
## Competitor profiles



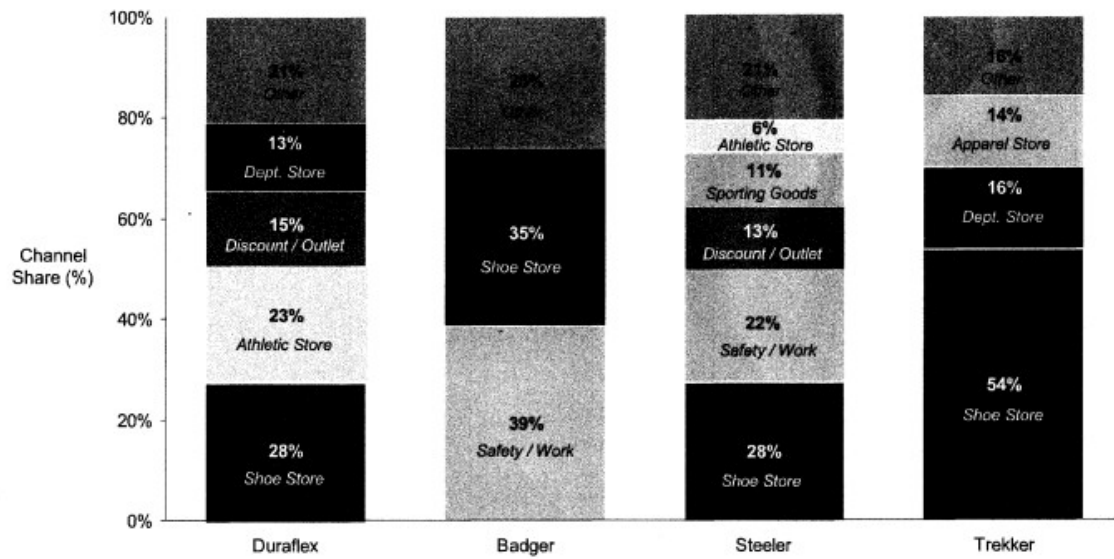
In the fall of 2013, Badger launched a new line of aggressively priced work boots. The strong success of this line has caused Duraflex's management to re-evaluate their position in work boots. With limited additional resources, management must now decide if they should focus their efforts on competing with Badger in the work boot sector, or focus their resources on further strengthening their position with casual boots.

In January of 2014 Duraflex hired a leading consulting firm to conduct research to help management in its decision making. To make an informed recommendation, the consultants realized they needed to collect information that would enable them to size the market and better understand Duraflex's competitive position.

To begin with, the consultants developed a 20 minute quantitative telephone survey that was conducted among 500 randomly dialed consumers across the country's 6 primary regions. In addition, the consultants completed some internal cost and pricing analysis for Duraflex's work and casual boot lines. The market pricing analysis showed Duraflex competing at the premium end of the market for both its casual and work boot lines.



**Channel preference by Brand**



Answer the questions based on information shared in the case study regarding competition:

- What are the variables – dependent and independent to predict sales outcome for Dura flex? Which multivariate technique is most suitable for this analysis? **10**
- Based on the current positioning of Duraflex, how to capture the leadership position in market. Which Segmentation targeting and positioning technique is suitable in this case? **10**

**End Semester Examination, May 2023**  
**MBA — Third Semester**  
**BIG DATA ANALYTICS (MBA-DS-BA-306)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

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

- Q.1 a) How is big data analytics helpful in increasing business revenue? **10**  
b) What are the benefits of big data? Discuss challenges under big data. How big data analytics can be useful in the development of smart cities? **10**

**PART-A**

- Q.2 a) Highlight the features of Hadoop and explain the functionalities of Hadoop cluster. **10**  
b) Bring out the concepts of HDFS block replication with an example. **10**
- Q.3 a) Illustrate main features and architecture of Hive with neat diagram. **10**  
b) What do you mean by HiveQL data definition language? Explain any three HiveQL DDL command with its syntax and example. **10**
- Q.4 a) What is the significance of Apache Pig in Hadoop context? Describe the main components and working of apache pig with suitable example. **10**  
b) What are the advantages of using apache Spark over Hadoop? Explain in brief four major libraries of Apache Spark. **10**
- Q.5 a) Explain different types of machine learning techniques used in big data analytics. **10**  
b) Differentiate between Spark and SparkML by highlighting their features. **10**
- Q.6 a) Why is HDFS preferred to RDBMS? **10**  
b) Illustrate different phases of map-reduce with word-count problem. **10**

**PART-B**

- Q.7 **Case study:**

Facebook is the world's largest social media platform that we use regularly. Every 60 seconds, 317,000 status updates; 400 new users; 147,000 photos uploaded; and 54,000 links are shared on facebook. How Facebook utilizes big data analytics to generate revenue from this data? **20**

**End Semester Examination, May 2023**  
**MBA – Fourth Semester**  
**ADVANCED ANALYTICS (MBA-DS-BA-402)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 3

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

Q.1 Multiple choice questions:

- a) A concise, descriptive title for a dashboard can make a huge difference
  - i) In memorizing
  - ii) Making an impact
  - iii) Getting attention
  - iv) All of the above
- b) The following is not a composition chart.
  - i) Tree
  - ii) Pie
  - iii) Waterfall
  - iv) Line diagram
- c) Generative AI can be used for
  - i) Music
  - ii) Art
  - iii) Cooking
  - iv) All of the above
- d) AI examples are all except \_\_\_\_\_.
  - i) Siri
  - ii) Alexa
  - iii) Chat Bot
  - iv) Twitter
- e) The full form of GPT is:
  - i) Generative pre-trained transformer
  - ii) Generated processing technique
  - iii) Generative processed timer
  - iv) Generating pre trained tools
- f) Linear regression can use time series data:
  - i) True
  - ii) False
- g) Prediction uses non sequential data:
  - i) True
  - ii) False
- h) Which of the following is NOT true for ChatGPT?
  - i) Needs context
  - ii) Needs a specific prompt
  - iii) is better than Google search engine
  - iv) is an AI driven interface
- i) The following is true for forecasting.
  - i) Forecasting is temporal
  - ii) Forecasting is different from prediction
  - iii) Prediction is non intuitive and factual
- j) Predictive analytics is based on:
  - i) Factual Data
  - ii) Non factual data

[CO1,2][L1,2] **2×10**

**PART-A**

- Q.2 a) What is the difference between Heat Map and Tree Map? [CO-3][L-4] **10**
- b) Why are Gantt Charts used for project management specifically? [CO-3][L-4] **10**

Q.3 The following information is about a chart/graph:

- The bottom end of the whisker is the smallest observation in the data.
- The bottom end of the box is 25<sup>th</sup> percentile.
- The line immediately above the 25<sup>th</sup> percentile is the median.



- The top end of the box is 75<sup>th</sup> Percentile.
  - The top end of the whisker is the largest observation in the data.
- a) The above information is representing which chart / graph? **5**
- b) Can this chart/ graph be used to represent central tendency for team performance. **[CO-4] [L-4] 15**

- Q.4 a) Calculate cumulative frequency for the below customer complaints. **[CO-4] [L-5] 10**
- b) Develop a Pareto chart with the following data:

Complaints	Numbers / Frequency	Cumulative Frequency
Reason 1	25	
Reason 2	23	
Reason 3	22	
Reason 4	19	
Reason 5	11	
Reason 6	7	
Reason 7	3	

**[CO-4] [L-5] 10**

- Q.5 What is the difference between AI, artificial intelligence and ML machine learning? How are these concepts applied to data analytics in business. **[CO-4] [L-4] 20**

### **PART-B**

- Q.6 **Case study:**

The coming decade will likely see increased automation, robotics, drones, and other more efficient ways to address last-mile issues.

To thrive in the future, the consumer industry will continue accelerating convergence with other industry segments. For example, the continued acceleration of the infotech and biotech revolutions has the potential to create massive market upheaval and opportunity. As the population ages, health care is likely to converge and increasingly become a consumer market, shifting from treatment-related spending toward well-being-focused spending. Discretionary dollars will progressively fund this shift.

By 2033, we expect wellbeing-focused spending will eclipse traditional treatment related expenses, growing from a \$700 million market in 2019 to a \$3.5 trillion market by 2033.5 Additionally, advances in food production methods, consumer tech, battery capacity, and material science will drive the reengineering of old products and the development of new markets, products, and services.

Meanwhile, the next decade will see a seismic shift in the supply chain. Consumer organizations that today depend on physical supply chains may need to introduce and develop a supply chain for digital goods and services. The move from mass to micro implies a potentially broader, more complex assortment flowing through the traditional supply chain. Meanwhile, organizations may need to diversify sourcing to increase agility and resiliency and address mounting geopolitical and disruption risks. Finally, the coming decade will likely see increased automation, robotics, drones, and other more efficient ways to address last-mile issues. Delivering on the complexity that accompanies these innovations more efficiently while continuing to face margin pressure will be a critical success factor.

Together, these new requirements demand a rethinking of how organizations build, operate, and source their supply chain.

The emergence and growth of capability-as-a-service coupled with the advancement of digital technologies (e.g., natural processing language, robotics, AI) will also drive the reconfiguration of an industry that largely owns its capabilities, technology, and

infrastructure today. The industry's fast pivot to cloud computing speaks to the shift. Very few traditional consumer companies are building data centers; instead, they are looking to third-party service providers and ecosystem partners. The choice to leverage a third-party service provider and adopt disruptive enabling digital has democratized capabilities that enable greater agility and reduce barriers to entry. This democratization is apparent in small and midsize consumer companies that can improve their speed to market by abandoning the physical limitations created by traditional do-it-yourself models.

Read the case study carefully given above and answer the following question.

In light of the above case study - Do you agree with the statement – AI is disruptive technology for a less developed country struggling with job losses and unemployment! Discuss in the context of Indian economy. [CO-4] [L-4] **20**

**End Semester Examination, May 2023**  
**MBA – Fourth Semester**  
**DATA VISUALIZATION FOR MANAGERS (MBA-DS-BA-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 Read the case study carefully and answer the questions that follow:

Chat GPT and its implications

Generative AI systems fall under the broad category of machine learning, and here's how one such system—Chat GPT—describes what it can do: Ready to take your creativity to the next level? Look no further than generative AI! This nifty form of machine learning allows computers to generate all sorts of new and exciting content, from music and art to entire virtual worlds. And it's not just for fun—generative AI has plenty of practical uses too, like creating new product designs and optimizing business processes. So why wait? Unleash the power of generative AI and see what amazing creations you can come up with!

What are Chat GPT and DALL-E?

That's why Chat GPT—the GPT stands for generative pre-trained transformer—is receiving so much attention right now. It's a free chat bot that can generate an answer to almost any question it's asked. Developed by Open AI, and released for testing to the general public in November 2022, it's already considered the best AI chat bot ever. And it's popular too: over a million people signed up to use it in just five days. Starry-eyed fans posted examples of the chat bot producing computer code, college level essays, poems, and even halfway-decent jokes. Others, among the wide range of people who earn their living by creating content, from advertising copywriters to tenured professors, are quaking in their boots. While many have reacted to Chat GPT (and AI and machine learning more broadly) with fear, machine learning clearly has the potential for good. In the years since its wide deployment, machine learning has demonstrated impact in a number of industries, accomplishing things like medical imaging analysis and high-resolution weather forecasts. A 2022 McKinsey survey shows that AI adoption has more than doubled over the past five years, and investment in AI is increasing apace. It's clear that generative AI tools like Chat GPT and DALL-E (a tool for AI-generated art) have the potential to change how a range of jobs are performed. The full scope of that impact, though, is still unknown—as are the risks. But there are some questions we can answer—like how generative AI models are built, what kinds of problems they are best suited to solve, and how they fit into the broader category of machine learning.

- a) Is it true that Chat GPT poses innate threat to Google search engine?
- b) Content creators are afraid of losing their jobs – Do you agree with this statement?

[CO ][L-] **10×2**

**PART A**

Q.2 a) Why data visualization is important?

