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Total No. of Pages : 04

Total No. of Questions : 11

MBA (Sem-3)

HUMAN VALUES, DE-ADDICTION AND TRAFFIC RULES

Subject Code : HVPE-101-18

M.Code : 76891

Date of Examination : 01-01-24

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. This question paper contains three sections.
2. SECTION-A contains Objective Type Questions.
3. SECTION-B contains Short Answer Type Questions.
4. SECTION-C contains Descriptive Type Questions.
5. Attempt all the questions.

SECTION-A

(10 × 1 = 10)

1. Write briefly :

- i) What do you mean by values or human values?
ਮੂਲ्यों ਯਾ ਮਾਨਵੀਯ ਮੂਲ्यों ਸੇ ਆਪ ਕਯਾ ਸਮਝਦੇ ਹੋ?
ਕਦਰਾਂ-ਕੀਮਤਾਂ ਜਾਂ ਮਨੁੱਖੀ ਕਦਰਾਂ-ਕੀਮਤਾਂ ਤੋਂ ਤੁਹਾਡਾ ਕੀ ਭਾਵ ਹੈ?
- ii) What is Skill?
ਕੌਸ਼ਲ ਕਯਾ ਹੈ?
ਹੁਨਰ ਕੀ ਹੈ?
- iii) What is the difference between prosperity and wealth?
ਸਮ੍ਰਿਧਿ ਔਰ ਧਨ ਕੇ ਭੀਚ ਕਯਾ ਅੰਤਰ ਹੈ?
ਖੁਸ਼ਹਾਲੀ ਅਤੇ ਅਮੀਰੀ ਦੇ ਵਿੱਚ ਕੀ ਅੰਤਰ ਹੈ?
- iv) What is the meaning of right utilization of physical facilities?
ਭੌਤਿਕ ਸੁਵਿਧਾओं ਕੇ ਸਦੁਪਯੋਗ ਕਾ ਕਯਾ ਅਰਥ ਹੈ?
ਭੌਤਿਕ ਸਹੂਲਤਾਂ ਦੀ ਸਹੀ ਵਰਤੋਂ ਦਾ ਕੀ ਅਰਥ ਹੈ?
- v) What is coexistence?
ਸਹ-ਅਸਤਿਤਵ ਕਯਾ ਹੈ?
ਸਹਿਯੋਗ ਕੀ ਹੈ?
- vi) What is humane conduct?
ਮਾਨਵੀਯ ਆਚਰਣ ਕਯਾ ਹੈ?
ਮਨੁੱਖੀ ਆਚਰਣ ਕੀ ਹੈ?

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vii) What do you mean by right understanding?

ਸਹੀ ਸਮਝ ਸੇ ਆਪਕਾ ਕਯਾ ਆਤਮਿਕ ਹੈ?

ਸਹੀ ਸਮਝ ਤੋਂ ਤੁਹਾਡਾ ਕੀ ਮਤਲਬ ਹੈ?

viii) Should we work for competition or for excellence?

ਕਯਾ ਹਮੇਂ ਪ੍ਰਤਿਸ਼ਥਾ ਕੇ ਲਿਏ ਕਾਮ ਕਰਨਾ ਚਾਹਿਏ ਯਾ ਉਤਕ੍ਰਿਸ਼ਟਤਾ ਕੇ ਲਿਏ?

ਕੀ ਸਾਨੂੰ ਮੁਕਾਬਲੇ ਲਈ ਜਾਂ ਉੱਤਮਤਾ ਲਈ ਕੰਮ ਕਰਨਾ ਚਾਹੀਦਾ ਹੈ?

ix) What is self regulation?

ਸਵਨਿਯਮਨ ਕਯਾ ਹੈ?

ਸਵੈ ਨਿਯਮ ਕੀ ਹੈ?

x) What is Mutual Prosperity?

ਪਾਰਸਪਰਿਕ ਸਮ੍ਰਿਧਿ ਕਯਾ ਹੈ?

ਆਪਸੀ ਖੁਸ਼ਹਾਲੀ ਕੀ ਹੈ?

SECTION-B

(4 × 5 = 20)

2. "I will learn and improve only if I am unhappy. If I become happy, my learning will stop". Explore the validity of this viewpoint.

“ਮੈਂ ਸਿੱਖਾਂਗਾ ਅਤੇ ਸੁਧਾਰ ਕਰਾਂਗਾ ਜੇਕਰ ਮੈਂ ਨਾਖੁਸ਼ ਹਾਂ। ਜੇਕਰ ਮੈਂ ਖੁਸ਼ ਹੋ ਜਾਵਾਂਗਾ ਤਾਂ ਮੇਰੀ ਸਿੱਖਿਆ ਬੰਦ ਹੋ ਜਾਵੇਗੀ।” ਇਸ ਦ੍ਰਿਸ਼ਟੀਕੋਣ ਦੀ ਵੈਧਤਾ ਦਾ ਅਨੁਸ਼ਲੇਸ਼ਣ ਕਰੋ।

“ਮੈਂ ਤਾਂ ਹੀ ਸਿੱਖਾਂਗਾ ਅਤੇ ਸੁਧਾਰਾਂਗਾ ਜੇ ਮੈਂ ਨਾਖੁਸ਼ ਹਾਂ। ਜੇਕਰ ਮੈਂ ਖੁਸ਼ ਹੋ ਗਿਆ ਤਾਂ ਮੇਰੀ ਸਿੱਖਿਆ ਬੰਦ ਹੋ ਜਾਵੇਗੀ।” ਇਸ ਦ੍ਰਿਸ਼ਟੀਕੋਣ ਦੀ ਵੈਧਤਾ ਦੀ ਪੜਚੋਲ ਕਰੋ।

3. What are the programmes to ensure Health?

ਸਿਹਤ ਨੂੰ ਠੀਕ ਰੱਖਣ ਲਈ ਕਿਹੜੇ-ਕਿਹੜੇ ਤਰੀਕੇ ਹਨ?

ਸਿਹਤ ਨੂੰ ਠੀਕ ਰੱਖਣ ਲਈ ਕਿਹੜੇ-ਕਿਹੜੇ ਤਰੀਕੇ ਹਨ?

4. What are the salient unethical practices in the profession at present? Analyze the root cause and possible solution.

ਮੌਜੂਦਾ ਸਮੇਂ ਦੇ ਪੇਸ਼ੇ ਦੇ ਮੁੱਖ ਅਨੈਥਿਕ ਤਰੀਕੇ ਕੀ ਹਨ? ਮੂਲ ਕਾਰਨ ਅਤੇ ਸੰਭਵ ਸਮਾਧਾਨ ਦਾ ਵਿਸ਼ਲੇਸ਼ਣ ਕਰੋ।

ਮੌਜੂਦਾ ਸਮੇਂ ਵਿੱਚ ਪੈਸੇ ਦੇ ਮੁੱਖ ਅਨੈਥਿਕ ਤਰੀਕੇ ਕੀ ਹਨ? ਮੂਲ ਕਾਰਨ ਅਤੇ ਸੰਭਵ ਸਮਾਧਾਨ ਦਾ ਵਿਸ਼ਲੇਸ਼ਣ ਕਰੋ।

5. What is the qualitative difference between the activities of the Self and those of the Body? Illustrate with one example.

