Roll No. | | | | | | | | | | |

Total No. of Questions :11

Total No. of Pages : 04

MBA (Sem.– 3)

HUMAN VALUES, DE/ADDICTION AND TRAFFIC RULES

Subject Code : HVPE-101-18

M.Code : 76891

Date of Examination : 18-06-2024

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains objective type questions.
2. SECTION-B contains short answer type questions.
3. SECTION-C contains descriptive answer type questions.
4. Attempt ALL questions.

SECTION-A

1. Write briefly : (10 × 1 = 10)

(i) Explain harmony in family.

परिवार में तालमेल के बारे में बताएं।

ਪਰਿਵਾਰ ਵਿੱਚ ਤਾਲਮੇਲ ਦੇ ਬਾਰੇ ਵਿੱਚ ਦੱਸੋ।

(ii) What is Utility-Value?

उपयोगिता-मूल्य क्या हैं?

ਉਪਯੋਗਿਤਾ-ਮੁੱਲ ਕੀ ਹੈ?

(iii) How the value "Guidance" is related with Self ?

मूल्य ''मार्गदर्शन'' स्वयं के साथ कैसे संबंधित है?

ਮੁੱਲ ਅਗਵਾਈ ਸਵੈ ਦੇ ਨਾਲ ਕਿਵੇਂ ਸਬੰਧਤ ਹੈ?

(iv) Explain Natural Acceptance.

सहज स्वीकृति समझाओ।

ਕੁਦਰਤੀ ਮੰਜ਼ੂਰੀ ਸਮਝਾਓ।

(v) What is value of any Unit in the larger order?

बड़े आदेश में किसी भी इकाई का क्या मूल्य है?

ਵੱਡੇ ਆਦੇਸ਼ ਵਿੱਚ ਕਿਸੇ ਵੀ ਇਕਾਈ ਦਾ ਕੀ ਮੁੱਲ ਹੈ?

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(vi) What is Material Order?

सामग्री आदेश क्या है?

ਸਾਮਗਰੀ ਆਦੇਸ਼ ਕੀ ਹੈ?

(vii) What is Mutual Fulfilment?

पारस्परिक पूर्ति क्या है?

ਆਪਸ ਦਾ ਪੂਰਤੀ ਕੀ ਹੈ?

(viii) What is Innateness?

स्वाभाविकता क्या है?

ਸਵਾਭਾਵਿਕਤਾ ਕੀ ਹੈ?

(ix) What do you mean by Values or Human Values?

मूल्यों या मानवीय मूल्यों से आप क्या समझते हैं?

ਕਦਰਾਂ-ਕੀਮਤਾਂ ਜਾਂ ਮਨੁੱਖੀ ਕਦਰਾਂ-ਕੀਮਤਾਂ ਤੋਂ ਤੁਹਾਡਾ ਕੀ ਭਾਵ ਹੈ?

(x) What is Holistic System?

समग्र प्रणाली क्या है?

ਸਰਵਭੌਮਿਕ ਪ੍ਰਣਾਲੀ ਕੀ ਹੈ?

SECTION-B (5 × 4 = 20)

2. What is the vision for Manaviya Vyawastha (Humanistic Managements)? Explain.

मानवीय व्यवस्था का दृष्टिकोण क्या है? व्याख्या करें।

ਮਾਨਵੀਅ ਵਿਵਸਥਾ ਲਈ ਦ੍ਰਿਸ਼ਟੀ ਕੀ ਹੈ? ਵਿਆਖਿਆ ਕਰੋ।

3. Self-exploration is a process of dialogue between 'What you are' and 'What you really want to be'. Explain and illustrate.

आत्म अन्वेशण 'आप क्या हैं' और 'आप वास्तव में क्या बनना चाहते हैं' में आपस संवाद की एक प्रक्रिया है। समझाओ और व्याख्या करें।

ਸਵੈ-ਖੋਜ 'ਤੁਸੀਂ ਕੀ ਹੋ' ਅਤੇ 'ਤੁਸੀਂ ਅਸਲ ਵਿੱਚ ਕੀ ਬਣਨਾ ਚਾਹੁੰਦੇ ਹੋ' ਵਿੱਚ ਆਪਸ ਸੰਵਾਦ ਦੀ ਇੱਕ ਪ੍ਰਕਿਰਿਆ ਹੈ'। ਸਮਝਾਓ ਅਤੇ ਵਿਆਖਿਆ ਕਰੋ।

4. How there is Recyclability and Self-Regulation in Nature?

प्रकृति में आत्म नियमन और पुनरावृत्ति कैसे है?