- b) What is info/graphic? [CO- 4][L-4] **10×2**
- Q.3 What are the various types of Analytics and their applications? [CO-4][L- 4] **20**
- Q.4 a) What is the difference between Heat Map and Tree Map? [CO-3][L-4] **10**  
b) Write a short note on 'predictive modeling'. [CO-3][L-4] **10**

**PART-B**

- Q.5 Classify the different kinds and types of data visualizations that can be used for presenting the data. [CO-2][L-2] **20**
- Q.6 What is business intelligence? How is business intelligence different from business analytics? [CO-2][L-4] **20**
- Q.7 Why is data warehousing important for business organizations? Explain its process. [CO-3][L-5] **20**

**End Semester Examination, May 2023**  
**MBA – Fourth Semester**  
**MERGERS, 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 "Corporate restructuring can be defined as any change in the business capacity or portfolio that is carried out by an inorganic route" Discuss this statement in the light of activities that constitute corporate restructuring with relevant examples. [CO-2][L- 2] **20**
- Q.2 SEBI, corporate regulator has formulated regulations so that the process of acquisition and takeovers is carried out in a well-defined and orderly manner following fairness and transparency. Elucidate and illustrate the statement. [CO-3][L-5] **20**
- Q.3 Discuss the accounting aspects of merger in the books of acquiring company, illustrating the aspects relating to treatment of goodwill and reserves. [C4][L-1] **20**
- Q.4 Mergers and amalgamation are forms of corporate restructuring. Explain the reasons and types of mergers. Illustrate your answer. [C 1-][L-2] **20**
- Q.5 External corporate restructuring is growth oriented as compared to internal restructuring growth. Justify and illustrate your answer. [CO1][L-3] **20**
- Q.6 Valuation concepts like going concern, realisable value and market values are relevant for acquisition of companies. Explain, in particular, that for listed companies. [CO1][L-2] **20**

**PART-B**

- Q.7 Air India to merge with Vistara into a "world-class airline"- Case:

Tata Group, the parent company of Air India and the majority shareholder of Vistara, announced its plan to merge the two airlines in a bid to strengthen its position in India and internationally. Aiming to compete with Middle East-based carriers, the bolstered Air India would look to grow further.

Under this merger plan, Air India would absorb Vistara. The latter, which is jointly owned by Tata Group (51% stake) and Singapore Airlines (SIA) (49%), would transfer its fleet and network to India's de facto flag carrier. Going forward, Tata would own a 74.9% stake in Air India, while the Singaporean carrier would have a 25.1% stake in the enlarged airline.

The two companies expect to receive approvals from various Indian authorities, including the Directorate General of Civil Aviation (DGCA), the Ministry of Civil Aviation, and others, by October 31, 2024

The Singapore Changi Airport (SIN)-based airline will invest up to INR50.2 billion (\$615 million) if the merger proceeds to further bolster Air India's future. The final amount, according to the filing, is dependent on various factors, including the progress of the business plans of the enlarged AI, and its access to other funding options.

Issues to be analysed:

- a) What could be the objectives of the merger? **6**
- b) Explain various stakeholders who would be affected by the merger? **7**
- c) What regulatory measures would you suggest to safeguard the interest of the stake holders? [CO3][L-4] **7**

# End Semester Examination, May 2023

MBA – Fourth Semester

## BEHAVIORAL FINANCE (MBA-DS-FN-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 "Personal financial planning is something that everyone should do but very few people actually do". Comment on the statement and critically analyze it in the context of post Covid times. [CO-2][L-6] **20**

### **PART-A**

- Q.2 Explain the process of personal financial planning with the help of real-life examples. [CO-3][L-4] **20**

- Q.3 Ashish bought a flat for Rs. 68 Lakhs, its worth was Rs. 96 Lakhs. He had taken a loan of Rs. 42 lakh for buying the house, the balance Rs. 26 lakh was the down payment. For the remaining, EMI of Rs. 48,000 is agreed. His credit card bill is outstanding for Rs 24,000. He has FDs worth Rs. 16 Lakhs and bank balance of Rs. 4,30,000/- in his account, jointly held with his wife. He has mutual funds worth Rs. 14 Lakhs and owns shares worth Rs. 9.5 Lakhs.

Ritesh, an old colleague of Ashish, had taken a loan Rs. 2.5 lakh from Ashish and that is repaid as Rs. 10,000 per month.

Ashish wife, Geeta is fond of diamond jewelry and owns diamond jewelry worth Rs. 8 Lakhs.

Ashish bought a car for Rs. 14 Lakhs, 5 years ago. He plans to sell it and buy a new one, the resale value of the old car is estimated as around Rs. 4 lakh.

You are required to:

- a) Estimate net worth of Ashish, state assumptions.  
b) Calculate his I.) current ratio and II) debt ratio.

[CO-1][L-5] **20**

- Q.4 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? [CO-2][L-5] **20**

### **PART-B**

- Q.5 "Tax planning is a legal way of reducing tax liability". Explain the statement in the context of different tax deductions/rebates available to an individual and income heads as per income tax in India. [CO-4][L-4] **20**

- Q.6 "Credit Card does not have any charges". Comment on the statement with relevant examples. [CO-4][L-5] **20**

- Q.7 Discuss the principles of insurance with the help of examples. What are the repercussions in case of violation of these principles by the insured? [CO-3][L-5] **20**

**End Semester Examination, May 2023**  
**MBA – Third Semester**  
**BIOMEDICAL WASTE MANAGEMENT (MBA-DS-HC-304)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

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

Q.1 **State whether the following statement are TRUE or FALSE:**

- a) Autoclave are generally used to destroy sharp objects.
- b) Segregation of biomedical waste should be done in at source only.
- c) Biomedical waste is not at all infectious.
- d) Metallic objects are not of biomedical waste.

**Fill in the blanks:**

- e) Soiled linen should be put in \_\_\_\_\_ color dustbins.
- f) Storage area should be constructed at the \_\_\_\_\_ of the hospital.
- g) General Waste should not be mixed with \_\_\_\_\_ waste.
- h) Improper Handling of Biomedical waste can put impact on \_\_\_\_\_ and environment.
- i) Infectious waste should be treated with \_\_\_\_\_ before sending it for final collection.
- j) Ideal time of collecting waste can vary depending upon \_\_\_\_\_ of waste.

[CO-1-2,3][L-1,2] **2×10**

**PART-A**

Q.2 "Segregation of waste as per the color coded bins is highly essential for all healthcare facilities which can only be done if proper training can be given to ground staff members". Keeping this statement in mind discuss the various categories. [CO-1-2][L-3] **20**

Q.3 "It is mandatory to transport the waste generated in the healthcare systems to CBMWT plant within specific period of time, there is a process which each hospital has to follow before transporting the waste to end point". Explain that complete biomedical process in detail. [CO-3][L-3] **20**

Q.4 "Hospital ground staff has various responsibilities towards handling of biomedical waste and its segregation". Discuss in detail the duties of hospital staff and hospital towards handling of waste. [CO-4][L-2] **20**

Q.5 "Central Pollution Board and State Pollution Board has their own set of functions towards managing biomedical waste". Discuss the functions of both in detail. [CO-3][L-2] **20**

**PART-B**

Q.6 **Case study:**

Delhi Government has decided to set up a new Common Biomedical Treatment plant. Keeping in mind the waste generated in tones from various hospitals from different areas of Delhi, various schemes, standards and preventive measures have also been decided by the government in consultation with the hospital authorities. Inspite of applying rules and standards, various awareness camps have been organized to reduce the quantity of waste. Now, imagine yourself a part of the team studying such situation for providing an action plan for the establishment of CBMWT plant which is an important aspect of preventing healthcare systems.

**Question:**

Discuss what all parameters you would be considering and suggest to the panel before implementing the project. Also, suggest what new ideas can be given to improve the functioning of the existing ones. [CO-3,4][L-5] **20**

**End Semester Examination, May 2023**  
MBA - Third Semester  
**QUALITY ASSURANCE FOR HEALTHCARE (MBA-DS-HC-306)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **2**

Note: Attempt **FIVE** questions in all; **Q.1 (PART-A)** and **Q.6 (PART-C)** are **compulsory**. Attempt any **THREE** questions from **PART-B**. Marks are indicated against each question.

**PART-A**

Q.1 **Choose the correct option:**

- a) The cost of quality is the lowest at the level of:
  - i) Prevention
  - ii) Appraisal
  - iii) Internal failure
  - iv) External failure
- b) What does NABL stand for?
  - i) National Accreditation Board for Testing and Calculation Laboratories
  - ii) National Accreditation Board for Testing and Calibrating Laboratories
  - iii) National Accreditation Board for Testing and Calibration Laboratories
  - iv) National Accreditation Board for Laboratories
- c) When did the 5th Edition of NABH came into effect?
  - i) September, 2020
  - ii) March, 2020
  - iii) April, 2020
  - iv) January, 2021
- d) A pharmacy of a 1000 bedded hospital dispenses around 10,00,000 drug prescriptions a month and makes approximately 10,000 errors a month. They made calculations to implement six sigma in Pharmacy. How much would be the no. of errors after the implementation?
  - i) 3.4
  - ii) 6.8
  - iii) 34
  - iv) 68
- e) MLC can be constituted under which of the following circumstances:
  - i) Cardiac Arrest
  - ii) Snake bite
  - iii) Electrocution
  - iv) Only ii) and iii)
  - v) All of the above
- f) During root canal treatment the local anesthetic, the EDTA liquid, sodium hypochlorite and the saline were all in 5 ml syringes on the tray. The dental surgeon injected EDTA instead of the local anesthetic. Which type of event has occurred?
  - i) Adverse drug event
  - ii) Adverse event
  - iii) Sentinel event
  - iv) Near miss
- g) The 5<sup>th</sup> Edition of NABH has how many standards and objective elements.
  - i) 105 Standards & 683 Objective elements
  - ii) 100 Standards & 651 Objective elements
  - iii) 100 Standards & 653 Objective elements
  - iv) 100 Standards & 635 Objective elements
- h) Which quality tool is also named after the scientist Ishikawa?
  - i) Pareto's principle
  - ii) Fish Bone diagram
  - iii) Scatter diagram
  - iv) Control Chart
- i) The Name of the 6th Chapter of NABH was changed from CQI to:
  - i) HIC
  - ii) PRE
  - iii) ROM
  - iv) PSQ



- j) Six Sigma reduces down the no. of errors significantly as compared to a good quality control system. It reduces down the no. of errors to:
- |                       |                        |             |
|-----------------------|------------------------|-------------|
| i) 3.4 in One Million | ii) 6.8 in two million |             |
| iii) 99.9966%         | iv) 99.9999%           | <b>2×10</b> |

**PART-B**

- Q.2 Name in full the ten chapters of NABH. Describe in brief the scoring pattern used as per NABH 5<sup>th</sup> edition. **20**
- Q.3 What is Kaizen? Describe in detail how wastes are eliminated using Kaizen? Explain with the help of an example. **20**
- Q.4 Name and describe various types of incidents in a hospital. Explain each one with the help of an example. **20**
- Q.5 Write short notes on:
- Seven tools for quality improvement.
  - Cost of quality.
  - Types of NABH Accreditations and Certifications.
  - International patient safety goals.
  - 5'S Methodology.
- 4×5**

**PART-C**

- Q.6 Preventing 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 you are faced by various situations which you need to handle after such an event occurs:
- Enumerate various check points/steps to ensure the prevention of patient fall in a hospital setup where the patient is getting treated? **10**
  - Also suggest various ways by which it can be communicated to the patients and their family members. Also mention how patient falls be prevented in patients of vulnerable category? **10**

**End Semester Examination, May 2023**  
MBA – Fourth Semester  
**QUALITY ASSURANCE FOR HEALTHCARE-II (MBA-DS-HC-402)**

Time: 3 hrs.  
**100**

Max Marks:

*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 briefly:
- a) Hospital acquired infections.
  - b) RCA/CAPA.
  - c) Sentinel events.
  - d) Medication safety.
  - e) Triage in emergency.
  - f) Care plan and its essentials.
  - g) Management of critical value alerts in lab.
  - h) Adverse events.
  - i) RACE/PASS.
  - j) Job description and job specification.