ਸਵੈ ਦੀ ਗਤਿਵਿਧੀਆਂ ਅਤੇ ਸਰੀਰ ਦੀ ਗਤਿਵਿਧੀਆਂ ਵਿੱਚ ਗੁਣਾਤਮਕ ਅੰਤਰ ਕੀ ਹੈ? ਇਕ ਉਦਾਹਰਣ ਨਾਲ ਸਮਝਾਓ।

ਸਵੈ ਅਤੇ ਸਰੀਰ ਦੀਆਂ ਗਤਿਵਿਧੀਆਂ ਵਿੱਚ ਗੁਣਾਤਮਕ ਅੰਤਰ ਕੀ ਹੈ? ਇਕ ਉਦਾਹਰਣ ਨਾਲ ਸਮਝਾਓ।



6. What are the basic guidelines of value education?

मूल्य शिक्षा के बुनियादी दिशानिर्देश क्या हैं?

ਮੁੱਲ ਸਿੱਖਿਆ ਦੇ ਬੁਨਿਆਦੀ ਦਿਸ਼ਾਨਿਰਦੇਸ਼ ਕੀ ਹਨ?

SECTION-C

(6 × 5 = 30)

7. The problem today is that the desires, thoughts and expectations are largely set by pre conditionings or sensations. Examine this statement.

आज समस्या यह है कि इच्छाएँ, विचार और अपेक्षाएँ काफी हद तक पूर्व-स्थितियों या संवेदनाओं द्वारा निर्धारित होती हैं। इस कथन का परीक्षण करें।

ਅੱਜ ਸਮੱਸਿਆ ਇਹ ਹੈ ਕਿ ਇੱਛਾਵਾਂ, ਵਿਚਾਰਾਂ ਅਤੇ ਉਮੀਦਾਂ ਜ਼ਿਆਦਾਤਰ ਪੂਰਵ-ਸ਼ਰਤਾਂ ਜਾਂ ਸੰਵੇਦਨਾਵਾਂ ਦੁਆਰਾ ਨਿਰਧਾਰਤ ਕੀਤੀਆਂ ਜਾਂਦੀਆਂ ਹਨ। ਇਸ ਕਥਨ ਦੀ ਜਾਂਚ ਕਰੋ।

OR

What is the meaning and purpose of self-exploration?

स्वयं-अन्वेषण के अर्थ और उद्देश्य क्या हैं?

ਆਤਮ-ਅਧਿਐਨ ਦੇ ਮਤਲੱਬ ਅਤੇ ਉਦੇਸ਼ ਕੀ ਹਨ?

8. What are the problems we are facing today because of operating on the basis of pre-conditioned desires?

पूर्व-मान्यता इच्छाओं के आधार पर परिचालन करने से हम आज क्या क्या समस्याओं का सामना कर रहे हैं?

ਪੂਰਵ-ਮਾਨਤਾ ਇੱਛਾਵਾਂ ਦੇ ਆਧਾਰ ਉੱਤੇ ਚੱਲਣ ਕਰਕੇ ਅੱਜ ਅਸੀਂ ਕਿਹੜੀਆਂ ਸਮੱਸਿਆਵਾਂ ਦਾ ਸਾਮਣਾ ਕਰ ਰਹੇ ਹਾਂ?

OR

How is a human-being co-existence of self and body? Explain pre-conditioning, sensation and natural acceptance.

इंसान स्वयं और शरीर का सह-अस्तित्व कैसे है? पूर्व-मान्यता, संवेदना और प्राकृतिक-स्वीकृति समझाओ।

ਮਨੁੱਖ ਸਵੈ ਅਤੇ ਸਰੀਰ ਦਾ ਸਹਿ-ਅਸਤਿਤਵ ਕਿਵੇਂ ਹੈ? ਪੂਰਵ-ਮਾਨਤਾ, ਸੰਵੇਦਨਾ ਅਤੇ ਸਹਿਜ-ਸਵਿਕਰਿਤੀ ਸਮਝਾਓ।

9. What are the implications of value based living?

मूल्य आधारित जीवन यापन के विभिन्न स्तरों पर अच्छे परिणाम क्या हैं?

ਕਦਰਾਂ ਕੀਮਤਾਂ ਆਧਾਰਿਤ ਜੀਵਨ ਜੀਉਣ ਦੇ ਵੱਖਰੇ ਵੱਖਰੇ ਪੱਧਰਾਂ ਤੇ ਚੰਗੇ ਨਤੀਜੇ ਕੀ ਹਨ?

OR

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What are the problems we are facing today because of operating on the basis of pre-conditioned desires?

पूर्व-मानता इच्छाओं के आधार पर परिचालन करने से हम आज किन समस्याओं का सामना कर रहे हैं?

ਪੂਰਵ-ਮਾਨਤਾ ਇੱਛਾਵਾਂ ਦੇ ਆਧਾਰ ਉੱਤੇ ਚੱਲਣ ਕਰਕੇ ਅੱਜ ਅਸੀਂ ਕਿਹੜੀਆਂ ਕਿਹੜੀਆਂ ਸਮੱਸਿਆਵਾਂ ਦਾ ਸਾਮਣਾ ਕਰ ਰਹੇ ਹਾਂ?

10. Where is the scope of development in nature? How have we come to wrongly place our developmental programs?

प्रकृति में विकास की गुंजाइश कहां है? हम अपने विकासात्मक कार्यक्रमों को गलत तरीके से कैसे पेश करने लगे हैं?

ਕੁਦਰਤ ਵਿੱਚ ਵਿਕਾਸ ਦੀ ਗੁੰਜਾਇਸ਼ ਕਿੱਥੇ ਹੈ? ਅਸੀਂ ਆਪਣੇ ਵਿਕਾਸ ਪ੍ਰੋਗਰਾਮਾਂ ਨੂੰ ਕਿਵੇਂ ਗਲਤ ਤਰੀਕੇ ਨਾਲ ਪੇਸ਼ ਕਰਨਾ ਸ਼ੁਰੂ ਕਰ ਦਿੱਤਾ ਹੈ?

OR

What are the five dimensions of human endeavour in society?

समाज में मानव प्रयास के पांच आयाम क्या हैं?

ਸਮਾਜ ਵਿੱਚ ਮਨੁੱਖ ਕੋਸ਼ਿਸ਼ ਦੇ ਪੰਜ ਪਹਿਲੂ ਕੀ ਹਨ?

11. What is ethical human conduct? Explain in terms of values, policies and character.

नैतिक मानवीय आचरण क्या हैं? मूल्यों, नीतियों और चरित्र के संदर्भ में व्याख्या करें।

ਨੈਤਿਕ ਮਨੁੱਖੀ ਆਚਰਣ ਕੀ ਹੈ? ਮੁੱਲਾਂ, ਨੀਤੀਆਂ ਅਤੇ ਚਰਿੱਤਰ ਦੇ ਅਧਾਰ ਵਿੱਚ ਵਿਆਖਿਆ ਕਰੋ।

OR

Explain self-organisation and health.