ਕੁਦਰਤ ਵਿੱਚ ਆਤਮ-ਨਿਯਮਤਾ ਅਤੇ ਚੱਕਰੀ-ਕ੍ਰਮ ਕਿਵੇਂ ਹੈ?

5. What is your present vision of happiness and prosperous life?

सुख और समृद्ध जीवन के बारे में आपका वर्तमान दृष्टिकोण क्या है?

ਖੁਸ਼ਹਾਲੀ ਅਤੇ ਖੁਸ਼ਹਾਲ ਜੀਵਨ ਬਾਰੇ ਤੁਹਾਡਾ ਮੌਜੂਦਾ ਦ੍ਰਿਸ਼ਟੀਕੋਣ ਕੀ ਹੈ?

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

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

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

SECTION-C

(5 × 6 = 30)

7. *"Human values are universal and naturally acceptable, hence these are to be explored and realized, not be enforced"*. Comment.

"मानवीय मूल्य सार्वभौमिक और स्वाभाविक रूप से अनिवार्य हैं, इसलिए इन्हें खोजा और महसूस किया जाना चाहिए, लागू नहीं किया जाना चाहिए"। टिप्पणी करें।

"ਮਨੁੱਖੀ ਕਦਰਾਂ-ਕੀਮਤਾਂ ਸਰਵਵਿਆਪਕ ਅਤੇ ਕੁਦਰਤੀ ਤੌਰ 'ਤੇ ਸਵੀਕਾਰਯੋਗ ਹਨ, ਇਸ ਲਈ ਇਹਨਾਂ ਦੀ ਪੜਚੋਲ ਅਤੇ ਅਨੁਭਵ ਕੀਤਾ ਜਾਣਾ ਚਾਹੀਦਾ ਹੈ, ਲਾਗੂ ਨਹੀਂ ਕੀਤਾ ਜਾਣਾ"। ਟਿੱਪਣੀ ਕਰੋ।

OR

What do you mean by mutual fulfillment in nature? Give a few examples.

प्रकृति में पारस्परिक संतुष्टि से आप क्या समझते हैं? कुछ उदाहरण दीजिए।

ਕੁਦਰਤ ਵਿੱਚ ਆਪਸੀ ਪੂਰਤੀ ਤੋਂ ਤੁਹਾਡਾ ਕੀ ਮਤਲਬ ਹੈ? ਕੁਝ ਉਦਾਹਰਣਾਂ ਦਾ ਹਵਾਲਾ ਦਿਓ।

8. Describe in brief the salient values in human relationships.

मानवीय रिश्तों में संबंधित मुख्य मूल्यों का विवरण दें।

ਮਾਨਵੀ ਰਿਸ਼ਤਿਆਂ ਵਿੱਚ ਸਬੰਧਿਤ ਮੁੱਖ ਮੁੱਲਾਂ ਦਾ ਵਰਨਣ ਕਰੋ।

OR

How does the feeling of Self-regulation facilitates the correct appraisal of our physical needs?

स्व-नियमन की भावना हमारी भौतिक आवश्यकताओं के सही मूल्यांकन को कैसे सुविधाजनक बनाती है?

ਸਵੈ-ਨਿਯਮ ਦੀ ਭਾਵਨਾ ਸਾਡੀਆਂ ਸਰੀਰਕ ਲੋੜਾਂ ਦੇ ਸਹੀ ਮੁਲਾਂਕਮ ਦੀ ਸਹੂਲਤ ਕਿਵੇਂ ਦਿੰਦੀ ਹੈ?

9. Compare the four Orders in Nature on the basis of their salient aspects.

मुख्य पहलुओं के आधार पर प्रकृति में चार आदेशों की तुलना करें।

ਮੁੱਖ ਪਹਿਲੂਆਂ ਦੇ ਆਧਾਰ ਉੱਤੇ ਕੁਦਰਤ ਵਿੱਚ ਚਾਰ ਆਦੇਸ਼ਾਂ ਦੀ ਤੁਲਣਾ ਕਰੋ।

OR

What is the outcome when we try to identify relationships based on the exchange of physical facilities?