[CO-4][L-4] **2×10**

**PART-A**

- Q.2 What is the accreditation and how is it different from regulation? What are the various advantages of accreditation? [CO-2][L-3] **20**
- Q.3 What is NABH? Name the 10 chapters of NABH. [CO-1][L-2] **20**
- Q.4 Based on NABH standards, 5<sup>th</sup> edition, prepare a checklist for the assessment of the HR department of the hospital. [CO-3][L-5] **20**

**PART-B**

- Q.5 What are standards and objective elements? Write the different levels into which these are divided as per NABH 5<sup>th</sup> edition? [CO-3][L-3] **20**
- Q.6 Write down any one standard and all its objective elements from any one chapter AAC/COP. [CO-4][L-6] **20**
- Q.7 Write and explain in detail the international patient safety goals and the individual relevance of all in healthcare. [CO-3][L-4] **20**

**End Semester Examination, May 2023**  
MBA – Fourth Semester  
**HEALTHCARE MARKETING AND MEDICAL TOURISM**  
**(MBA-DS-HC-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 a) Medical tourists are \_\_\_\_\_.  
i) People who combine medical and fun activities in their travel.  
ii) People who travel to different countries for healthcare.  
iii) People who travel to different countries to get cheap and good quality healthcare.  
iv) Doctors who travel abroad to get better jobs.
- b) List four medical tourism destinations of Asia.
- c) Which of the following is not a key macro environment factor?  
i) Economy  
ii) Technology  
iii) Politics  
iv) Climate.
- d) Who are the major stakeholders in medical tourism?
- e) Which of the following is not a customer for an effective Healthcare market?  
i) Patient  
ii) Payor  
iii) Provider  
iv) Physician
- f) What do you understand by "Referral networks and facilitators?"
- g) Discuss the importance of online and offline communication in medical tourism.
- h) What are the features of Indian medical tourism?
- i) A hospital is a vital organization and stands unique and incomparable to any other organization. Which of the following is considered important part of new hospital plan, not only for aesthetics and access, but also to utilize the potential to capture or avoid natural energy?  
i) Provision for disasters  
ii) Functional requirements  
iii) Future expansion  
iv) Environmental impact analysis  
v) Citing and orientation.
- j) Filing, indexing and retrieving records is work carried in:  
i) Therapeutic  
ii) Medical records department  
iii) Administration department  
iv) Maintenance department
- [CO-1][L-3] **2×10**

**PART-A**

- Q.2 Why do you think is India considered to be one of the preferred destinations for medical tourism in the world? Suggest some ways and means to project and promote Indian medical facilities to global level.
- [CO-4] [L-5] **20**

Q.3 How does marketing environment impact the Healthcare Industry? Elaborate the PESTEL analysis of the healthcare industry with examples to support your answer. [CO-1][L-4] **20**

Q.4 "Segmentation, targeting and positioning sets the base for marketing in context to any Healthcare Product and Service Offering". Do you agree with the statement? If yes, how? Also lay down a few marketing strategies that can boost Healthcare organizations. [CO-2][L-3] **20**

**PART-B**

Q.5 Highlight the reasons as to why is creating valued customer relationships important in healthcare and how to do the same through patient flows and processes, ultimately how does all of it impact the patient experience management? [CO-3][L-5] **20**

Q.6 Promotion – Online as well as Offline has become the essence of healthcare services. Explain the various techniques that can help in branding of related services in the specified industry. [CO-2][L-4] **20**

Q.7 What do you understand by healthcare marketing ethics? How can you ensure high ethics are maintained during all the processes and procedures of healthcare? Give examples in support of your answer? [CO-1][L-3] **20**

# End Semester Examination, May 2023

MBA — Third Semester

## PERFORMANCE MANAGEMENT IN ORGANIZATIONS (MBA-DS-HROB-301)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 3

Note: Attempt **FIVE** questions in all; **Q.1** and **Q.6 (PART-B)** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

Q.1 **Choose the correct option:**

- a) Performance management as a process is:
  - i) Holistic
  - ii) Continuous
  - iii) Systematic
  - iv) All of these
- b) Competency Mapping includes mapping the employee with respect to his/her:
  - i) Traits
  - ii) Self-concept
  - iii) Skills and knowledge
  - iv) All the above
- c) Which component of performance management refers to communicating a firm's higher level goals throughout the organization and then translating them into departmental and individual goals?
  - i) role clarification
  - ii) goal alignment
  - iii) performance monitoring
  - iv) direction sharing
- d) Rearrange the steps in appraisal process:
  - i) Objectives of performance appraisal
  - ii) Establish job expectations
  - iii) Design in appraisal programme
  - iv) Performance management
  - v) Appraise performance
  - vi) Performance interview
  - vii) Archive appraisal data
  - viii) Use appraisal data for appropriate purposes:
    - \* DCHGFABE
    - \* HGFEDBCA
    - \* ABCFGHDE
    - \* ABCDEFGH
- e) Which performance appraisal tool is being used when a supervisor places predetermined percentage of rates into various performance categories?
  - i) behaviorally anchored rating scale
  - ii) graphic ranking scale
  - iii) alternation ranking
  - iv) forced distribution
- f) Which of the following, if true, best supports the argument that a graphic rating scale is the most appropriate performance appraisal tool for Suzanne to use?
  - i) The firm wants Suzanne to evaluate her subordinates on an ongoing basis and to keep a log of critical incidents.
  - ii) Employees in Suzanne's department who are categorized in the bottom 10% of the firm's employees will be immediately dismissed.
  - iii) Suzanne wants to ensure that the firm is protected from employee discrimination lawsuits, so she has conducted a job analysis of each position.

iv) Suzanne wants a quantitative rating of each employee based on competencies important to the firm, such as problem-solving skills.

**Answer the following:**

- g) How does accountability and effectiveness matter in context to performance management?
- h) What do you understand by the concept of "Goal Setting"?
- i) Give examples of halo and horn errors while evaluation.
- j) Can performance management be linked with reward system? How?

[CO-1][L-3] **2×10**

**PART-A**

- Q.2 Explain performance management as a concept and how different is it from performance appraisal as a process. [CO-1][L-4] **20**
- Q.3 Highlight the different types of errors committed by a rater which hampers the accuracy and quality of evaluation. [CO-2][L-3] **20**
- Q.4 Why do you think is performance planning and goal setting crucial for an effective performance management system? Elaborate the process of performance planning. [CO-3][L-3] **20**
- Q.5 Critically review and comment on the effectiveness of 360 degree appraisal as a performance appraisal tool used in the organizations. [CO-4][L-4] **20**

**PART-B**

- Q.6 **Case study:**

**A CASE STUDY OF PERFORMANCE APPRAISAL IN A SME: MOVING ON FROM THE TICK-BOX GENERATION JENNIFER WOOD AND VIJAY PEREIRA**

Focus of study: This research studied performance appraisal in a small and medium enterprise (SME) operating in the building and manufacturing sector. The SME consists of a parent company and three subsidiary companies. The research was conducted across all four companies by using questionnaires and interviews. The overall aim of the research was to discover the impact of the SMEs performance appraisal system on employees' work motivation. This research set out to help the SME identify an issues it has with its existing appraisal system, and to help managers understand any post-appraisal consequences affecting employees. The research looked at how managers are using appraisal to motivate their staff. This investigation aimed to help the SME: to move on from the 'tick-box generation' when carrying out employee performance appraisals.

Feedback and performance appraisals "If individuals are to maintain effective performance in an organisation, or more particularly if they are actually to improve their performance, it is essential that they receive adequate and unbiased feedback on how well they are doing". (Jones & Page, 1983: 319).

Theory and research suggests that providing employees with feedback on their performance is a key component to improving the performance of individuals and the organisation (Brown, Hyatt & Benson, 2009). Companies have the opportunity to provide employee feedback on performance and provide objectives through the performance appraisal (PA) process. It is also suggested that PAs are a key HR function. However, research suggests that most organisations, especially SMEs, are dissatisfied with their appraisal system. Moreover, manager's attitudes towards PAs is that it is a formal process and is merely a paper filling tick-box exercise, suggesting that there could be ; negative attitude towards performance appraisals in some companies by managers and employees.

An ineffective process system in which employees and managers disagree about the former's contribution can create conflict and lead to negative consequences, such as theft, vandalism, intentional idleness, absenteeism and intention to resign by employees. Poor appraisal processes tend to avoid differentiation between good and unsatisfactory performance, giving rise to employees being incorrectly ranked in terms of their performance, to avoid disappointment, dissatisfaction, inter employee jealousy, hostility and discomfort felt by some managers in providing negative feedback. A poor appraisal system also restricts opportunities to add value through effective employee development, when most employees are appraised as being inaccurately assessed as being 'excellent' in terms of their performance. At an organisational level, performance management should ensure that employees' performances and skills are aligned with the strategic goals of the company. An effective and comprehensive appraisal process assists in assessing if an organisation has the necessary human resource capacity and competences in house. Such a process also supports the implementation of strategic change and can foster good workplace harmony.

Although there is a body of literature suggesting that feedback improves employee performance (Lorenz et al., Cook & Ozeki, 2006), there is little to suggest that organisations are providing good quality and effective feedback to encourage and support motivation of the workforce. Effective PAs are more likely to enhance the opinions and experiences of employees involved in appraisal processes, and they foster a positive attitude in employees about their role and contribution. Brown et al. (2009) concur by suggesting that a high quality PA leads to greater job satisfaction and an increase in motivation in employees. Similarly, Kuvaas (2011) argues that for feedback to be effective, regular informal feedback by managers to employees is required. However, it is not apparent whether organisations are doing this other than providing feedback in an annual performance review. This research carried out in an SME was based on two key questions:

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

- a) What are the implications for employees' post-performance appraisal?
- b) How do managers use the performance appraisal process to help motivate employees to increase their effectiveness and efficiency? [CO-1][L-5] **10×2**

# End Semester Examination, May 2023

MBA — Third Semester

## COMPENSATION AND BENEFIT MANAGEMENT (MBA-DS-HROB-304)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1** and **Q.6 (PART-B)** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

### Q.1 **Multiple choice questions:**

- a) Compensation can be \_\_\_\_\_ benefits.
  - i) Monetary.
  - ii) Non-monetary.
  - iii) both i) and ii)
  - iv) None of the above
- b) \_\_\_\_\_ are also called "payments by results".
  - i) Allowances
  - ii) Claims
  - iii) Incentives
  - iv) Fringe benefits
- c) Incentives depends upon:
  - i) Productivity
  - ii) Sales
  - iii) Profits
  - iv) All of the above
- d) The following is paid only at the time of employees exit after serving more than five years:
  - i) Perquisites
  - ii) Claims
  - ii) Gratuity
  - iv) Allowances
- e) The following is a perquisites:
  - i) Club membership
  - ii) Provident fund
  - iii) Medical allowance
  - iv) Group insurance
- f) The remuneration system needs to meet the following type(s) of equity:
  - i) Internal
  - ii) External
  - iii) Individual
  - iv) All of the above
- g) Which of the following factor influence(s) employee compensation?
  - i) Labour market
  - ii) Cost of living
  - iii) Labour unions
  - iv) All of the above

### **Answer the following:**

- h) Define the term: "Compensation".
- i) Expand the term: 'ESOP'.
- j) Differentiate between 'salary' and 'wage'.

[CO-1][L-4] **2×10**

### **PART-A**

### Q.2 Write short notes on (**any two**) of the following:

- a) Job evaluation.
- b) Components of compensation.
- c) Types of incentive.

[CO-3][L-4] **10×2**



- Q.3 Describe the role of Fringe benefits to increase the productivity and morale of employees in a company. Also discuss the different types of Fringe benefits. [CO-1][L-2] **20**
- Q.4 What is strategic compensation? Discuss various pay for performance programmes. [CO-2][L-4] **20**
- Q.5 "Fringe benefits are normally used as an informal way rather than an ethical motivation in an organization". Critically evaluate. [CO-3][L-3] **20**

### **PART-B**

Q.6 ***Case study:***

Ursula M. Burns is not your typical CEO. She is unusually low key, avoiding the limelight many of her fellow CEOs—from Apple's former CEO Steve Jobs to GE's Jeffrey Immelt—seem to relish. When asked what first surprised her about being CEO, she mentioned the flood of attention. "The accolades I get for doing absolutely nothing are amazing. What have I done?" she asked. "The real story is not Ursula Burns. I just happen to be the person standing up at this point representing Xerox." We respectfully disagree. Burns is indeed notable as the first African American female CEO of an S&P 100 company. But the real story is the way she is quietly reshaping the culture of the industrial giant. Historically, Xerox was a photocopying company, so successful that its name became a verb. However, in the 1980s and 1990s, as that business model declined, so did Xerox's profits. When Anne Mulcahy took over Xerox in 2001, some said she won the job no one else wanted. She and Burns planned a bold transformation that included job cuts, but also investing in new technologies.

Since Burns took over in 2009, she has pushed forward two major initiatives. One is product focused: getting Xerox into information technology services. In 2011, Xerox rolled out Xerox Cloud, a set of business services that includes mobile printing and business process management.