आत्म-संगठन और स्वास्थ्य के बारे में बताएं।

ਆਤਮ-ਸੰਗਠਨ ਅਤੇ ਸਿਹਤ ਦੇ ਬਾਰੇ ਵਿੱਚ ਦੱਸੋ।

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Total No. of Questions : 10

Total No. of Pages : 03

MBA (Sem-3)

ORGANIZATIONAL BEHAVIOUR & DESIGN

Subject Code : MBA 301-18

M.Code : 76889

Date of Examination : 03-06-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Write Briefly :
- Define learning. Discuss its characteristics.
 - Types of Emotions.
 - Define attitude. Discuss three components of attitudes
 - Traits of Leadership.
 - Determinants of personality.
 - Ego states.
 - Causes of Organizational stress.
 - What is Learning organization? Give its salient features?

SECTION-B

UNIT-I

2. Define organizational behavior. What are various challenges and opportunities for OB managers? Explain with the help of examples.

3. What is individual behaviour? Discuss in detail various factors influencing individual behaviour?

UNIT-II

4. Define Motivation. Critically analyse Herzberg's two factor theory of motivation.
5. Define perception. Discuss in detail the stages of perceptual process with illustrations. Also, explain various perceptual errors that can distort the perception.

UNIT-III

6. What is group? Why do people join groups? Explain various properties of group with suitable illustrations?
7. Define organizational culture? What are various dimensions of organizational culture? How is culture developed in the organizations?

UNIT-IV

8. Define conflict. Briefly discuss the stages of conflict management with the help of examples.
9. What is organizational structure? Elaborate various types of organizational structures with their advantages and disadvantages.

SECTION-C

10. **Case study :**

Ceryl Kahn, Rob Carstons, and Linda McGee have something in common. They all were promoted within their organizations into management positions. As well, each found the transition a challenge. Kahn was promoted to director of catering for the Glazier Group of restaurants. With the promotion, she realized that things would never be the same again. No longer would she be able to participate in water-cooler gossip or shrug off an employee's chronic lateness. She says she found her new role daunting. "At first I was like a bulldozer knocking everyone over, and that was not well received. I was saying, 'It's my way or the highway' and was forgetting that my friends were also in transition." She admits that this style alienated just about everyone with whom she worked.

Carstons, a technical manager at IBM, talks about the uncertainty he felt after being promoted to a manager from a junior programmer. "It was a little bit challenging to be suddenly giving directives to peers, when just the day before you were one of them. You



try to be careful not to offend anyone. It's strange walking into a room and the whole conversation changes. People don't want to be as open with you when you become the boss."

McGee is now president of Medex Insurance Services. She started as a customer service representative with the company, then leapfrogged over colleagues in a series of promotions. Her fast rise created problems. Colleagues "would say, 'Oh, here comes the big cheese now.' God only knows what they talked about behind my back."

Questions :

- a. A lot of new managers make serious mistakes in selecting the right leadership style when they move into management. Why do you think this happens?
- b. If new managers don't know what leadership style to use, what does this say about leadership and leadership training?
- c. Do you think it's easier or harder to be promoted internally into a formal leadership position than to come into it as an outsider? Explain.

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Total No. of Questions : 17

Total No. of Pages : 02

MBA (Sem.-3)

MARKETING RESEARCH

Subject Code : MBA-302-18

M.Code : 76890

Date of Examination : 11-12-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

SECTION-A

Write Briefly :

1. What do you mean by exploratory research design?
2. What is the first step of marketing research process?
3. Write a brief note on indirect observation research.
4. Write a short note on marketing research.
5. Explain ordinal scale of measurement.
6. What is before-after design?
7. Briefly describe content validity.
8. What do you mean by alpha scale of data analytics?

SECTION-B

UNIT-I

9. Discuss the concept of marketing research. Explain various types of marketing research.
10. Explain nature and scope of marketing decision making.



UNIT-II

11. What do you mean by observation research? Explain in detail.
12. Describe purpose and nature of developing research proposal

UNIT-III

13. What are the major factors that should be considered while designing a questionnaire?
14. What is the concept of reliability? Discuss its types in detail.

UNIT-IV

15. Highlight the concept of factor analysis. What are the major uses of factor analysis in marketing research?
16. Explain correlation. Discuss its properties and where we can apply correlation in research.?

SECTION-C

17. Study the following case and answer the question(s) that follow:

World Business School (WBS), one of the top 30 Indian Business Schools, is planning to launch an innovative 'learn while you earn' program. Named 'Work Integrated Career Enhancement (WICE) program, this program aims to offer a two-year PGDM program with custom-made specializations, including digital marketing etc. While the director, Dr. Gupta was excited about the program, his colleague, Dr. Arora wishes to get the relevant secondary data to validate the introduction of this innovative program. But there are following problems :

Questions :

- a. How should Dr. Nitin's team go about getting the relevant secondary data that can enable the introduction of this program?
- b. What are the sources of relevant and reliable secondary data?
- c. What is the appropriateness of secondary data for the defined marketing research problem?

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Total No. of Questions : 10

MBA (Sem-3)

MARKETING RESEARCH

Subject Code : MBA-302-18

M.Code : 76890

Date of Examination : 15-06-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :
1. SECTION :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Write briefly :
- Difference between the primary and secondary data.
 - What are Differential Scales (Thurstone type scales) and Summated scales (Likert type scales)?
 - Discuss Exploratory Research Design.
 - Discuss the importance of selecting a research problem.
 - Write a short note on the observation method.
 - Write short note on the dependent and independent variables.
 - What do you understand by research design?
 - Write a short note on a review of the literature.



SECTION-B

UNIT-I

2. What do you mean by Marketing research? Explain the various steps involved in research.
3. "*It is never safe to take published data at its face value*". Explain the various points which must be considered before using the secondary data. Give examples wherever possible.

UNIT-II

4. Explain the various experimental research designs. Explain with a suitable example.
5. In the research process, why is the problem definition probably the most important? What are the key issues that need to be addressed at this stage?

UNIT-III

6. What are the various aspects that need to be kept in mind while developing the questionnaire?
7. What do you mean by the reliability of a test? Is a reliable test valid too? Comment while highlighting the difference.

UNIT-IV

8. Write notes on the following :
- a) Multi-Dimensional scaling
 - b) Factor Analysis
9. Discuss the utility and effectiveness of various Tests of significance. How does SPSS/Excel help in implementing these?