जब हम भौतिक सुविधाओं के आदान-प्रदान के आधार पर रिश्तों की पहचान की कोशिश करते हैं तो परिणाम क्या है?

ਜਦੋਂ ਅਸੀਂ ਭੌਤਿਕ ਸਹੂਲਤਾਂ ਦੇ ਆਦਾਨ-ਪ੍ਰਦਾਨ ਦੇ ਆਧਾਰ 'ਤੇ ਰਿਸ਼ਤਿਆਂ ਦੀ ਪਛਾਣ ਕਰਨ ਦੀ ਕੋਸ਼ਿਸ਼ ਕਰਦੇ ਹਾਂ ਤਾਂ ਨਤੀਜਾ ਕੀ ਹੁੰਦਾ ਹੈ?

10. Right understanding in the individual is a basis for harmony in the family. Which is the building block for harmony in society? Give your comments.

व्यक्तियों में सही समझ ही परिवार में सामंजस्य का आधार है। समाज में समरसता का आधार कौन सा है? अपनी टिप्पणियाँ दीजिये।

ਵਿਅਕਤੀਆਂ ਵਿੱਚ ਸਹੀ ਸਮਝ ਪਰਿਵਾਰ ਵਿੱਚ ਸਦਭਾਵਨਾ ਦਾ ਆਧਾਰ ਹੈ। ਸਮਾਜ ਵਿੱਚ ਸਦਭਾਵਨਾ ਦਾ ਨਿਰਮਾਣ ਆਧਾਰ ਕਿਹੜਾ ਹੈ? ਆਪਣੀਆਂ ਟਿੱਪਣੀਆਂ ਦਿਓ।

OR

What are the problems faced due to the wrong notions about happiness and prosperity?

सुख और समृद्धि के बारे में गलत धारणाओं के कारण पेश आ रही समस्याएं क्या हैं?

ਖੁਸ਼ੀ ਅਤੇ ਖੁਸ਼ਹਾਲੀ ਦੇ ਬਾਰੇ ਗਲਤ ਧਾਰਣਾਵਾਂ ਦੇ ਕਾਰਨ ਕੀ ਸਮੱਸਿਆਵਾਂ ਪੇਸ਼ ਆ ਰਹੀਆਂ ਹਨ?

11. What do you mean by mutual fulfillment in nature? Cite a few examples.

प्रकृति में पारस्परिक संतुष्टि से आप क्या समझते हैं? कुछ उदाहरण दीजिए।

ਕੁਦਰਤ ਵਿੱਚ ਆਪਸੀ ਪੂਰਤੀ ਤੋਂ ਤੁਹਾਡਾ ਕੀ ਮਤਲਬ ਹੈ? ਕੁਝ ਉਦਾਹਰਣਾਂ ਦਾ ਹਵਾਲਾ ਦਿਓ।

OR

What do you mean by conformance? Explain the conformance in the four orders.

अनुरूपता से आप क्या समझते हैं? चारों आदेशों में अनुरूपता स्पष्ट कीजिए।

ਅਨੁਕੂਲਤਾ ਤੋਂ ਤੁਹਾਡਾ ਕੀ ਮਤਲਬ ਹੈ? ਚਾਰ ਆਦੇਸ਼ਾਂ ਵਿੱਚ ਅਨੁਕੂਲਤਾ ਦੀ ਵਿਆਖਿਆ ਕਰੋ।

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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 : 12-06-2024

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 a short note on the following:**

   a. Emotional intelligence

   b. Determinants of personality

   c. Types of job-related attitudes

   d. Group cohesiveness

   e. Sources of stress

   f. Types of power

   g. Characteristics of a learning organization

   h. Outline the Johari window model.

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SECTION-B

UNIT-I

2. Define Organizational Behavior. What are the various challenges and opportunities faced by OB Managers? How does OB help in dealing with these challenges?

3. What is learning? Discuss the importance and principles of learning. Explain the process of learning with the help of learning theories.

UNIT -II

4. Define perception. Elaborate on the steps of the perceptual process; with suitable examples.

5. State the characteristics of an effective leader. Explain various styles of leadership based on behavioral theories of leadership.