Burns' other initiative is cultural: she thinks Xerox's culture is getting in its way. Burns wants Xerox's 130,000 employees to embrace risk-taking, initiative, and frankness. "Terminal niceness" is how Burns describes a key tenet of Xerox's old culture; one she thinks is often counterproductive to growth and innovation.

Maybe, says Burns, Xerox needs to function more like a real family. "When we're in the family, you don't have to be as nice as when you're outside of the family," she says. "I want us to stay civil and kind, but we have to be frank—and the reason we can be frank is because we are all in the same family." This delicate balance between civility and frankness requires humility. After all, one of the key ways to lead others to be frank is to be honest about your own limits. Burns does that. "I cannot be viewed as the solution to all problems in this company," she notes. She does not expect perfection in herself, or in others. "People actually believe that before they come to you that they have to have perfection," Burns laments. She would much prefer people be honest, open, and decisive. "Decide," she implores. "Do things." Burns grew up in a gang-infested area of New York City without a father in her life and credits her mother with raising her aspirations and inspiring her humility. Her mother would often bluntly tell Burns to try to be better.

Like every major CEO, Burns is a millionaire. Yet she still shops for groceries. She drives herself to work. She cleans her own house. "Where you are not who you are," her mother often told her. Burns appears to have lived that credo. With quiet determination, she's trying to make Xerox's culture, in some ways, reflect who she is.

Read the case study carefully given above and answer the following question:

Explain the role of organizational culture in providing stability to an organization.

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

# End Semester Examination, May 2023

MBA — Third Semester

## COMPENSATION AND BENEFITS MANAGEMENT (MBA-DS-HROB-304)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

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

Q.1 Answer the following:

- a) \_\_\_\_\_ refers to pay relationships among different jobs/ skills within a single organization.
  - i) Internal alignment.
  - ii) External alignment.
  - iii) Stakeholders agreements.
  - iv) Job evaluation.
- b) \_\_\_\_\_ refers to the degree to which evaluation assess what is suppose to be relative worth of his jobs.
  - i) Reliability.
  - ii) Validity.
- c) Internal and external alignment come together in the \_\_\_\_\_ structure.
  - i) Pay.
  - ii) Pay policy.
- d) \_\_\_\_\_ links benchmark jobs and market rate paid by competitors.
  - i) Market line.
  - ii) Pay line.
  - iii) Pay jobs.
- e) Earnings-at-risk plans does not shift a part of risk of doing business to employees.
  - i) True.
  - ii) False.
- f) ESOPs does not make sense as an incentive as it is long-term oriented.
  - i) True.
  - ii) False.
- g) Team rewards are based on ability to contribute to the group performance but not necessarily relies on to draw best out from others.
  - i) True.
  - ii) False.
- h) Board of directors qualifies as special groups to be compensated in organizations.
  - i) True.
  - ii) False.
- i) Define pay policy line
- j) What are compensation surveys? [CO-1][L-4] **2×10**

### **PART-A**

- Q.2 Describe major decisions involved in job analysis? How it is related to internal alignment? [CO-3][L-4] **20**
- Q.3 What factors shape an organization's external competitiveness? Describe relevant market. What difference does it make when determining people pay? [CO-1][L-2] **20**
- Q.4 Companies heavily focus on cost saving strategies. Identify both monetary and non-monetary ways of cost saving that would be relevant to a compensation and person's job. [CO-2][L-4] **20**
- Q.5 What are the key considerations in the design of employee benefits program? Also reflect on the emerging trends/ developments in the employee benefits. [CO-3][L-3] **20**

## **PART-B**

### **Q.6 Case study:**

How is executive compensation determined by compensation committees? Some researchers suggest that principles from equity theory (making comparisons to referent others) might explain variations in executive pay. To set what is considered a "fair" level of pay for top executives, members of the board find out how much executives with similar levels of experience in similar firms (similar inputs) are being paid and attempt to adjust compensation (outcomes) to be equitable. In other words, top executives in large oil firms are paid similarly to top executives in other large oil firms, top executives in small hospitals are paid similarly to top executives in other small hospitals. In many cases, simply changing the referent others can change the salary range considered acceptable. According to one view of justice theory, this should be perceived as equitable, although executives may encourage boards to consider specific referent others who are especially well-paid. Critics of executive compensation change the debate by focusing on the ratio of executive compensation to that of the company's lowest-paid employees. Researcher Cary Cooper notes, "In business, it is important to reward success and not simply status." Cooper believes all employees should share the company's good fortune in profitable periods. He has recommended that CEO compensation be capped at 20 times the salary of the lowest paid employee. In fact, the average S&P 500 CEO is paid 263 times what the lowest-paid laborer makes. This is eight times more than the ratio from the 1950s, which might serve as another reference point for determining what is considered "fair."

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

- a) How does the executive compensation issue relate to equity theory? Who do you think should be the referent others in these equity judgments? What are the relevant inputs for top executives? [CO-3][L-3] **10**
- b) Do you think the government has a legitimate role in controlling executive compensation? How might we use distributive and procedural justice theories to inform this debate? [CO-3][L-3] **10**

# End Semester Examination, May 2023

MBA — Third Semester

## ORGANIZATION CHANGE AND DEVELOPMENT (MBA-DS-HROB-305)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1** and **Q.6 (PART-B)** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

Q.1 Answer the following in brief:

- Define 'T group'.
- What is an OD intervention?
- Name any two individual interventions.
- Why quality circles are important for organizations.
- What is a action research process?
- Beckhard's confrontation meeting involves \_\_\_\_\_ management.
- "Getting whole system in room" phrase is used for \_\_\_\_\_ intervention.
- Why priority setting step should be done before goal setting?
- Name any two model's of organization change.
- \_\_\_\_\_ interventions includes changes in how the overall work of an organization is divided into units, who reports to whom, methods of control, the arrangement of equipment and people, work flow arrangements and changes in communications and authority.

[CO-1][L-2] **2×10**

### **PART-A**

Q.2 How can leaders plan a culture of change? Discuss any one theory of change with an example. [CO-1][L-2] **20**

Q.3 Discuss the systems approach in managing change in organizations. Explain the categories of interventions used in organization development. [CO-2][L-2] **20**

Q.4 Discuss the skills of consultant in organization development. Explain organization mirroring intervention and its advantages in organization development. [CO-4][L-3] **20**

Q.5 Describe intergroup team-building interventions designed by Blake, Shephard and Mouton. What is importance of last step in the process? Define steps of tech no-structural intervention. [CO-2][L-2] **20**

### **PART-B**

Q.6 **Case study:**

Ursula M. Burns is not your typical CEO. She is unusually low key, avoiding the limelight many of her fellow CEOs—from Apple's former CEO Steve Jobs to GE's Jeffrey Immelt—seem to relish. When asked what first surprised her about being CEO, she mentioned the flood of attention. "The accolades I get for doing absolutely nothing are amazing. What have I done?" she asked. "The real story is not Ursula Burns. I just happen to be the person standing up at this point representing Xerox." We respectfully disagree. Burns is indeed notable as the first African American female CEO of an S&P 100 company. But the real story is the way she is quietly reshaping the culture of the industrial giant. Historically, Xerox was a photocopying company, so successful that its name became a verb. However, in the 1980s and 1990s, as that business model declined, so did Xerox's profits. When Anne Mulcahy took over Xerox in 2001, some said she won the job no one else wanted. She and Burns planned a bold transformation that included job cuts, but also investing in new technologies.

Since Burns took over in 2009, she has pushed forward two major initiatives. One is product focused: getting Xerox into information technology services. In 2011, Xerox rolled out Xerox Cloud, a set of business services that includes mobile printing and business process management.

Burns' other initiative is cultural: she thinks Xerox's culture is getting in its way. Burns wants Xerox's 130,000 employees to embrace risk-taking, initiative, and frankness. "Terminal niceness" is how Burns describes a key tenet of Xerox's old culture; one she thinks is often counterproductive to growth and innovation.

Maybe, says Burns, Xerox needs to function more like a real family. "When we're in the family, you don't have to be as nice as when you're outside of the family," she says. "I want us to stay civil and kind, but we have to be frank—and the reason we can be frank is because we are all in the same family." This delicate balance between civility and frankness requires humility. After all, one of the key ways to lead others to be frank is to be honest about your own limits. Burns does that. "I cannot be viewed as the solution to all problems in this company," she notes. She does not expect perfection in herself, or in others. "People actually believe that before they come to you that they have to have perfection," Burns laments. She would much prefer people be honest, open, and decisive. "Decide," she implores. "Do things." Burns grew up in a gang-infested area of New York City without a father in her life and credits her mother with raising her aspirations and inspiring her humility. Her mother would often bluntly tell Burns to try to be better.

Like every major CEO, Burns is a millionaire. Yet she still shops for groceries. She drives herself to work. She cleans her own house. "Where you are not who you are," her mother often told her. Burns appears to have lived that credo. With quiet determination, she's trying to make Xerox's culture, in some ways, reflect who she is.

Read the case study carefully given above and answer the following question:

Explain the role of organizational culture in providing stability to an organization.

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

**End Semester Examination, May 2023**  
**MBA – Fourth Semester**  
**COACHING, COUNSELING AND MENTORING (MBA-DS-HROB -401)**

Time: 3 hrs.

Max Marks:

**100**

*No. of pages: 3*

Note: Attempt **FIVE** questions in all; **Q.1** and **PART-B (Q.7)** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

- Q.1
- a) Mentoring is an activity directed to coaching your best performers not only in their jobs but also in their career development? Do you agree or disagree. Give reasons
  - b) The company has set aside Friday for casual dress. Your women employees are abiding by company rules. Your problem is with Bill. Since the program began, he has come into the office in tight pants and bright-colored shirts opened to the third button or in tee shirts with promotional graphics. Is this a case of mentoring counseling or mentoring? Why?
  - c) Most employees are eager to do well, to please their managers, and to achieve as high a position as they can with the company. As \_\_\_\_\_ (coach/mentor/counselor), you can ensure that your employees do all three.
  - d) Define empathetic listening.
  - e) "If you, Phil, want to succeed in this job, you had better. . . ." Or, worse, "Debbie, if you want to keep your job, you had better. . . ." is
    - i) Keeping Threats, Even Implied Ones, Out of Your Conversations.
    - ii) Building Rapport with Your Employees
    - iii) Developing a Flexible Management Style
    - iv) None of the above.
  - f) Once you have identified those staff members who could perform at higher levels with more training, your next step is to meet with each one to discuss your conclusions. Don't wait until the next round of quarterly performance reviews. Is this a case of mentoring, counseling or mentoring? Why?
  - g) Questions that can help you unearth these \_\_\_\_\_ include:
    - i) What really matters to you?
    - ii) How do you think you can be more valuable to the organization?
    - iii) What would make you happy professionally? Personally.
    - iv) Do you think your professional goals are ambitious enough?
  - h) Faith's first secretarial job was with a marketing manager. Soon after starting, she was not only opening his correspondence but writing much of it, as well as completing market research reports under his direction. And so it went. Faith had worked as secretary for two companies before being hired by Bob. In each instance, she had actively sought challenging assignments and taken on greater responsibilities. She was continually learning because she accepted feedback and coaching well, learning from those who were willing to share their know-how with her. This is an example of \_\_\_\_\_
  - i) How an Advice is different from Feedback?
  - j) In situations involving troublesome and troubled employees, there may be strong temptation to lose your temper and rant and rage. Instead, think about the consequences of such actions. Even in an organization with employment-at-will, termination done in anger can have serious legal consequences. Better to calm yourself, seek advice from your human resources department, and then prepare for a \_\_\_\_\_ meeting to demonstrate that you made an effort to turn around the behavioral problem.