SECTION-C

10. **Case Study :**

The New Shoe Company, based in the English Midlands, is experiencing a fall in profits. The company measures profits in terms of the annual pre-tax return on capital employed earned by the company. The sales director says that falling profitability is a reflection of the current slump in the market. Total demand in the marketplace is much less than it was

12 months ago and the company has struggled to maintain its market share at the previous level as competition has intensified. Competition from European manufacturers has been sharpened by changes in EU trading regulations and Spanish manufacturers, in particular, have taken advantage of their lower cost structure to make inroads into the British market. At the same time, the New Shoe Company has failed to take full advantage of opportunities in Europe. It has not fully developed its market niching strategy where it can gain a competitive advantage. The sales director blames the firm's lack of competitiveness on the poor performance of the R&D team and the inability of the manufacturing departments to control costs. The technical director claims that the firm's products are competitive with any that are produced worldwide. Indeed, in her view, the firm's products are by-far the best available at the price, offered. She points to the lack of marketing effort expended by the firm in the past year, pointing to the necessity to keep the firm's name before the public at all times, especially when competition is increasing in strength. At the same time, she recognises that marketing effort requires financing and that this was not adequately provided during the period in question. The production director points out that the company has been able to lower its manufacturing costs substantially through the introduction of new technology into the manufacturing process. However, he points out the accounting practices adopted by the firm distort the true picture. Profitability, in his view, has improved, although this is not truly reflected in the company's management accounts. The finance director feels that the drop in profitability is attributable to recent acquisitions the firm has made. Ventures into retailing have not been as profitable as had first been supposed. This might to some extent have been reflective of bad timing on behalf of the company, given the current recession, in making such acquisitions. The managing director points out that there clearly is a problem and that perhaps one should pay particular attention to what competitors are doing and how the firm is responding from a marketing viewpoint.

Questions :

- a) Given the limited information in this case, what do you think could be the real problem or problems in this example?
- b) Depending on the real nature of the problem identified, how might marketing research help in this case?

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Total No. of Questions : 10

Total No. of Pages : 02

MBA (Sem.-3)

INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

Subject Code : MBA 911-18

M.Code : 76896

Date of Examination: 20-12-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Write briefly :
 - a) Bulk Deals
 - b) Trading vs. Investment
 - c) Industry Life Cycle
 - d) Price vs. Value of Investment
 - e) Support Level
 - f) Trend Channels
 - g) Futures Contracts
 - h) Arbitrage Pricing Theory.

SECTION-B

UNIT-I

2. Differentiate between financial and real investment. Write a detailed note on various media of investment. Also briefly discuss the principles of sound investment planning.
3. What do you mean by primary market? Discuss the role and functions of primary market. Also briefly discuss the various participants in the Indian primary market.



UNIT-II

4. What do you mean by intrinsic value? Write a detailed note on the various factors affecting intrinsic value of a stock.
5. 'Long-term investment is a science as well as an art, however, the success of long-term investing besides fundamental factors also depend upon mindset and behavioural features of an investor'. Comment.

UNIT-III

6. What is technical analysis? Discuss the features and basic assumptions of technical analysis. Briefly discuss various types of charts used for technical analysis.
7. What do you mean by portfolio diversification? Discuss in detail various factors to be considered in asset allocation for portfolio construction.

UNIT-IV

8. What do you mean by Efficient Market Hypothesis? Discuss various types of market efficiency as described by Prof. Eugene Fama. Also briefly discuss the implication of presence and absence of market efficiency.
9. What do you mean by financial derivatives? Briefly discuss how futures contracts can be used for taking speculation, hedging and arbitrage positions in the market?

SECTION-C

10. Case Study :

Particulars	Stock	Bond	Call Option	Put Option
Current Market Price	Rs.120	Rs. 175	Rs. 10	10
Exercise Price	NA	NA	Rs. 120	Rs. 120
Term to Expiration	NA	6 Months	3 Months	3 Months
Price at Termination	NA	Rs. 150	NA	NA

Using the above information, you are required to answer the following questions:

- a) If the price of a stock goes up to Rs. 145, what will be the investor's gain / loss in case of (i) Protective Put Strategy and (ii) Covered Call Strategy.
- b) If the price of stock goes down to Rs. 108, what will be the investor's gain / loss in case of (i) Protective Put Strategy and (ii) Covered Call Strategy.
- c) Explain the view of a speculator about the stock price who adopts the above strategies. Comment on the risk profile of the speculator under both strategies.

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Roll No.

Total No. of Questions : 10

Total No. of Pages : 02

MBA (Sem-3)

INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

Subject Code : MBA911-18

M.Code : 76896

Date of Examination : 24-05-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

- SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
- SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
- SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Write briefly :

- Insider Trading
- Investment
- Industry Analysis
- Margin of Safety
- Momentum
- Diversification
- Single Index Model
- Put Options

SECTION-B

UNIT-I

- What do you mean by risk? Differentiate between systematic and unsystematic risk briefly. Discuss how the simple, annualized, expected and abnormal returns are computed.

- What do you mean by secondary market? Discuss the features and functions of Indian stock market. Also, briefly discuss the trading and settlement cycle in the Indian stock market.

UNIT-II

- "Long-term investment requires an art and skill of picking diamonds from the dust". Elucidate with suitable examples.
- Define fundamental analysis. Discuss in detail the role of fundamental analysis in growth and value styles of investing.

UNIT-III

- Define technical analysis. Briefly discuss various methods used for predicting future price movement through technical analysis.
- What do you mean by portfolio management? Discuss in detail the various approaches for portfolio construction. Give suitable examples in support of your answer.

UNIT-IV

- What do you mean by Capital Asset Pricing Model? Discuss the assumptions and application of Capital Asset Pricing Model.
- Differentiate between forward and futures contracts. Briefly discuss how the payoffs of futures contracts are computed for long and short positions.

SECTION-C

10. Case Study :

If the risk-free rate of return is 6% and using the data given below, you are required to cc

- Ex-ante Beta of Stock A and B.
- Ex-ante Alpha of Stock A and B.
- Also suggest, which stock will be a good bet for investment.

Probability	Conditional Returns (%)		
	Stock A	Stock B	Market
0.20	-12	15	-15
0.15	30	35	20
0.30	40	20	30
0.10	20	-30	35
0.25	-15	-10	-10

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Total No. of Questions : 10

Total No. of Pages : 02

MBA (Sem.-3)

MANAGEMENT OF FINANCIAL SERVICES

Subject Code : MBA912-18

M.Code : 76897

Date of Examination : 22-12-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Write briefly :
- a) Trustees & Custodians
 - b) Rematerialization
 - c) Venture capital
 - d) Meaning of merchant banking
 - e) Factoring
 - f) Debt securitization
 - g) Interest rate swaps
 - h) Basel 1 and 2

SECTION-B

UNIT-I

2. Discuss the classification of mutual fund schemes along with their advantages and disadvantages.



3. What do you mean by dematerialization of shares? What are the steps involved in dematerialization?

UNIT-II

4. What is difference between leasing and hire purchase? Discuss the advantages to lessor and lessee.
5. Discuss in brief some important recent developments in the merchant banking establishments in India.

UNIT-III

6. Discuss the various types of factoring. Explain the procedural aspects in factoring.
7. What credit process is followed by credit card organization? Discuss the factors affecting utilization of plastic money in India.

UNIT-IV

8. What do you understand by Risk management? Explain Swaps as a risk management tool.
9. What is asset liability management? Explain its significance.

SECTION-C

10. Attempt following case study :

Securities and Exchange Board of India (SEBI) has tightened disclosure standards for Credit Rating Agencies (CRAs) while assigning ratings to debt instruments. It has ordered CRAs to analyse deterioration in liquidity conditions of issuer, while monitoring its repayment schedules and taking into account any asset-liability mismatches. It is organization that gives rating to debtors or borrowers (government, companies etc) on the basis of their ability to pay back their principal loan and interest on time. It gives an idea of the probability of committing a default by them on debt and other credit related instruments.