UNIT -III

6. Differentiate between formal and informal groups. Explain the stages of group formation with suitable illustrations.

7. What do you understand by organizational culture? What are the various dimensions of organizational culture? How an organization's culture be created and sustained?

UNIT -IV

8. What do you understand by organizational design? Discuss its importance. Briefly elaborate on various dimensions of organizational design.

9. Define conflict. What are various sources of conflict? What steps can be followed to manage an organizational conflict?

SECTION-C

10. **Case study**

Anyone who has had to work in a team knows that teamwork and collaboration are not always easy. Simply putting people into groups and giving them autonomy does not necessarily make them an effective team. Because self-directed teams are increasingly being used across different industries, understanding how to improve team effectiveness is crucial. This is especially important for companies whose business relies heavily on such teams and their creativity and innovation—for instance, Google.

Google has sought to foster a collaborative working culture by minimizing organizational hierarchy and bureaucracy, and it strives to attract the best talent by offering various employee benefits like generous leave policies and flexibility, even the opportunity to use 20 percent of their time at work on self-devised projects. Yet in 2012, the senior management team was concerned to find that teams across the organization showed hugely varied levels of performance. To discover the secret of a perfect team, Google launched Project Aristotle, named after a quote attributed to him: "The whole is greater than the sum of its parts." Working with researchers from Harvard Business School, the project team analyzed a huge amount of statistical and interview data, tracking 180 teams of different sizes over a period of two years. They tested a range of factors, including personality traits, interests, educational background, and the role of rewards and incentives. What they found was that the key factors of successful teams were not about the individuals but the team environment and the processes of working together. The greatest difference to team performance was made by "psychological safety." Psychological safety is about creating a safe team environment that allows members to take interpersonal risks. What fosters psychological safety is empathy, encouraging healthy and fair debates, equal opportunity to discuss different opinions, and importantly, ensuring a no-blame culture where team members believe that they would not be punished, rejected, or ridiculed for making mistakes. Commenting on the results of Project Aristotle, Paul Santagata, the then head of industry at Google, remarked that Google's success is based on a willingness to take risks. The project identified, four key elements of high-performing; teams: dependability within the team; structure and clarity of tasks; standards and expectations; and the meaning and impact of the work that the team is doing.

In today's global world, it is important for companies to consider whether the same factors of effective teamwork apply in different parts of the world—with different cultures. While it may seem that the project was done a long time ago, the relevance of its findings, and the emphasis on the importance of psychological safety in particular, was again illuminated after the outbreak of the COVID-19. With employees still dealing with the workplace of the "new normal," psychological safety has become even more important as hybrid or remote teams strive to find ways to work effectively.

Questions :

a. Why do you think psychological safety is important for increasing team performance?

b. Why do you think teams and organizations sometimes find it difficult to create psychological safety?

c. How do you think psychological safety can be improved in teams?

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Total No. of Questions : 10

Total No. of Pages : 02

MBA (Sem.–3)

MARKETING RESEARCH

Subject Code : MBA 302/18

M.Code : 76890

Date of Examinaton : 14-06-2024

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) Scope of Marketing Research.

   b) Discriminant validity

   c) Measurement Errors in Marketing

   d) Correlation Analysis

   e) Research design

   f) Dependent and independent variables

   g) Syndicated sources of data

   h) Test-retest Reliability.

SECTION-B

UNIT-I

2. Explain the advantages -and limitations of secondary data. Critically examine the various Commercial and Non-commercial Sources of Secondary Data for Marketing Research.

3. "*A descriptive research design is more formal and rigid than an exploratory research design.* " Comment on the statement.

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UNIT-II

4. XYZ Limited is one of the leading FMCG companies. You are appointed as a marketing manager in the company. The company CEO wants to add new products to their existing food segments. As a marketing manager, design appropriate research proposal which can be presented to company investors.

5. Discuss the relevance and significance of observational research in marketing.

UNIT-III

6. "*Questionnaire construction is more of an art than a science*". Examine this statement.