[CO-2][L-2] **2×10**

## **PART-A**

- Q.2 Explain the significance of counseling at workplace. Define the five stages to structure a counseling conversation. How would you assess the value of a counseling process?  
[CO-2][L-2] **20**
- Q.3 How is career counseling different from coaching? What information would be required in terms of documentation before starting with each of the sessions?  
[CO-1][L-3] **20**
- Q.4 Discuss GROW coaching model. What are three skills essential for developing a person as a coach? Explain with examples.  
[CO-2] [L-2] **20**
- Q.5 Read the three points given below and list out two activities under each point to evolve as a mentor.
- a) Develop a 25-second infomercial about yourself. Be prepared to introduce yourself and to answer the question, "What do you do?" in 25 seconds or less in a clear, concise, and memorable way. Remember, first impressions count, and you have a limited time to make a good impression. Don't just give your job title; tell the other party what you do.
  - b) Do your research. Know more about the people you will be meeting and their interests. This will enable you to plan in advance how to enter into conversations with the individuals you will be meeting for the first time.
  - c) Network within your organization. Never forget to increase the contacts you have nationally and internationally within your own company.  
Review your firm's organization chart.  
[CO-3][L-3] **20**
- Q.6 Cindy, a young mother, seemed to carry all the trappings of motherhood with her—from clothes that wouldn't spoil from milk spills to stuffed toys, coloring books, and crayons in an oversized bag. Even more important, Phoebe had to overcome Cindy's reluctance to imagine a better position than the one she currently had—to visualize herself ultimately as the assistant director of finance for the publishing firm. Cindy had to think of herself as receiving the position and diving successfully into the new job and all she could learn in the job.
- Phoebe: Cindy, you know that there is going to be an opening as assistant director in my company. Would that be a goal of interest to you?
- Cindy: I don't know, Phoebe. I've got Jennifer and Jessica to care for. I don't know if I would have the time.
- Phoebe: You once told me that you enjoyed many of the administrative tasks that you have in your job. About 50 percent of this job is administrative.
- Cindy: Really. And I'd be working with more people in more complex situations.
- Phoebe: Well . . .
- Cindy: I don't know [pausing]. Oh, nobody would take me seriously as a candidate for the position.
- Phoebe: First, Cindy, you have to take yourself seriously as a candidate for the position. If you did, then we could work to make others do the same.
- Cindy [enthusiastic]: Do you really think I could get the position?
- Phoebe: I can't promise anything, but you won't go anywhere in your career if you don't give it a try. How about it?
- Do you consider the above conversation as a good mentor-mentee conversation? Explain giving reasons for your answer.  
[CO-5][L-5] **20**

## **PART-B**

### **Q.7 MICHAEL: CONSTRUCTIVE CRITICISM**

Gene refused to accept Michael's remark that he needed to change his leadership style. As head of the new product development team, Gene interrupted members, refused to consider others' ideas, and demanded members make unrealistic deadlines. Even if the team was successful with the idea that Gene was pushing down the throats of his teammates, Michael felt that senior management would not be pleased. It knew that Gene wasn't a team player, a value highly prized at their organization.

When Gene joined Michael for lunch, Michael began the meeting by telling Gene, "Gene, there's something that's concerning me and I need to talk to you about it." Having heard Michael raise the issue of his behavior in the new product development team, Gene told him, "Let's not go over that again, Mike. Management respects strong leaders."

"Yes, management respects strong leaders, but," he continued, "it is looking for leaders who listen to their followers and gain their support, not those who badger and harass those with whom they work." Michael then went on to describe the management styles of several recently promoted managers. Each had gained senior management's attention by their leadership skills, yes, but these skills included a willingness to listen to their staff members, an openness to others' ideas, and creation of a strong team. "Would you agree, Gene, that these are qualities that separate these managers from others?" Michael asked his mentee.

"Yes," Gene said, "but that's not me. I'm not sure I could handle that style effectively."

As far as Michael was concerned, this admission from Gene was a critical turning point in the discussion with his mentee, "I'll help you," he offered. Michael and Gene then sat down and worked out an action plan that would help build the leadership skills that their organization expected in its leaders. The development plan that they completed included specific steps that Gene should take to open up the discussion in the product development team and make the final product recommendation a product of everyone's ideas. Michael had sat through several sessions in the past as a guest of the team, and he promised to sit through several more to observe Gene's change in behavior and offer constructive feedback after the fact.

Since Gene lacked self-confidence about his ability to change his style, Michael suggested that he try to re-visualize his behavior. "Think about how you would act and what you would say," he suggested. Michael knew that the picture Gene would create in his mind would help create a real-life change in his behavior. This didn't mean that the problem was done and solved. It took several more meetings before Gene had fully bought the idea of changing his leadership style. But Gene did stop fighting with Michael and moved to accepting his viewpoint and even asking for feedback on his behavior. Michael invited questions and answered them patiently and thoroughly. He knew that Gene had to make a big style adjustment.

Read the case study given carefully above and answer the following question:

Was Michael successful in mentoring or not? Explain giving reasons. Discuss the four-step process followed through the mentoring process. [CO-4] [L-4] **20**



# End Semester Examination, May 2023

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; **Q.1** and **PART-B** are **compulsory**. Attempt **THREE** questions from **PART-A**. Marks are indicated against each question.

- Q.1
- a) What is the difference between KPI and KRA (two differences).
  - b) Explain the three metrics to be used for Talent Management.
  - c) What kind of information is displayed on HR dashboard?
  - d) What is a hypothesis in HR analytics?
  - e) Define 'staffing analytics'.
  - f) Is training a part of staffing or performance analytics.
  - g) \_\_\_\_\_ is must before designing a training program.
  - h) Cultural \_\_\_\_\_ helps an individual to develop competence to work globally.
  - i) Name three types of data which can be collected as part of staffing analytics.
  - j) Define talent inventory.
- [CO-1][L-2] **2×10**

### **PART-A**

- Q.2 How HR analytics is different from human resource information system? How performance appraisal data can be converted into performance analytics? [CO3][L-3] **20**
- Q.3 Explain five outcomes of training analytics. Enlist few parameters or data fields that should be captured to assess the instructional design used in a training program. [CO-1][L-3] **20**
- Q.4 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.5 Differentiate between descriptive analytics, diagnostic analytics, predictive analytics and prescriptive analytics by giving examples. What HR data fields may be collected to study effectiveness of the employee engagement practices within a firm? [CO-2][L-5] **20**
- Q.6 Describe role of collaboration analytics in driving organization change. What different parameters should be studied to identify change agents with a system? [CO4][L4] **20**

### **PART-B**

Q.7 **Case study:**

A large company named XYZ, employs, at any given point of time, around 4000 employees. However, every year, around 15% of its employees leave the company and need to be replaced with the talent pool available in the job market. The management believes that this level of attrition (employees leaving, either on their own or because they got fired) is bad for the company, because of the following reasons.

- a) The former employees' projects get delayed, which makes it difficult to meet timelines, resulting in a reputation loss among consumers and partners
- b) A sizeable department has to be maintained, for the purposes of recruiting new talent

- c) More often than not, the new employees have to be trained for the job and/or given time to acclimatise themselves to the company. Hence, the management has contracted an HR analytics firm to understand what factors they should focus on, in order to curb attrition. In other words, they want to know what changes they should make to their workplace, in order to get most of their employees to stay. Also, they want to know which of these variables is most important and needs to be addressed right away.

Since you are one of the star analysts at the firm, this project has been given to you.

Read the case study carefully given above and answer the following questions.

You are required to model the probability of attrition using a regression. The results thus obtained will be used by the management to understand what changes they should make to their workplace, in order to get most of their employees to stay.

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

**End Semester Examination, May 2023**  
**MBA — Third Semester**  
**MANAGING MULTINATIONAL ENTERPRISES (MBA-DS-IB-303)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 3

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

- Q.1 Describe/Answer the following in brief:
- a) Describe ethnocentric multinational enterprises.
  - b) Describe innovation-based multinationals.
  - c) Mention the two important considerations while deciding on expatriate compensation.
  - d) Difference between 'american and japanese corporate culture'.
  - e) Draw organization structure for a multi-product company having a global presence.
  - f) Explain the term: 'VRIO'.
  - g) Define 'TQM'.
  - h) Define 'JIT'.
  - i) Draw a diagram of Porter's Five Forces.
  - j) Any two product examples that failed because they failed to innovate.

[CO-1][L-2] **2×10**

**PART-A**

- Q.2 Why does any business enterprise thrive to be Multi-National Corporation? How are these MNCs being benefited and how do these MNCs have an impact on the national economy? Justify your answer with examples. [CO-1][L-4] **20**
- Q.3 Being a Manager-International with Jiva Ayurveda-Ayurvedic treatment, the company asks you to expand their business globally. What sort of ethical and cross-cultural issues do you fore see? What five points of decision you will ensure to overcome these issues? [CO-2][L-3] **20**
- Q.4 What are the similarities between business and war strategies? How MNC can build organizational capabilities and strategic advantages? Explain your answers with adequate examples. [CO-3][L-6] **20**
- Q.5 Why Apple and Boeing 7E7 are outsourcing their components/accessories than manufacturing their own? What are the Pros and Cons of Make and buy? For any MNC, which strategy will be better for manufacturing of their own or to go for outsourcing? Defend your answer logically. [CO-4][L-5] **20**
- Q.6 Why McDonald and Bakshi, Hero-Honda collaboration failed? Why do collaborations fail? What are the measures as international managers, we can take to have a long-term partnership? [CO-3][L-5] **20**

**PART-B**

- Q.7 **Case study:**

**THE POWER OF TWO**

At the newly constructed headquarters of Eicher Motors in Gurgaon, a 35-tonne spiral staircase made of steel hangs from the ceiling. The flight of steps goes all the way up to the sixth floor of the glass-and-steel building, where Eicher Managing Director and CEO

Siddhartha Lal sits in a corner office. The building is a "green" structure, which means it is constructed largely with renewable materials and is energy-efficient. It is also a reflection of Lai's business mantra of maximizing the use of available resources.

Efficient utilization of resources is the main reason why Lal, a third-generation member of the family that controls Eicher, joined hands with Swedish truck maker Volvo in 2008 to form VE Commercial Vehicles (VECV). Lal wanted to boost Eicher's commercial vehicles business in India and also build an overseas presence. Eicher probably could have done that on its own but it would have required a vast amount of time and effort. In 1997, for instance, Eicher started developing a heavy truck to compete with market leaders Tata Motors and Ashok Leyland. It took Eicher six years and Rs 25 crore to build the truck. There was also the risk of failure, and Lai didn't want to take that chance. Eicher was set up in 1948 to import tractors. It entered the commercial vehicle business in 1986 when it began selling a six-tonne fully imported truck from Japanese automaker Mitsubishi. The partnership ended in 1993. Eicher continued building its own trucks until 2006/07 when Lai realized the growing demand for technologically advanced trucks and buses in the rapidly expanding Indian economy. He needed a foreign partner to make a great leap forward. "In order to crack the market, we needed more muscle - funds, systems's and technology," says Lal, who had previously turned around Eicher's iconic Royal Enfield motorcycle unit.

In Volvo, the world's second-largest truck maker after Daimler AG of Germany, Lai found a partner which had all that. Eicher moved its truck and bus business to a new company, the joint venture VECV, into which Volvo, pumped about Rs 1,082 crore and added its heavy trucks distribution business to buy a 50 percent stake. Volvo brought advanced manufacturing technology and set up new processes to improve Eicher's after sales service. The partners set up ; component distribution center, 'which tie's into the after-sales service, to monitor inventory at retail outlets and Eicher's warehouses. How does Volvo benefit from the tie-up? The European giant was until then supplying heavy trucks to select industries such as mining and construction in India. It was eager to expand its commercial vehicle business in the country, but Volvo trucks were costlier than products sold by local rivals "We (Volvo) realized we wanted to participate in India's mainstream business, for which we had to produce trucks at a lower price," says Philippe Divry, Senior Vice President and Director at VECV.

Divry says Volvo had two main goals while forming the joint venture. One was to get a significant market share in India, and the other was to make India a base for exports to other emerging markets. But vehicles made in India were not good enough to export. Volvo knew if it completely overhauled the Eicher platform the cost would jump significantly.

It had to selectively inject technology to make the products better Eicher's low-cost manufacturing base offered Volvo that opportunity. "Frugal engineering h something ail global manufacturers are looking at," says Abdul Majeed, leader of automotive practice at consultancy and audit firm Pricewaterhouse Coopers.

Vinod Aggarwal, CEO of VECV, says a global truck maker would have had to spend three to four times the amount Eicher did in developing a new truck or setting up a new factory. Aggarwal says VECV has invested Rs 1,300 crore to expand manufacturing and distribution capacity, improve processes and set up an engine factory at Pithampur in Madhya Pradesh. The factory can make 100,000 engines a year. VECV will export 30

percent of engines annually to Europe, starting this year. These engines will conform to Euro-VI emission standards - to be implemented in Europe from January 2014. In the next two years, VECV plans to invest Rs 1,200 crore to develop products, set up a bus body plant, and expand capacity, he adds.