Questions :

- a) What do you mean by credit rating agencies?
- b) What are the factors affecting credit rating?
- c) Explain the rating methodology and benchmarks.

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Total No. of Pages: 02

MBA (Sem. – 3)

CONSUMER BEHAVIOUR

Subject Code: MBA 921-18

M Code: 76894

Date of Examination : 06-01-2023

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of EIGHT questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV. Student has to attempt any ONE question from each Sub-section carrying EIGHT marks each.
3. SECTION-C is COMPULSORY carrying TWELVE marks.

SECTION-A

1. Write briefly:
 - a) Highlight interdisciplinary nature of consumer Behaviour
 - b) Outline concept of spiritualistic consumption.
 - c) Outline the concept of product personality.
 - d) What is consumer imagery?
 - e) Outline meaning of family life cycle.
 - f) What do you mean by culture?
 - g) Outline concept of consumer innovators.
 - h) What is opinion leadership?

SECTION-B

UNIT-I

2. Why is it important to study consumer behaviour? Highlight the consumer research process, with illustrations.
3. Highlight use of information technology and Artificial Intelligence in consumer profiling and engagement, with examples.

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UNIT-II

4. Explain various behavioral and cognitive theories of consumer learning, with illustrations.
5. Highlight the ways attitudes are formed? Suggest various attitudinal change strategies.

UNIT-III

6. What are the various functions of a family? Outline family decision making process
7. What do you mean by values and norms? Explain characteristics of culture. Highlight influence of culture on consumer behavior, with examples.

UNIT-IV

8. Explain Nicosia Model of Consumer Behaviour, with examples.
9. Highlight concept of diffusion of innovation. Outline the diffusion and adoption process, with illustrations.

SECTION-C

10. Read the case study and answer the questions based on it:

An ethnic fast food joint YUMPY is witnessing decline in sales over a period of time. It wants to monitor the changes in consumer behaviour over a period of time and wishes to hire you as a consultant.

- a) Recommend suitable bases for segmenting the consumer for the fast food joint. (4)
- b) Will opinion leadership and reference groups have any benefit in marketing the fast food joint offerings? Explain relative advantages and disadvantages. (4)
- c) How can technology be used in consumer engagement by the fast food joint (4)

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Roll No.

Total No. of Pages : 03

Total No. of Questions : 10

MBA (Sem.-3)
CONSUMER BEHAVIOUR

Subject Code : MBA 921-18

M.Code : 76894

Date of Examination: 03-01-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Write Briefly :

- a) Cognitive Learning
- b) Diffusion of Innovation
- c) Opinion Leadership
- d) Subliminal Perception
- e) Social Class
- f) Reference groups.
- g) Qualitative Research Design
- h) Interdisciplinary approach to consumer decision-making.

SECTION-B

UNIT-I

2. Discuss in detail the consumer behavior research process. Differentiate between qualitative and quantitative research designs and their applications in consumer research.

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3. Define consumer behavior. Discuss the role of segmentation and targeting in increasing a marketer's understanding of consumer behavior.

UNIT-II

4. Bring out the relevancy of Pavlov and Skinner's theories of learning in increasing a marketer's understanding of consumer behavior.
5. Discuss about various strategies being adopted by marketers to bring attitudinal change among consumers. What is the linkage among consumer's beliefs, attitudes, and purchase intentions?

UNIT-III

6. Define culture. What are the most important characteristics of culture that reflect its nature? Why is the study of culture important to marketers?
7. How does reference group influence vary over product categories? What type of reference group influence can you expect in the following and why?

- a) Wrist Watches
- b) Soap

UNIT-IV

8. Briefly state the various stages of the consumer decision-making process that a consumer will go through when purchasing a laptop for the first time. What is meant by cognitive dissonance and how will it be overcome in this case?
9. Describe the diffusion process. Identify the five characteristics that influence diffusion. Discuss the five stages in the consumer adoption process.

SECTION-C

10. Case Study :

A certain store was keeping a number of brands of washing machines. They had washing machines to cater to the needs of all segments of society. They were stocking IFB, Videocon, BPL, National, Godrej and locally-made washing machines as well. They had automatic, semi-automatic, and manual machines. The automatic machines were bought by the higher-income group. The middle-income group was content with semi-automatic machines. Manual hand-operated machines were for the lower class of clientele, and also those living in rural areas, where electrification was not complete, or the electricity went off for days together. It was observed that when customers came to buy an automatic machine, they usually came with their spouses and they looked mainly at the color, style of functioning, electric consumption, care for handling, price factors, etc. Many

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customers would not buy on their first visit. They would come back after an interval of time, and purchase the machine after careful consideration of the attributes that they were looking for. Many would lower their choice, and come back to buy semi-automatic, instead of automatic machines. The sale was observed to be highest during marriage seasons and at festival times. There was a great influence of the housewives in buying these, as they were the ultimate users. With a lot of information imparted by the media, and the children being exposed to it for several hours, in a day, they seemed to have a good knowledge of the attributes and had a great say in the purchases and their opinions were also given weightage by the parents. Since a chain store is more interested in the sales to materialize, rather than pushing any particular brand, the salesmen are directed to satisfy the customers or the family. This should be their first consideration.

Questions :

- a) What should be the role of the marketer in the above case regarding advertisement, promotion, persuasion, and closing sales?
- b) Who others could influence the purchase decisions in a family, in relevance to the above case?
- c) Do you feel that group interaction helps the buyer too, in his decision-making process? Elaborate.

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Total No. of Pages : 03

Total No. of Questions : 17

MBA (Sem.-3)

SERVICES MARKETING

Subject Code : MBA 922-18

M.Code : 76895

Date of Examination : 18-12-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

SECTION-A

Write Briefly :

1. Discuss the growth of service sector economy.
2. What are the challenges of service design?
3. Elaborate the success of electronic channels of service delivery.
4. What are the Services marketing communication strategies?
5. How service providers manage the demand and supply of services?
6. Discuss the role of interactive marketing.
7. How physical evidence is important for service sector?
8. How customer perceptions are different from expectations?



SECTION-B

UNIT-I

9. What are the characteristics of services? How we can classify the services?
10. Discuss the service quality and productivity. What are integrated gap models of service quality?

UNIT-II

11. Suggest ways how an insurance company can improve its marketing through the use of physical evidence management.
12. Discuss the concept of customer loyalty. Elaborate the strategy towards building customer loyalty.

UNIT-III

13. What are the strategies to deliver quality services? Discuss waiting line strategies integrated.
14. Discuss the strategies for matching supply and demand particularly in service organizations.

UNIT-IV

15. What are the repercussions of frequent changes in the pricing of a nearly launched service? Discuss when it may be necessary and its pros and cons.
16. Write a detailed note on marketing of services in financial sector. Are these different from the traditional banking sector marketing?