7. Explain the various types of measurement scales along with their advantages and disadvantages.

UNIT -IV

8. **Write short notes on :**

   a) Regression Analysis

   b) Factor Analysis

9. Discuss the basic computations of Descriptive Statistics as a part of data preparation in SPSS.

SECTION-C

10. **CASE STUDY:**

Sheetal Ice Cream wants to set up various soft cone vending machines at various shopping malls and other shopping places. The Unique Selling Proposition (USP) of the ice cream is that it is less sweet, low in calories, and yet very thick and creamy. They have 5 flavors i.e. vanilla, dark cocoa, coffee, butterscotch, and strawberry. They also have unique real fruit flavors in orange, kiwi, black currant, and mixed fruit.

Before they launch the ice cream they need to know the taste preferences, buyers' behavior towards their spending power, and frequency of eating ice cream. The ice cream is targeted at health-conscious consumers.

Questions :

a) What is the research process? Explain the research process for the above Case.

b) As a researcher which researcher design would you use? Justify your choice.

c) Which technique you would recommend for the data collection?

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Total No. of Pages : 03

Total No. of Questions : 10

MBA (Sem.–3)

INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

Subject Code : MBA 911/18

M.Code : 76896

Date of Examination : 28-05-2024

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) Expected Return

   (b) Secondary Market

   (c) Intrinsic Value

   (d) Momentum Investing

   (e) Primary Movement

   (f) Portfolio

   (g) Call Option

   (h) Behavioural Finance.

SECTION-B

UNIT-I

2. Differentiate between speculation, investment and gambling. Briefly describe the process of investment management.

3. What do you mean by foiling settlement? Describe in detail the trading and settlement mechanism in the Indian stock market.

UNIT-II

4. What do you mean by margin of safety? Briefly discuss the role and importance of margin of safety in long-term investment. Discuss in detail the various factors that affect margin of safety of a stock as per the fundamental analysis.

5. *'Fundamental analysis helps the value as well as growth investors in selecting the best suitable stocks as per the investment philosophy of the investors'.* Elucidate with suitable examples.

UNIT-III

6. *'Price patterns, trading volume, open interest, market breadth, signals from related markets etc. are the key inputs for conducting technical analysis and the chartists read and infer the various technical charts in the .light of above parameters'.* Comment. Give suitable examples in support of your answer.

7. What do you mean by portfolio management? Discuss the process of portfolio management. Give suitable examples in support of your answer.

UNIT-IV

8. What do you mean by efficient frontier? Discuss the assumptions of Markowitz model, which suggest efficient frontier. Also, briefly discuss the various limitations of Markowitz model.

9. Differentiate between forward and futures contracts. Briefly describe how forward and futures contracts can be used for speculation, hedging and arbitrage? Show hypothetical payoffs in support of your answer.

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SECTION-C

10. **Case Study :**

Given below is some key information pertaining to seven Indian mutual fund schemes :

Mutual Fund Scheme	Return	Standard Deviation	Beta
Nifty 50 Index Fund	4.50%	16.1	0.94
Sensex 30 Index Fund	15.40%	18.2	1.09
ELSS Tax Saver	9.00%	17.9	1.09
Midcap Opportunity Fund	12.90%	20.4	1.22
Small Cap Fund	12.30%	17.6	1.04
Banking Sector Fund	9.00%	16.1	1.00
ESG Fund	6.40%	17.9	1.04

The average borrowing rate on 91 day T-bills of 5.5% is assumed as the risk free rate. On the basis of above information, you are required to:

(a) Rank the above seven funds using the Sharpe, Treynor and Jensen Ratios.

(b) Which of the above portfolios is best diversified and which is least diversified?

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Total No. of Questions : 10

Total No. of Pages : 03

MBA (Sem.–3)

MANAGEMENT OF FINANCIAL SERVICES

Subject Code : MBA-912-18

M.Code : 76897

Date of Examination : 28-06-2024

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) Financial services

   b) Reinsurance

   c) Rematerialisation

   d) CARE

   e) Merchant Banker

   f) Debit Card

   g) Base 1

   h) Liquidity Risk.

SECTION-B

UNIT-I

2. *"Inspite of suitable legislative measures, the Indian Financial Services remains weak."* Comment.

3. Discuss functions of Depository Participants. Elaborate SEBI guidelines related to Depository System.

UNIT-II

4. Discuss the Code of Conduct laid down for Merchant Bankers by SEBI. Why is it required?

5. Define Leasing. Explain different kinds of Leasing.

UNIT-III

6. Trace out the development in the field of Securitisation in India and abroad. Discuss future prospects of securitisation.