The investments have started showing results. The market share of Eicher branded light and medium trucks grew to more than 31 percent in 2012 from 27 percent in 2008. In the heavy vehicles segment, VECV's share has risen by a percentage point every year to five percent. In buses, the market share has tripled to 14 percent. Eicher's revenue from the trucks and bus business has more than doubled since forming the joint venture to Rs 5,443 crore in 2012. VECV has a cash surplus of Rs 700 crore and posted a net profit of Rs 336.66 crore in 2012.

Exports to neighboring countries such as Sri Lanka, Nepal and Bangladesh contribute four percent to VECV's total sales. In the next few years, the target is to take this to 12 percent by exporting vehicles to Southeast Asia, West Asia, and Africa. "They (Eicher) decided to break into the Asian market but could not do so without a joint venture model," says Jeffrey W Wilmot, India country manager at PTC. Inc, which offers services such as product and supply chain management. Aggarwal of VECV says Eicher will now be the Swedish company's fifth truck brand globally, after Volvo, UD, Renault, and Mack. "The world opens up for us by using their (Volvo's) distribution network." Exporting Eicher-branded vehicles benefits Volvo as well because the low-cost Eicher vehicles offer Volvo a chance to boost its presence in emerging economies without diluting its brand image "In joint ventures like these, learning from one developing country is being taken to other countries," says PwC's Majeed.

Questions:

- a) Working alone helps to avoid any conflict and you reap more profits than why Eicher opted for the alliance route.
- b) What benefits Volvo accrues through these strategic Alliances?
- c) Is it a Win-Win situation for both partners, if so, how?
- d) Do you foresee any threat in this joint venture; if so, what are those and how should one overcome that?

[CO-1][L-2] **5×4**

**End Semester Examination, May 2023**  
**MBA – Third Semester**  
**INTERNATIONAL SUPPLY CHAIN MANAGEMENT (MBA-DS-IB-305)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 3

Note: Attempt **FIVE** questions in all; **Q.1** and **Q.6 (PART-B)** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

Q.1 Multiple choice questions:

- a) Which Inco term is not in use at present?
  - i) FOB
  - ii) CIF
  - iii) DEQ
  - iv) All of the above
- b) Which is not a part of supply chain?
  - i) Customer feedback
  - ii) Performance analysis
  - iii) Product Manufacturing
  - iv) Training and development
- c) Which is more important to strengthen the supply chain?
  - i) Provide customer satisfaction
  - ii) Improve quality of product
  - iii) Integrating supply and demand management
  - iv) All the above
- d) Upward flow of supply chain is:
  - i) From Manufacturer to supplier
  - ii) From supplier to customer
  - iii) From Customer to retailer
  - iv) All of the above
- e) Voyage charter party includes:
  - i) One voyage
  - ii) Multiple voyage
  - iii) Both i) and ii)
  - iv) None of the above
- f) Which of the following is true for supply chain management?
  - i) The physical material moves in the direction of the end of chain
  - ii) Flow of cash backwards through the chain
  - iii) Exchange of information moves in both the direction
  - iv) All of the above
- g) The sequence of a typical manufacturing supply chain is:
  - i) Storage-supplier-manufacturing-storage-distributor-retailer-customer
  - ii) Supplier-storage-manufacturing-distributor-storage-retailer-customer
  - iii) Supplier-storage-manufacturing-distributor-storage-retailer-customer
  - iv) Supplier-storage-manufacturing-storage-retailer-distributor-customer
- h) The purpose of supply chain management is:
  - i) Provide customer satisfaction
  - ii) Improve quality of product
  - iii) Integrating supply and demand management
  - iv) Increase production
- i) Logistics is the part of a supply chain involved with the forward and reverse flow of:
  - i) Goods
  - ii) Services
  - iii) Cash
  - iv) All of the above
- j) Due to small change in customer demands, inventory oscillations become progressively larger looking through the supply chain. This is known as:
  - i) Bullwhip effect
  - ii) Net chain Analysis
  - iii) Reverse logistics
  - iv) Reverse supply chain

- k) Reverse logistics required because
- Goods are defective
  - Good are unsold
  - The customers simply change their minds
  - All of the above
- l) 3 PL stands for:
- Third party logistics
  - Three party logistics
  - None of the above
  - Both i) and ii)
- m) What is a perfect order?
- Simultaneous achievement of relevant customer metrics
  - An order that arrives on time
  - An order that arrives undamaged
  - An order that is easy for the receiver to fill
- n) Major decision areas in supply chain are:
- Location, Production, distribution, inventory
  - Planning, production, distribution, inventory
  - Location, production, scheduling, inventory
  - Location, Production, distribution, marketing
- o) Positive, a Long-term relationship between supply chain participants refers to:
- Tailored logistics
  - Co-opetitions
  - Partnerships
  - Supply chain Management
- p) Distribution requirement planning is a system for:
- Inventory management
  - Distribution planning
  - Both i) and ii
  - None of the above
- q) VMI stands for:
- Vendor Material Inventory
  - Vendor Managed inventory
  - Variable Material Inventory
  - Valuable material Inventory
- r) The supply chain philosophy emerged in which decade?
- 1960s
  - 1970s
  - 1980s
  - 1990s
- s) Warehousing is part of \_\_\_\_\_.
- Logistics
  - Supply Chain management
  - Both i) and ii)
  - None of the above
- t) Push and pull Strategy are part of \_\_\_\_\_.
- Logistics
  - Supply Chain Management
  - Both i) and ii)
  - None of the above
- [CO-1][L-1] **1×20**

### **PART-A**

- Q.2 "Inco terms clearly indicates the responsibilities of buyer and seller related to shipping of goods" Enumerate this statement by explaining its importance in trade and with an example of any three Inco terms? [CO-3][L-4] **20**
- Q.3 "It is essential to maintain healthy relationships with the components of supply chain for the growth of business" Discuss? [CO-1][L-2] **20**
- Q.4 "SCOR model is the analysis of the performance of the organization and its every step" Discuss this statement with its importance for organizations? [CO-3][L-2] **20**
- Q.5 Explain the importance of logistical functions in supply chain with the help of an example. [CO-1][L-2] **20**

## **PART-B**

### **Q.6 Case study:**

**Ethical Dilemma** In this lean operations world, in an effort to lower handling costs, speed delivery and reduce inventory, retailers are forcing their suppliers to do more and more in the way of preparing their merchandise for their cross-docking warehouses, shipment to specific stores and their shelf presentation. Your company, a small manufacturer of aquarium decorations, is in a tough position. First, Mega-Mart wanted you to develop bar-code technology, then special packaging, then small individual shipments bar coded for each store. (This way when the merchandise hits the warehouse it is cross-docked immediately to the correct truck and store and is ready for shelf placement.) And, now Mega-Mart wants you to develop RFID-immediately. Mega-Mart has made it clear that suppliers that can't keep up with the technology will be dropped. Earlier, when you didn't have the expertise for bar codes, you had to borrow money and hire an outside firm to do the development, purchase the technology and train your shipping clerk. Then, meeting the special packaging requirement drove you into a loss for several months, resulting in a loss for last year. Now, it appears that the RFID request is impossible. Your business, under the best conditions, is marginally profitable, and the bank may not be willing to bail you out again. Over the years, Mega-Mart has slowly become your major customer and without them, you are probably out of business.

Read the case study carefully given above answer the following question:

Question:

What are the ethical issues and what do you do in such situation?

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



**End Semester Examination, May 2023**  
**MBA — Third Semester**  
**FOREIGN MARKET ENTRY STRATEGIES (MBA-DS-IB-306)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1** and **Q.7 (PART-B)** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question

**Q.1 Multiple choice question:**

Marketing: A Global Discipline

- a) According to Peter Drucker, what is the basic purpose of business?
  - i) To make revenue and profit
  - ii) To create and keep customers
  - iii) To find and serve customers
  - iv) To sell products and services
- b) Who in a company is not involved in creating customer value?
  - i) The IT department
  - ii) The procurement department
  - iii) The HR department
  - iv) The finance department
  - v) All of them are involved in creating customer value
- c) There are complaints towards globalization. Which is not one of them?
  - i) Unhealthy dietary patterns
  - ii) Legal rights
  - iii) Unsustainable consumption
  - iv) Loss of local culture
- d) When Nike or Acer are setting production facilities in new locations where labor is sourced more economically what is their motivation?
  - i) Economy seeking
  - ii) Resource seeking
  - iii) Market seeking
  - iv) Knowledge seeking
- e) Several driving forces explain the trend towards global integration and coordination. Which is not one of them?
  - i) Scale economies
  - ii) Diverging consumer tastes and trends
  - iii) The declining cost of freight and communication cost
  - iv) Communication cost
- f) What is a key debate in international marketing?
  - i) Product development or product acquisition
  - ii) Market development or market share
  - iii) Standardization or adaptation
  - iv) Market research or market testing
- g) What is result if a company want to go to abroad with objective of customer satisfaction?
  - i) The supply of raw materials will be difficult
  - ii) The customer will be heavily depending on the company
  - iii) The company does not have a strategy
  - iv) The customer determines which markets to enter

- h) When \_\_\_\_\_ purchases channels members above him, it is called backward integration?
- Wholesaler
  - Agent
  - Broker
  - Planner
- i) The literature distinguishes between different objectives for market-entry. Which is not one of them?
- Efficiency seeking
  - Information seeking
  - Knowledge seeking
  - Market seeking
  - Resource seeking
- j) Which statement about exporting services is correct?
- Embodied object export includes services such as market research or management consulting
  - Services often require wholly owned subsidiaries or joint ventures.
  - Soft services cannot be stored in a physical form.
  - Services cannot be exported

**2×10**

### **PART-A**

- Q.2 When entering a new market, how can one "learn" the culture? What aspects of the culture would influence the marketing of women's designer blue jeans in different countries? [CO-2][L-2,3] **20**
- Q.3 An Indian tractor manufacturer has decided to enter the tractor market in South America. What strategies could be used to reduce the possible effects of political risk? [CO-3][L-3,4] **20**
- Q.4 Why is it more difficult to do marketing research in multicountry settings? What is the role of desk research in conducting international marketing research? What criteria would you use for evaluating sources of secondary data? [CO-2][L-2,3] **20**
- Q.5 An Indian tractor manufacturer has decided to enter the tractor market in South America. What strategies could in use to reduce the possible effects of political risk? [CO-3][L-2,4] **20**
- Q.6 What is the significance of MNCs? Narrate examples of some Indian origin MNCs companies and their entry strategies to other global markets. What strategies Patanjali should adopt to make its global presence? [CO-4][L-3,2] **20**

### **PART-B**

- Q.7 **Case study:**

An Indian company manufacturing cotton fabric is presently operating in the domestic market only. The company now wants to enter foreign markets. What could be the possible benefits for the company? What are the different modes of entry available to the company without any investments in the foreign markets? How can the company go about segmenting the international market? [CO-2][L-3,4] **20**

**End Semester Examination, May 2023**  
MBA – Fourth Semester  
**GLOBAL MERGERS AND ACQUISITIONS (MBA-DS-IB-401)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

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

- Q.1 Briefly describe the following terms:
- a) Factors of success in international merger and acquisition. [CO2][L1]
  - b) Timing and speed of integration. [CO2][L3]
  - c) Challenges of international merger and acquisition. [CO2][L2]
  - d) Reasons for Integration Issues. [CO2, L2]
  - e) International merger and acquisition process. [CO2, L2] **4×5**

**PART-A**

- Q.2 Explain the concept of strategic alliance. Why do companies enter into strategic alliances? What are the implications of an international strategic alliance?  
(CO-1) (L-3,4) **20**
- Q.3 What are various sources of funds used in domestic acquisitions? Discuss in brief major merits and demerits of each of them. According to you which is the best source?  
(CO-2) (L-3) **20**
- Q.4 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.  
(CO-1) (L-1,2) **20**
- Q.5 You are a CEO of a small electronic manufacturing firm that is about to develop a global strategy for their international assignment. What strategy do you prefer for managing global risk?  
(CO-2) (L-6,7) **20**
- Q.6 Explain in details various methods used to do the valuation of business in a merger and acquisition activity. Suppose you are an owner of a small E-commerce firm, which method of business valuation you would prefer and why?  
(CO-3) (L-8) **20**

**PART-B**

- Q.7 Explain the procedure to be followed by a company planning for a Joint Venture. How to setup Joint Venture in India? What are the challenges faced by companies in a global joint venture?  
(CO-4) (L-1,2) **20**

**End Semester Examination, May 2023**  
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; **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 "Foreign Trade Policy of India encourages the industry to enhance its competitiveness in global markets". Enumerate step-by-step, the benefits and changes brought by government in new trade policy. [CO-4] [L-4] **20**

**PART-A**

- Q.2 "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. [CO-1] [L-3] **20**
- Q.3 Consider yourself as an exporter who is delivering goods to importer's country under CIF contract. Enumerate the cost factors and benefits to the exporter in the specified contract. [CO-4][L-4] **20**
- Q.4 EXIM bank is meant to provide financial assistance to exporters and importers along with the coordination of other financial institutions working in same sector. Discuss the role of EXIM bank with its importance in trade. [L-2][CO-3] **20**

**PART-B**

- Q.5 Write notes on the following:  
a) Documents related to goods.  
b) Documents related to shipment. [CO-1,2][L-2] **10×2**
- Q.6 Explain procedure related to processing of an export order in detail. [CO3][L3] **20**
- Q.7 "Clearing and forwarding agents play an important role in export-import business operations." Discuss by explaining different roles played by them in trade. [CO-2][L-2] **20**

**End Semester Examination, May 2023**  
MBA – Third Semester  
**INTEGRATED MARKETING COMMUNICATION (MBA-DS-MK-302)**

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 in brief:

- a) What is marketing communication mix?
- b) What is copy writing?
- c) Define 'advertising'.
- d) What is DAGMAR?
- e) What are public relations?
- f) Any two objectives of sales promotion.
- g) What is a media plan?
- h) Two benefits of using print media.
- i) Name four elements of promotion mix.
- j) What is corporate advertising?