SECTION-C

17. Case study: The Branding of India

Indian Tourism Board in association with Experience e Indian Society has launched the 'Incredible India' campaign to attract upscale tourists from across the world. For the first time, the Ministry of Tourism (MoT) has presented the country's tourist destinations as one brand presenting all the Indian states. Ogilvy and Mather, advertising agency, has helped to release powerful print and electronic advertisements. To create brand awareness and attract global tourists, it has launched television commercials on premium channels like CNN, Discovery, BBC and Travel. Moreover, it has released advertisement through the print media in popular publications like Vogue and Financial Times. The tourism board has also launched an online campaign involving contests on popular web sites like



MSN, Google and Yahoo. The tourism board conducted a global media meet inviting travel writers across the world to communicate the developments in Indian Tourism. The opening up of airline industry also helped to attract more customers by making air travel more affordable. These activities undertaken by the tourism board have establish India as a single product with attractive and rich culture. Thus, India is rated among the top ten destination spots by global tourists and this increased its market share in tourism among other Asian countries like Malaysia, Singapore, Hong Kong and China.

Questions :

- a) Suggests some unique ideas (with reasons for recommending) to Ministry of Tourism (MoT) on how you can increase the tourists flow in India, without compromising the service quality.
- b) From the aforesaid case how will you enhance the services presently offered to the tourist by considering the extended P's?

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Total No. of Pages: 02

MBA (Sem. – 3)
SERVICES MARKETING
Subject Code: MBA 922-18
M Code: 76895
Date of Examination : 7/1/2023

Max. Marks: 60

1. SECTION-A is COMPULSORY consisting of EIGHT questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV. Student has to attempt any ONE question from each Sub-section carrying EIGHT marks each.
3. SECTION-C is COMPULSORY carrying TWELVE marks.

- Define service marketing.
- Define service quality.
- What is service scape?
- What are the challenges associated with service design?
- Highlight meaning of service marketing triangle.
- What do you mean by cycle of success in service marketing?
- What factors should be kept in mind while deciding about pricing of a service?
- Highlight importance of marketing in healthcare sector.

2. Explain various characteristic features of service marketing with illustrations.
3. What are various gaps in the service quality? Suggest ways to reduce such gaps, with examples.



UNIT-II

4. Highlight various stages involved in service development process, with illustrations.
5. Explain need for service blueprinting. Outline process of blueprinting a service, with illustrations.

UNIT-III

6. Suggest ways to develop a service culture in organisations. Outline the employee's role in service delivery
7. Highlight advantages of delivering services through intermediaries. What are various types of intermediaries commonly used in service marketing? Explain.

UNIT-IV

8. Outline alternative pricing strategies for services, with examples.
9. Highlight important elements of financial services marketing, with illustrations.

SECTION-C

10. Read the case study and answer the questions based on it:

A leading American hotel chain BESTUM wishes to enter Indian markets. Globally it is a world leader for premium chain of hotels. Its strength has been its high quality standards. It needs your help as a marketing consultant.

- a) Highlight various bases of segmenting Indian hospitality industry. (4)
- b) What should be the positioning strategy for BESTUM in Indian markets? (4)
- c) Recommend appropriate marketing communication strategy for BESTUM (4)

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Total No. of Pages: 02

Total No. of Questions: 10

Subject Code: MBA 931-18

M Code: 76898

Date of Examination : 14/1/2023

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of EIGHT questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV. Student have to attempt any ONE question from each Sub-section carrying EIGHT marks each.
3. SECTION-C is COMPULSORY, consists of a Case Study carrying TWELVE marks.

SECTION-A

1. Write briefly:
 - a) Empowerment
 - b) Organization change
 - c) T-Group
 - d) Parallel Learning structures
 - e) Quality movement
 - f) Microcosm consultant term
 - g) Term and teamwork
 - h) Ethical standards in OD

SECTION-B

UNIT-I

2. What are the various triggers for change? Also, discuss the strategies for implementing Organization change.
3. Give brief historical background of organizational development along with its value assumptions and beliefs.



UNIT-II

4. Define Action research. Explain the process of action research. Also, discuss some approaches related to action research.
5. What are OD interventions? Discuss its characteristics of OD interventions.

UNIT-III

6. What do you understand by team interventions, intergroup and third party Peace Making interventions?
7. "Power and politics go side by side in the organization". Comment. Also, discuss the organizational politics practice in OD.

UNIT-IV

8. Discuss the way of entry and contracting under consultant- client relation. Also discuss the client system.
9. Discuss the consultant -client relations. Define the nature of the consultant's expertise.

SECTION-C

10. Case Study:

Organizations provide a power base for individuals. From a purely economic standpoint, organizations exist to create a surplus of income over costs by meeting needs in the marketplace. But organizations also are political structures which provide opportunities for people to develop careers and therefore provide platforms for the expression of individual interests and motives. At the same time, executives are reluctant to acknowledge the place of power both in individual motivation and in organizational relationships. Somehow, power and politics are dirty words. And in linking these words to the play of personalities in organizations, some managers withdraw into the safety of organizational logic. The development of careers, particularly at high managerial and professional levels, depends on accumulation of power as the vehicle for transforming individual interests into activities which influence other people.

- a) "Organization without the Politics is not possible" comment.
- b) Explain the relevant theories related to the sources of Power.

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Total No. of Questions : 10

Total No. of Pages : 03

MBA (Sem.-3)

ORGANIZATIONAL CHANGE AND DEVELOPMENT

Subject Code : MBA 931-18

M.Code : 76898

Date of Examination: 29-12-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Write short note on :
- a) Systems theory
 - b) OD Assumptions
 - c) Managing Change Model
 - d) Behavioral modeling
 - e) Career Anchors
 - f) Organizational Politics in OD
 - g) Entry and contracting
 - h) Implications of OD for the client.

SECTION-B

UNIT-I

2. What are the dynamics of planned change? Discuss various models of planned change with example.



3. What is team and teamwork? Discuss the strategies of change with relevant examples.

UNIT-II

4. Explain six box model of organizational development. Discuss the phases of OD program.
5. Explain the techniques of structural interventions with suitable examples.

UNIT-III

6. What are team interventions? Write a detailed note on intergroup and third-party peace-making interventions.
7. Discuss the theories and sources of power and politics in organizational development.

UNIT-IV

8. Explain various consultant-client relationship issues in OD with suitable examples.
9. Discuss :
- a) Contemporary issues in OD
 - b) OD and Quality Movement.