7. What do you mean by Plastic Money? Discuss factors affecting utilisation of Plastic money in India.

UNIT-IV

8. **Write a short note on :**

   a) GAP

   b) Simulation Technique of ALM.

9. What are Interest Rate Swaps? Discuss how Swaps are used as Risk Management Tool.

SECTION-C

10. **Case Study**

Consider the following balance sheet of a Financial Institution for the year ended March, 2022.

(Rs. Crore)

Capital	520	Cash and bank balances	350
Reserves	930	Cash with RBI	2,530
Deposits	20,500	Investments	9,920
Borrowings	2,400	Credit	10,500
Other liabilities and provisions	1,650	Fixed assets	1,620
		Others	1,080
	26,000		26,000

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The bank is projecting a growth rate of 50% in deposits and 75% in advances. The CRR and SLR are expected to remain at 8% and 25% respectively. The change in investments will only in the form of increase in SLR investments. The return on assets which is currently at 1.50% is expected to increase to 2.00% of existing assets. The current capital adequacy is 8.53.

Project the balance sheet for the next year. Find out the additional capital to be raised to support the projected level of business. Make suitable assumptions and indicate the same.

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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 : 24-06-2024

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

Write briefly:

1. Characteristics of Services.
2. Challenges of service design.
3. Service culture.
4. Customer Expectation of service.
5. Why is physical evidence is important for service sector?
6. Explain self-service technologies.
7. What are waiting line strategies?
8. Explain the term Service scape.

SECTION-B

UNIT-I

9. Explain the gaps model of service quality with examples.
10. Discuss the growth and role of services in Indian economy and its significance for economic development.

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satisfied. The bank stresses on being efficient and effective in its processes for its customers. For that, it trains its employees regularly. Nowadays, when everything is happening online, and the pandemic is hitting the world, HDFC bank is also providing all of its services online with a smooth website and a mobile app. Its phone banking services are also quite good and keep the consumers happy. It also provides robotic assistance to its consumers.

The physical presence of HDFC bank is strong all across India, including rural India. Although all the services are available online, people can still locate the physical branches in the nearby area. Most branches are located in small towns and metro cities. The bank also provides home services for clients who want to open their accounts with the bank or any other relevant services. Apart from branches, it also has a large number of ATMs all across the country.

Answer the questions below :

a) What is services marketing mix?

b) Why do you think service marketing mix important for a financial company like HDFC Bank?

c) Explain in detail the 7 components of services marketing mix of HDFC Bank based on above information.

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UNIT-II

11. Describe the strategies for Managing relationships services and building customer loyalty.

12. What is service blueprinting? Explain the nature and process of service blueprinting.

UNIT-III

13. **Explain the following :**

    a) Integrated Service Marketing Communication

    b) Services Marketing Triangle

14. Discuss the channels for delivering services through intermediaries and electronic channels.

UNIT-IV

15. Explain the process of pricing of services. What are the different approaches of pricing for service sector?

16. Discuss the applications of services marketing in services of healthcare and hospitality sectors

SECTION-C

17. **Case Study:**

HDFC, Bank is one of India's premier banks providing a wide range of financial products and services to over 43 million customers. The main products offered by HDFC Bank are accounts and loans. In the accounts section, it offers as Savings Account, Current Account and Demat account. It also offers additional services like credit cards, Netbanking etc. It also has some additional products like HDFC ergo, HDFC life, HDFC home loans etc. The branches and ATMs of HDFC Bank are available all across India. Although it has its headquarters in Mumbai, it has 3488 branches in 2231 cities. It also has 11426 ATMs available throughout India. Over and above its physical services, it is also available in net banking services and phone banking services. HDFC bank follows the strategy of premium competitive pricing. Unlike Public sector banks, its prices for purchasing and maintaining its products are slightly higher. Although, it implies with all the RBI guidelines and do not charge anything extra from its customers for its miscellaneous services.