[CO-1,2,3,4][L-2,3] **2×10**

**PART-A**

Q.2 Some companies spend most on the advertising budget but do not necessarily achieve the highest brand value for their products. Sometimes those who spend very little are able to achieve this objective. Explain the factors which may lead to these results with relevant examples.

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

Q.3 Explain the media planning process. What should be the appropriate media strategy for the promotion of a sports accessories and equipment brand? Discuss in detail.

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

Q.4 What are the components of IMC? Discuss the various tests available for measuring the effectiveness of promotions.

[CO-1][L3,4] **20**

**PART-B**

Q.5 Explain the merits and demerits of using an in-house advertising agency. Also explain the kind of services offered by advertising agencies?

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

Q.6 Discuss how a company who is introducing a new product can use both conventional unconventional promotion methods in its integrated marketing communication plan.

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

Q.7 Comment on the following for the attached advertisement:

- a) Illustration.
- b) Copy.
- c) Appeal.
- d) Source.
- e) Structure.



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SNACK,**  
make YOUR  
**DAY**

Put **Smucker's®** Sugar Free Strawberry Preserves in your smoothie and you've got happiness in every sip. Explore all the pairing possibilities at [smuckers.com/pairings](http://smuckers.com/pairings).

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◀ × ▶

[CO-1,4][L-2,3] **20**

**End Semester Examination, May, 2023**  
MBA — Third Semester  
**INTEGRATED MARKETING COMMUNICATION (MBA-DS-MK-302)**

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 Give reasons for the following with respect to the growth of integrated marketing communication.  
a) Smaller, fragmented groups of customers.  
b) Growing media types. [CO-1,2][L-1,2,3] **10×2**

**PART-A**

- Q.2 Why has the basis for socio- economic classification changed in India a few years back? In your opinion, what basis is suitable for an appropriate classification of our population? [CO-2][L-2,3] **20**
- Q.3 Bath soaps are a common category in the FMCG market. Suggest ways for creating an advertising campaign for an Indian brand of bath soaps. Focus on target market and appeals. [CO-4][L-5,6] **20**
- Q.4 Advertising agencies offer a specialized way for companies to outsource many functions. Discuss the various types of advertising agencies and terms of remuneration for them. [CO-3,4][L-2,3,4] **20**

**PART-B**

- Q.5 "PR is for internal environment of a company while publicity is for the external environment". Present your views about this statement. [CO-3][L-2,4] **20**
- Q.6 Mass media offers reach while personal selling has the advantage of frequency. Is it correct to say so? Compare the two communication tools. [CO-3,4][L-3,4] **20**
- Q.7 How can social media be utilized for marketing communication (explain regarding WhatsApp, Instagram, Facebook, LinkedIn)? [CO-2,3,4][L-4,5,6] **20**

**End Semester Examination, May 2023**  
**MBA – Third Semester**  
**CONSUMER BEHAVIOUR (MBA-DS-MK-303)**

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) Define "Consumer Behaviour."
- b) What is perception?
- c) What is absolute threshold?
- d) Name any two demographic variables of segmentation.
- e) What is a reference group?
- f) Name three broad categories of factors affecting consumer behaviour.
- g) What is consumer motivation?
- h) Name three categories of social classes.
- i) Define opinion leadership.
- j) Name any two concerns of marketers.

[CO-1-2,3][L-1,2] **2×10**

**PART-A**

Q.2 A marketer in the cosmetics industry once remarked: "In the factory, we make cosmetics; in the drugstore we sell hope" how does this relate to the marketing concept and the need of the marketers to understand consumer behavior? [CO-1][L-3,4] **20**

- Q.3
- a) What are the characteristics of effective segmentation?
  - b) Give suitable bases for segmenting market for the following products:
    - i) Computers.
    - ii) Jewellery.
    - iii) Restaurant.
    - iv) Car.

[CO-2][L-3,5] **20**

Q.4 How does Maslow's Need Hierarchy? Explain consumer motivation. Which level of need can be used to motivate purchase of following products/services (any two)?

- a) Multivitamin tablets.
- b) Motor bikes.
- c) Pension plans.

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

**PART-B**

Q.5 Explain with suitable examples how buying behaviour varies with stages of family life cycle. How can different members in household be involved in different stages of family decision process? [CO-3][L-3, 4] **20**

Q.6 Explain the consumer decision making process with the help of any one consumer decision making model. [CO-4][L-4] **20**

Q.7 Define "Culture". What are the most important characteristics of culture that reflects its nature? Why is the study of culture important to marketers? [CO-1,4][L-3, 4] **20**



# End Semester Examination, May 2023

MBA — Third Semester

## SERVICE MARKETING (MBA-DS-MK-304)

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) What do you understand by the term "value"?
- b) Write any two ways of measuring customer satisfaction.
- c) Mention any three advantages of getting services from agents/brokers.
- d) What factors have led to the growth of services sector in India?
- e) Give two examples of low involvement products.
- f) What is the significance of the services marketing triangle?
- g) How does marketing communication work in the service industry?
- h) Marketing domain is a part of the services marketing function. (True/False).
- i) Mention any three service intermediaries.
- j) Customer retention is more expensive than customer acquisition. (True/False).

[CO-1,2,3,4][L-2,3,5] **2×10**

### **PART-A**

Q.2 Comment on the strategy of McDonald's keeping in mind the key services of marketing parameters. [CO-3][L-4] **20**

Q.3 The service economy has now moved to the "experience" economy. Comment on it. [CO-2][L-3] **20**

Q.4 Take a high end service product/brand of your choice and work out a strategy, keeping in mind its price and value proposition. [CO-4][L-5] **20**

### **PART-B**

Q.5 Why do service gaps exist? [CO-2][L-4] **20**

Q.6 Explain your strategy of effective service delivery through intermediaries by taking a specific example. [CO-1][L-2] **20**

Q.7 Why is internal marketing communication essential for effective service delivery? [CO-3][L-5] **20**

# End Semester Examination, May 2023

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; **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 Read the case carefully and attempt the question given below:

Paper Boat is a well-known Indian brand of traditional beverages known for cocktails, including aam panna, golgappe ka pani, Jamun Kala khatta, and kokum, which can all be made at home. These tastes are popular among Indian families, although not everyone can make them at home.

According to Paper Boat's objective, the goal of these beverages was to transport you back to those memories and float a boat this monsoon. The team also does an excellent job of carrying out the same goal through digital marketing initiatives. They devised a number of creative advertisements that appealed to the audience's emotions and made them fall in love with the brand.

As the name suggests, the firm urged individuals to construct a paper boat as they did as children and post it on social media with the hashtag #FloatABoat and by following their social media sites.

According to the firm, Paper Boat will give Rs.20 to children's education whenever this is shared on any social media platform.

The campaign's goal reached millions of people, and it was a huge success, with paper boats clogging up timelines. You can now see how many people followed Paper Boat during the campaign.

- a) Identify the target audience of Paper Boat and suggest digital marketing strategies to increase reach and visibility of the brand. [CO1,3][L3] **20**

### **PART-A**

Q.2 What are the key drivers of digital marketing? Explain the P-O-E-M framework in digital marketing strategy with examples. [CO1][L3] **20**

Q.3 Write detailed notes on:

- a) Social media marketing.  
b) Traditional vs. digital marketing. [CO 1,2][L3] **10×2**

Q.4 You have recently launched an online business of pet accessories. How would you optimize your website for better ranking? Illustrate the on-page SEO techniques you will adopt to promote your website. [CO2][L4,5] **20**

### **PART-B**

Q.5 You have been appointed as manager of a tour and travelling business and have been asked to measure the effectiveness of website. Briefly explain the various parameters which you would utilize to measure the website effectiveness? Justify why it is important to measure the website effectiveness for a company? [CO4][L4,5] **20**

Q.6 What is keyword research? Why it is important for digital marketing? Explain the process of effective keyword research. [CO1][L3,4] **20**

- Q.7 Discuss how Social Media can be used for promotion of a fresh fruit start-up. How would you reach your target groups? Evaluate the pitfalls, if any of using Social media for promotion? [CO3][L4,5] **20**

**End Semester Examination, May 2023**  
**MBA – Fourth Semester**  
**SALES AND DISTRIBUTION MANAGEMENT (MBA-DS-MK-404)**

Time: 3 hrs.  
**100**

Max Marks:

*No. of pages: 2*

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

- Q.1 Give reasons for the following with respect to sales management as a function:  
a) Automation is fast replacing sales personnel.  
b) A sales dyad ensures a strong relationship. [CO-1,2][L-4] **10×2**

**PART-A**

- Q.2 Outline the personal selling process. Discuss ways in which objections may be handled. [CO-1,2] [L-2,4] **20**
- Q.3 What would be the possible key performance indicators for the national sales head of a leading FMCG company in India? [CO-1,3,4] [L-4,5] **20**
- Q.4 Recommend the channel structure for a start up business in the health and nutrition product market. [CO-3,4] [L-5,6] **20**
- Q.5 How can sales quotas and territories be leveraged as tools for evaluating sales personnel? Discuss. [CO-2,3] [L-2,4] **20**
- Q.6 What kind of conflicts may emerge among channel partners or between channel partners and the company? Recommend ways to resolve such conflicts. [CO-3,4][L-2,3,4] **20**

**PART-B**

- Q.7 Study the following case and answer the question that follows:  
Maintaining multiple sales channels empowers e commerce brands to maximize their distribution potential. But at times, those channels bump into each other. On the other hand, multichannel distribution lets businesses:  
- Access different audiences  
- Provide buyers convenient shopping experiences  
- Communicate credibility to shoppers, and  
- Scale revenue.  
Nike declined to sell and distribute apparel and footwear on Amazon for several years, perhaps to control brand messaging and enjoy higher profit margins. But all the while, consumers still buy Nike products on Amazon—thanks to third-party distributors that acquire the products at wholesale prices to resale on Amazon and other DTC channels, cannibalizing sales at Nike retail outlets. In 2017, against its earlier stance, Nike announced its partnership with Amazon to recover sales from Amazon channel conflict. According to the source, “*Nike finally acknowledged that third-party sellers are cannibalizing its direct revenues and is counting on recapturing lost sales by selling products directly on Amazon.*” CNBC also reported Nike would sell to Amazon

in exchange for stricter policing of counterfeits and restrictions on unsanctioned sales of its products. But fast forward to 2019, Nike dumped Amazon to focus on its distinctive DTC efforts. The sports brand saw that selling to Amazon through Vendor Central didn't align with their Direct to Customer (DTC) goals, so they pivoted. The brand now maintains a Nike store on Amazon's Seller Central as a merchant to drive more DTC sales.