SECTION-C

10. Case study :

Linda, the CEO of a global software development company, knew she needed to have a tough conversation with her senior management team about how they were working together - or, more precisely, how they were not working together. Communication on the team had broken down because different team members had varying perspectives on important issues and were not finding productive ways to address them. Some were angry but silent, while others were fighting openly and loudly. The team knew they needed to discuss how to communicate across departments, how to make decisions together as a team and how to manage the hand - off from the Sales department to Engagement Management once a new client had been signed on. An OD Consultant firm was hired to solve the issue. The OD Consultant firm conducted the initial round of diagnostic interviews with each member of the 6 -person senior management team. It discovered that there was a long -running history of mis communications and turnover on the leadership team that contributed to the current difficult team dynamics. In particular, two members of the team represented opposite views from one another on a series of topics in the team. These two team members, the Chief Marketing Officer and the Chief



Technology Officer, had very different perspectives on how certain decisions had come to be made, and how those should now change. Linda, the CEO, was unsure how to manage the quickly deteriorating relationship between the CMO and CTO. After the initial interviews, the OD Consultant firm helped the CMO and the CTO explore the nature of their relationship, their different roles in the company, as well as their different management styles and personalities. It enabled them to listen to one another, and to share their own perspectives, reasoning and interests. While they still disagreed on some topics, they discovered that some of their initial disagreements had been the result of misinterpretations and stylistic communication differences. This helped them give one another the benefit of the doubt more readily than before, and to agree on two major decisions that had previously been deadlocked and were holding up the team. They recommended those decisions to the CEO. Through the team-wide meetings, each of the officers made a series of commitments for actions to take in the next 3 quarters to follow up on the solutions the team had generated. The CEO committed to being more proactive when disagreements on the team arose, and to tracking everyone's commitments over time. Over the next few months, the senior management team identified how best to make decisions going forward, how to communicate in good times as well as under stress, and they resolved the Sales/Engagement Management hand-off. As a result, the company's overall bottom line improved by 25% and the working relationships and satisfaction of the senior management team members increased significantly. Through this experience, each of the team members also learned how to more authentically listen to other people's viewpoints and how to calmly and more effectively express their own.

Questions :

- a) What were the problems identified in the senior management team of the client company?
- b) How did the OD Consultant firm help the client company to resolve their issues?

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Roll No.

Total No. of Pages : 03

Total No. of Questions : 10

MBA (Sem.-3)

EMPLOYEE RELATIONS

Subject Code : MBA-932-18

M.Code : 76899

Date of Examination ; 08-12-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Answer Briefly :

- a) What is the importance of trade unions?
- b) What is the most striking feature of the Trade Unions Act of 1926?
- c) What is meant by conciliation?
- d) What is Social Assistance?
- e) What is meant by Social Insurance?
- f) What is meant by labour welfare?
- g) What are the classifications of welfare work?
- h) What is meant by Adjudication?

SECTION-B

UNIT - I

2. "Industrial Relations play a crucial role in establishing and maintaining industrial democracy". Justify this statement.



3. **Write notes on :**

- a) Dunlop's System Approach.
- b) How Employees Relations are an important aspect of Human Resource Management.

UNIT-II

4. Discuss in detail the various provisions of the Industrial Dispute Act of 1947. Explain by highlighting the key features that you think are the most crucial for solving industrial disputes.

5. **Write notes on :**

- a) Conciliation Practices and Types.
- b) Regulation to manage foreign nationals in Indian organizations.

UNIT-III

6. a) Discuss the evolution of social security measures. Also, explain the need and importance of social security in the context of industrial relations.
- b) Write a short note on the Payment of Bonus Act, 1965.
7. Discuss in detail the key features of Workmen's Compensation Act, 1923.

UNIT-IV

8. Discuss in detail the Maternity Benefit Act, 1961. Explain by discussing its key features.
9. Write notes on :
- a) ESI, Act, 1948
 - b) Importance of ILO

SECTION-C

10. **Case Study :**

M/s Industrial Security House (ISH) was a security agency based in the Western State of India. ISH won a tender bid to provide 100 security personnel to National Technical Academy (NTA). NTA was an autonomous institute affiliated to the Central Government of India but registered under the Societies Act of the (Western) State. ISH was mandated to



provide four categories of security personnel viz., (a) Security Supervisor (skilled), (b) Ex-Service Man (skilled), (c) Armed Guard (skilled) and (d) Security Guard (unskilled). 65 of the 100 personnel belonged to the unskilled category of security guard. For the first three categories of personnel, ISH had quoted Central Government minimum wages while for the fourth and unskilled category, they had quoted State Government minimum wages. Accordingly, NTA entered into an agreement with ISH to provide 100 security guards at the rates mentioned as per Central and State minimum wages, respectively. The agreement also stated that as and when the appropriate government revised the minimum wages, NTA would also revise the wages for ISH security personnel in accordance with this revision. Six months after the commencement of the agreement, the Central and State governments issued wage revision notifications. The Central minimum wage rate was much higher than the State minimum wage rate. As per the agreement, ISH put forth a demand for wage revision of its security personnel. ISH contended that since NTA was an autonomous body affiliated to the Central Government, the Central minimum wage rate would be applicable for all its security personnel. NTA responded by stating that Central minimum wage rates would be applicable only for those category of workers for which ISH had quoted Central Government wage rates, i.e., Security supervisor, Ex Service Man and Armed guard. For the Security guards, ISH was eligible only for the revised State Government rates in accordance with the original agreement.

Questions :

- a) Briefly explain the industrial problem highlighted in the case.
- b) In such a scenario, is the agreement considered the primary document for resolution or the status of the Principal Employer, i.e., the autonomous body affiliated to the Central Government?
- c) Which wage rates are applicable to the unskilled category personnel of ISH? Justify your answer.

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UNIT-III

6. Explain the scope of social security for industrial workers in India.
7. What is gratuity? discuss the provisions regarding payment of gratuity.

UNIT-IV

8. What is Provident Fund? Under what circumstances can a worker withdraw money from provident fund?
9. What do you understand by Labour welfare? How can it be classified? which agencies are involved for welfare work in India.

SECTION-C

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

Daljit was employed in the Star Mills as a tractor driver. His job was to carry the raw material from godown to the production hall. Daljit was 55 years of age and he joined Star Mills on 09.09.2005. He was drawing wages of Rs. 12000/-. His shift timings are about 2 pm to 9 pm. On August 7, 2013 after coming back from his place of employment at about 9pm he complained of severe chest pain. He was taken to the Dispensary from where he was taken to the District hospital where he was treated. Thereafter Daljit was referred to AIIMS, New Delhi. Mr. Daljit was a chronic Asthma patient. On 21st Sept 2013, he died at AIIMS. His wife claimed compensation. There was no report of any accident as the diseased was on his duty on August 7, 2013 and he completed his duty as usual.

- a) Explain the main issues in the above case.
- b) Analyze the claim of wife of Daljit in context of relevant acts.

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3. Highlight the objectives and scope of Customer Profitability Analysis.

UNIT-II

4. Discuss the features of Price Value Equation. Also explain why it is important so?
5. Outline important Steps for Territory Planning and Target Planning.

UNIT-III

6. Identify important steps for a setting advertising and Sales Promotion Budget.
7. What do you understand by the Metrics behind Social Media Spends.

UNIT-IV

8. Write in detail about various kinds of E-Marketing Tools.
9. Discuss the concept of E- Marketing Plan. Also, explain features of Budget Allocation.

SECTION-C

10. Read the following case carefully and answer the questions given below.

Ariel actilift had an improved formula that removed tough stains. But the challenge was that consumers were not interested in such communication. Most Scandinavian consumer thought there is no difference between detergent brands. The category showed lack of interest with lot of clutter and noise in communication.

Research showed that there were more than hundred thousands blog posts in Sweden alone on the subject of laundry education. Most of these posts were related to removal of tough strains. Ariel actilift has the power to remove tough stains.

Questions:

1. Consider you are the E-marketing lead of same company. How would you use display advertising to promote Ariel new product.
2. a) Create a twitter customer awareness strategy for an Ariel Actilift.
b) How to reach first 100 followers without spending any budget on paid ads?

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Total No. of Pages : 03

MBA (Sem.-3)

MARKETING ANALYTICS

Subject Code : MBA-961-18

M.Code : 77057

Date of Examination: 02-01-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Write briefly :
- What is customer profitability analysis?
 - What are acquisition and retention costs and rates?
 - What is call planning?
 - Discuss the significance of Price Sensitivity.
 - What is social media advertising?
 - What are some metrics used to measure social media performance?
 - What is pay-per-click advertising?
 - What do you mean by an action plan?



SECTION-B

UNIT-I

2. What is business analytics and why is it important for organizations?
3. What is customer choice analysis and how can it help organizations understand customer preferences and behavior?

UNIT-II

4. What are some best practices for conducting a pricing analysis and how can organizations use the results to improve their pricing strategy?
5. What is compensation planning and how can it help organizations motivate and retain their sales team?

UNIT-III

6. Explain common types of social media ads and how do they differ from one another?
7. What are descriptive analytics, diagnostic analytics, predictive analytics and prescriptive analytics and how can they be used to analyze data?

UNIT-IV

8. Discuss in detail common e-marketing tools used by organizations and how do they differ from one another?
9. What is situational analysis, and how can it be used to evaluate an organization's current position in the market?

SECTION-C

10. **Title : Reviving Sales at XYZ Retail Company :**

Case Study - XYZ Retail Company, a small-scale clothing and accessories retailer, has faced persistent challenges in increasing sales and attracting new customers. In response to this issue, the management team has devised an advertising and sales promotion strategy aimed at rejuvenating the company's performance. XYZ Retail Company operates in a highly competitive market where attracting and retaining customers is vital for sustained growth. In recent years, the company has struggled to boost sales revenue and expand its customer base. The management identified several key issues, such as outdated marketing methods, inadequate online presence and uninspiring in-store



experiences, which contributed to the sales decline. Implementation of the Advertising and Sales Promotion Strategy: In an effort to revitalize the business, XYZ Retail Company implemented a multifaceted strategy that addressed various aspects of their operations: Online Presence Enhancement: Recognizing the importance of the digital landscape, the company revamped its website to provide a user-friendly and visually appealing online shopping experience. They also expanded their presence on social media platforms to connect with a broader audience. Email Marketing Campaign: The company launched a targeted email marketing campaign to reach existing and potential customers. These emails contained promotions, new product arrivals and exclusive discounts to incentivize purchases. In-Store Experience Improvement: To enhance the in-store experience, XYZ Retail Company made physical changes to its stores, such as better lighting, rearranged product displays and improved signage. They also trained their staff to provide exceptional customer service. Discounts and Loyalty Programs: The company introduced a loyalty program, offering discounts and rewards to repeat customers. They also organized seasonal sales events and offered attractive discounts to boost foot traffic.

Questions :

- a) What is social media advertising, and how can it be used to expand XYZ Retail Company's audience and strengthen brand recognition?
- b) How can XYZ Retail Company use data analysis to improve its advertising and sales promotion strategy?
- c) What are the four Ps of marketing, and how can XYZ Retail Company use them to develop an effective marketing strategy?

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SECTION-B

UNIT-I

2. What is the difference between supervised and unsupervised learning?
3. Explain correlation and covariance using R.

UNIT-II

4. Explain Linear, Multiple and Logistic Regression with an example.
5. Discuss Decision Tree with an example.

UNIT-III

6. Explain the process of clustering with X-means algorithm.
7. Discuss K-mean clustering and Hierarchical Clustering.

UNIT-IV

8. What is Machine Learning? Can you use machine learning for time series analysis?
9. Write a note on big data related techniques.

SECTION-C

10. A trading scheme database contains price and ratio. How data analysis will help to see where the ratio goes outside of some range or limit that would make us open a position? Also, how it will be possible to displays the cutoff points to understand the pairs trading strategy?

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Total No. of Pages : 03

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MBA (Sem.-3)

DATA SCIENCES USING R

Subject Code : MBA-962-18

M.Code : 77058

Date of Examination : 05-01-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE question carrying TWELVE marks.

SECTION-A

Explain briefly :

1. What is Big Data?
2. What is Supervised Learning?
3. What is a decision tree?
4. What is Support Vector Machine?
5. What is Bagging?
6. What is Boosting?
7. What is Bootstrap Method?
8. What is cross-validation in Data Science?



SECTION-B

UNIT-I

9. What is Data Science? Discuss the need and relevance of Data Science by citing examples.
10. Write notes on :
 - a. Applications of Web Analytics.
 - b. Role and responsibility of Data Scientist

UNIT-II

11. Discuss in detail the applications and limitations of linear regression. Explain by citing examples.
12. Discuss the need and relevance of logistic regression. Explain by citing examples.

UNIT-III

13. What is Density-based Spatial Clustering? Discuss in detail the applications of K-means clustering.
14. Write notes on :
 - a. Applications of Hierarchical clustering
 - b. Different Ensemble Methods

UNIT-IV

15. Discuss the need and relevance of evaluation and validation in Data Science. Explain by citing relevant examples.
16. Write notes on :
 - a. Applications of Confusion Matrix
 - b. Applications of Scalable Machine learning



SECTION-C

17. Technology is helping countries to strictly enforce the quarantine of the individuals who are either came in contact with an infected person or themselves are infected during COVID-19 pandemic. Taiwan's government is providing the mobile phone with GPS tracking to all quarantined persons. In case of any breach of quarantine, an automatic message is sent to the health authorities' regarding the possible breach. In South Korea, the quarantined individuals are required to download the mobile app so that health authorities can track the movement of the quarantined individuals. The Hong Kong government has made it mandatory for quarantined individuals to wear a special wristband. The data regarding the movement of quarantined individuals is transferred through cloud technology and automatic alerts are sent to the authorities if there is any breach. Technology is also playing a vital role in providing medical care during the pandemic. Canada has witnessed a whopping jump in virtual cases to 14000 per day virtual consultations. To avoid the further spread of the virus, Canada has adopted a virtual care platform to consult doctors virtually. Similarly, American and Australian authorities are taking the route of virtual platforms to provide medical care to COVID-19 patients. Another pioneering application of technology is COVID-Net. COVID-Net is an open-source deep convolutional neural network AI-based application that holds a lot of potential for early detection of COVID-19 patients. Though still at the developing phase, COVID-Net can help doctors detect the start of the COVID-19 virus in patients by scanning the chest X-ray. The system works on a neural network that is trained even to detect minor changes in the lungs of the infected patients. Although the technology is helping the authorities to tackle the COVID-19 virus the technology also poses certain challenges. Internet speed and mobile connectivity are two main challenges that are roadblocks in implementing technology to track the spread of the virus. Moreover, tracking of individuals, especially quarantined patients, also raises privacy issues. The authorities need to address these issues of technology to check the spread of the COVID-19 virus.

Questions :

- a. Discuss how countries are able to do contact tracing and ensure quarantine by applying technology. In developing countries what are the key challenges you think data scientists face while developing solutions for a problem?
- b. As a user of a particular COVID-19 app, discuss the risks you feel while using the app.

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