Answer the following questions:

- a) How did Nike leverage e commerce players to enhance sales and revenue?  
[CO-3 4][L-3,4] **10**
- b) In this era of e commerce, should the brick and mortar model be completely replaced with online selling? Comment.  
[CO-3 4][L-3,4] **10**

**End Semester Examination, May 2023**  
**OPEN ELECTIVE – COMMON FOR ALL BRANCHES**  
**PROFESSIONAL COMPETENCY (MBA-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 Fill in blanks:

- a) "You are what you tweet". This means that\_\_\_\_\_.
- b) The advantages of a functional resume are \_\_\_\_\_, \_\_\_\_\_.
- c) The role of blue hat and black hat in De Bono's six hat method of decision making is \_\_\_\_\_.
- d) Credibility means \_\_\_\_\_ and you can build it by \_\_\_\_\_.
- e) Motivation is \_\_\_\_\_ and includes\_\_\_\_\_.
- f) "Do not let the power point that you are using hijack your presentation". This statement means that \_\_\_\_\_.
- g) Value system refers to \_\_\_\_\_.
- h) To overcome nervousness during presentations we must remember that \_\_\_\_\_ is the best antidote for anxiety
- i) Stress is associated with \_\_\_\_\_.
- j) What would you do if a colleague took credit for your idea/work and got a promotion? \_\_\_\_\_.

(CO-1, 2, 3,4, 5)(L-3) **2×10**

**PART-A**

Q.2 Enumerate the steps involved in the career planning process. Prepare a career action plan keeping in view the career goal that you have set for yourself. (CO-1)(L-6) **20**

- Q.3
- a) How would you build empathy at the workplace?
  - b) What steps can be taken to overcome the resistance to organizational change?
- (CO-2, CO-4)(L2, L4) **20**

Q.4 "Thirty years ago, the young employees we hired were ambitious, conscientious, hardworking and honest. Today's young workers do not have the same values". Explain why you agree or disagree with this manager's comment. (CO-5)(L-4) **20**

**PART-B**

Q.5 Prepare your resume (not more than one page) which could be submitted for a job opportunity or internship in your dream organization. (CO-1)(L-6) **20**

Q.6 What is the difference between low context and high context cultures? Explain with examples. (CO-2, CO-4)(L-2) **20**

Q.7 Read the caselet and answers the question given at the end:

**BETTER SAFE THAN SORRY**

The automobile ancillary to a major truck manufacturer was hard pressed for time. After a three year slump the market was booming, and its order book was overflowing. Employees had been laid off in the past couple of years, but it was not time to employ more people to man the three shifts that needed to be run round-the-clock. Good times

were calling, and the management wanted to cash in on the boom. It was difficult to find trained personnel for all jobs. Casual labour was employed for tasks that required semi-skilled or unskilled personnel. The paint shop needed more people because it was under tremendous pressure to finish jobs that were awaiting painting after all other operations had been completed. It was a normal working day and the shift was about to get over. In the paint shop there was a supervisor and some casual workers who had been employed a couple of days ago. Fully finished and quality certified components were being readied for dispatch. Power supply was erratic and suddenly the paint shop was plunged into darkness. The supervisor slipped out to look for the generator set operator. One of the casual workers went towards the office, found a candle, came back and put the candle on a high drum in the paint shop. Packing began, in earnest, once again. The generator set roared to life and the supervisor started walking towards the paint shop. There was a big explosion which shook the entire factory. A part of the roof of the paint shop was blown off. There was one loud wail and then deafening silence. The casual worker had placed the candle on a drum full of paint thinner. The thinner is highly volatile and can cause the major explosion. The worker near the drum was charred beyond recognition. Two others were more than seventy-five per cent burnt. The police arrived. The owner of the factory was arrested. The inspector of factories arrived and lodged a case of negligence and breach of safety norms against the factory management. The supervisor was also arrested. The workers were made to work in a hazardous place without being trained in safety and other procedures. The safety instructions were displayed on the shop floor in English. The safety norms or other safety precautions were not properly conveyed to the workers.

Question:

What are the aspects that the management missed which resulted in the crisis?

(CO-1, 2, 4, 5) (L-5) **20**

**End Semester Examination, May 2023**  
**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 Organic and herbal cosmetics products are becoming increasingly popular. Discuss the various different types of strategy that the traditional chemical based cosmetic makers implement to face this situation. [CO-4][L-5] **20**

**PART-A**

- Q.2 Analytics is being increasingly used by various organizations in their day to day business. Explain the types of analytics and with their applications. [CO-1][L-3] **20**

- Q.3 Evaluate the role and importance of strategic management process in achieving the goals. Is it important to do environmental analysis and audit before making strategy? Justify your answer. [CO-3][L-3] **20**

- Q.4 Compare KPI's and metrics? How are KPI's are different than metrics. Explain with examples. While comparing two restaurants, what are the KPI's which would be used to monitor the performance of restaurant? [CO-3][L-3] **20**

**PART-B**

- Q.5 Explain the usage of balance scorecard. Develop a detailed balance-scorecard for university. [CO-2][L-6] **20**

- Q.6 Explain the different types of dashboard. Discuss the key mistakes to be kept in mind while designing a dashboard. Develop pictorially a dashboard for online sales manager of a company. [CO-2][L-6] **20**

- Q.7 Write short notes on the following:

- a) SWOT.
- b) Types of KPI.

[CO-1][L-2] **10×2**  
(CO-1, CO-2, CO- 4, CO-5) (L-5) **20**



**End Semester Examination, May 2023**  
**OPEN ELECTIVE – COMMON FOR ALL BRANCHES**  
**LEADERSHIP SKILLS AND TEAM BUILDING (MBA-OE-006)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **2**

Note: Attempt **FIVE** questions in all; **Q.1** and **Q.7 (PART-B)** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

**Q.1 Answer the following in brief:**

- a) Why should a leader have high emotional intelligence?
- b) What do you understand by "Transformational Leadership"?
- c) Enlist a few ways of motivating your team members.
- d) What professional skills one must have to be a team player?

**Choose the correct option:**

- e) Which of the following is not a style of leadership?
  - i) Laissez - Faire
  - ii) Friendly
  - iii) Autocratic
  - iv) Democratic
- f) Which of the following is incorrect under relational actions?
  - i) Building conflict
  - ii) Coaching
  - iii) Motivating
  - iv) Influencing
- g) What strategy can prevent team conflict?
  - i) Authoritarian Approach
  - ii) Let problems run their course
  - iii) Clear, Concise Guidelines
  - iv) Call out trouble makers
- h) The benefits of being a leader are:
  - a) Wealth, Fame and Happiness
  - b) Self-confidence, Self- Fulfillment and self-worth
  - c) Self-confidence, wealth, fame
  - d) None of the above
- i) What is the definition of an "Internal Conflict"?
  - i) A hero in a story
  - ii) A struggle between a character and another in a story
  - iii) An issue with culture and traditions
  - iv) An issue a character faced with himself
- j) In order to help \_\_\_\_\_ a dispute, the mediator should not \_\_\_\_\_ either side-.
  - i) settle, favor
  - ii) compromise, judge

[CO-1][L-3] **2×10**

**PART-A**

**Q.2** Conflicts are unavoidable in an organizational setup where different teams and groups co-exist. Do you agree with the statement? Elaborate the effective ways/ techniques to reduce and resolve conflicts in real scenario. [CO-2][L-4] **20**

**Q.3** According to you, justify whether the Leader is born or made? Also, highlight the key leadership qualities that an individual must possess to become a great leader. [CO-1][L-4] **20**

- Q.4 Groups evolve during a course of time with standardized sequence in the development of groups. Explain each stage of group formation. [CO-1][L-3] **20**
- Q.5 Decision Making is crucial to any organization and hence a lot of emphasis is laid on right decision making. Describe the process of Decision making by taking a case of real scenario that could exist at your workplace. [CO-3][L-4] **20**
- Q.6 A Motivation skill is a prerequisite for an effective leader. Do you agree? If yes, throw some light on different motivational skills that make you an effective leader. [CO-3][L-3] **20**

### **PART-B**

Q.7 **Case study:**

#### **Leadership and Management**

Alexa is the associate director of a nonprofit agency that provides assistance to children and families. She is the head of a department that focuses on evaluating the skill-building programs the agency provides to families. She reports directly to the agency leadership. As a whole, the agency has been cautious in hiring this year because of increased competition for federal grant funding. However, they have also suffered high staff turnover. Two directors, three key research staff, and one staff person from the finance department have left.

Alexa has a demanding schedule that requires frequent travel; however, she supervises two managers who in turn are responsible for five staff members each. Both managers have been appointed within the last six months.

**Manager 1:** Kelly has a specific background in research. She manages staff who provide research support to another department that delivers behavioral health services to youth. Kelly supports her staff and is very organized; however, she often takes a very black and white view of issues. Upper level leadership values Kelly's latest research on the therapeutic division's services. Kelly is very motivated and driven and expects the same from her staff.

**Manager 2:** Linda has a strong background in social science research and evaluation. She manages staff that work on different projects within the agency. She is known as a problem solver and is extremely supportive of her staff. She is very organized and has a wealth of experience in evaluation of family services. Linda is very capable and can sometimes take on too much.

The managers are sensing that staff are becoming overworked as everyone takes on increased responsibilities due to high staff turnover. Staff have also mentioned that Alexa's "glass half-empty" conversation style leaves them feeling dejected. In addition, Alexa has not shared budgets with her managers, so they are having difficulty appropriately allocating work to staff. Alexa said she has not received sufficient information from the finance department to complete the budgets. The finance department said they have sent her all the information they have available.

As staff become distressed, the managers are becoming frustrated. They feel like they are unable to advocate for their staff or solve problems without key information like the departmental budget.

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

- a) How can Alexa most effectively use both management and leadership skills in her role as associate director? What combination of the two do you think would work best in this setting?
- b) What steps could be taken to build staff confidence?
- c) What advice would you give Alexa on improving her leadership skills and to the managers on improving their management skills?
- d) Which leadership style do you think a leader would need to be effective in this situation?

(CO-1, CO-2, CO- 4, CO-5) (L-5) **20**

**End Semester Examination, May 2023**  
**OPEN ELECTIVE – COMMON FOR ALL BRANCHES**  
**BASICS OF TOURISM (MBA-OE-008)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

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

**PART-A**

- Q.1 Why is the tourism industry important for the growth of Indian economy? Explain with respect to its linkage with other industries. [CO-1][L-4] **20**

**PART-B**

- Q.2 Explain the concept of adjetival tourism, giving examples. [CO-3][L-2] **20**
- Q.3 Write short notes on **(any two)** of the following:  
a) 3 S tourism.  
b) Heritage tourism.  
c) Eco tourism. [CO-1,3][L-1,2] **10×2**
- Q.4 Discuss the 5 A's model of tourism. In your view, which of the five aspects is most important and why? [CO-2.CO-3] [L-2,L-3,L-4] **20**
- Q.5 'A tourist destination is a bundle of benefits for the consumer' Justify this statement with the help of examples of tourist destination brands. [CO-2.CO-3] [L-3,L-4] **20**
- Q.6 Domestic tourism in India has been increasing in the post COVID times. What are the possible reasons for this? [CO-2] [L-4.L-5] **20**
- Q.7 Can cyber tourism replace regular tourism? Present and discuss your opinion. [CO-3] [L-3.L-4] **20**

# End Semester Special Examination, May 2023

OPEN ELECTIVE – COMMON FOR ALL BRANCHES

## FUNDAMENTAL OF EXCEL (MBA-OE-009)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

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

### **PART-A**

- Q.1 "Knowledge of Excel is an important skills organization is looking at while selecting a candidate". Discuss. [CO-1][L-4] **20**

### **PART-B**

- Q.2 Demonstrate how managers use different excel functions for analyzing data using an example? [CO-2][L-6] **20**
- Q.3 Explain the different types of errors that can be committed while building formula in excel and how can they be rectified. [CO-1][L-5] **20**
- Q.4 Explain the steps to do the following formatting on excel:  
a) Central align.  
b) Border the table.  
c) Change color of text.  
d) Change decimal point. [CO-][L-] **5×4**
- Q.5 Write short notes on **(any two)**:  
a) Solver.  
b) Goal seek analysis.  
c) Macros. [CO-2][L-4] **10×2**
- Q.6 Demonstrate the utility of Pivot Table for managers and decision making and explain the steps involved in creating Pivot tables. [CO-4][L-5] **20**
- Q.7 What are Pivot charts in MS Excel? Explain the different types of charts used by managers for data analysis and decision making. [CO-3][L-4] **20**