For promotion, the bank uses 360-degree planning for its advertisements. The main focuses are on TV ads, social media marketing and billboards. The bank stresses hiring and recruiting talented people who will be able to satisfy the customers up to mark. As of March 2019, the bank has 98061 permanent employees working for it. It trains its employees to provide their customers with world-class service while also developing their career. The company also excels in HR by keeping its customers and employees

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Roll No. | | | | | | | | | | | | | Total No. of Pages : 04

Total No. of Questions : 10

MBA (Sem.–3)

ORGANIZATIONAL CHANGE AND DEVELOPMENT

Subject Code : MBA 931/18

M.Code : 76898

Date of Examination : 08-06-2024

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 short notes on the following :

a) Characteristics of planned change

b) Levels of Participation

c) Interdisciplinary nature of OD

d) Parallel learning structures

e) Six-box model of diagnosis

f) Career anchors

g) Objectives of Third-party peacemaking interventions

h) Implications of OD for the client.

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SECTION-B

UNIT-I

2. Define organizational change. What are the possible reasons for organizational change? Discuss various strategies for the implementation of change.

3. a) Explain the values, assumptions, and beliefs in OD

   b) Discuss the application of system theory in the implementation of OD

UNIT-II

4. What do you mean by action research? Elaborate the steps of the action'research model with suitable illustrations.

5. Define organizational development. Explain various phases of OD program in detail.

UNIT-III

6. Define team. State various characteristics of a team. Explain various team interventions for team building. OR

7. What is power? Discuss different faces of power. Critically analyse various theories about the sources of power.

UNIT-IV

8. Discuss various issues involved in the client-consultant relationship with the help of suitable illustrations.

9. Write a detailed note on the following :

   a) Contemporary issues in OD.

   b) Future of OD.

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SECTION-C

10. Case study :

Can employees really manage themselves? At W.L. Gore and Associates self-managed teams have helped create a thriving business that has operated profitably for more than 50 years. Gore is a manufacturer that develops innovative solutions for demanding environments. Focusing primarily on protective fabrics, Gore products might be found in clothing worn on a hike up Mt. Everest or in medical implants for the human body. You may have encountered their best- known product, Gore-Tex fabric, in a pair of gloves that keep your hands warm in even the coldest temperatures. Self-management is not just a trend at Gore, it is a management structure that has been in place since the company was founded in 1958. The company has no titles, no bosses, and no hierarchy. Employees work in self-managed teams of 8 to 12 employees and they make all of the decisions including hiring and pay. This structure was created by company founders Wilbert "Bill" Lee and Genevieve Gore when they established the company to combat traditional management practices and encourage innovative thinking. There is a CEO and some respected leaders, but otherwise, no clear management structure exists. The curfent CEO Terri Kelly stepped into the role in 2005 after 22 years with the company. While she is in charge, she was selected in a peer-driven process.

Why does it work? In this self-managed environment, employees are committed to make the organization a success and everyone is working in the company's best interest. Employees are all partial owners of the company, which encourages them to focus on the company's success. Each employee has the freedom to decide what they will work on, but they also must make a commitment to deliver. There are leaders in the organization, but they are determined by who is willing to follow them. The test of leadership is, if you call a meeting, does anyone show up?

Self-management could easily, turn into chaos, especially with more than 10,000 employees. However, Gore has a culture that reinforces the expectations for the performance of the self-managed teams. The company has established norms of behavior and expected guidelines to follow. It often takes more time for decisions to be made because of the need for team buy-in when making the decision. However once decisions are made, actions are completed more quickly because the buy-in already exists. The self-managed teams at Gore aren't built easily. They spend a lot of time coming together building relationships and building trust. This foundation of trust helps the team work better together, as everyone knows everyone else is working toward the same goals.

Could any company duplicate Gore's management practices? Probably not, say many management experts. Self-managed teams aren't effective in just any company. Self-managed teams are most appropriate in organizations where innovation is strategically important. They are also a useful structure in environments that change rapidly. Finally, for self- managed teams to be a success, a company must also have strongly shared values that direct work activities.

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Questions :

a) Would you want to work at W.L. Gore and Associates? Why or why not?

b) Why are self-managed teams effective at Gore?

c) What are challenges for organizations that have self-managed teams?

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Total No. of Questions : 10

MBA (Sem.–3)

EMPLOYEE RELATIONS

Subject Code : MBA 932-18

M.Code : 76899

Date of Exmamination : 27-06-2024

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 short notes on :**

   i. What is meant by "Industrial Relations," and why is it important in the workplace?

   ii. How does "Trade Unionism" contribute to protecting the interests of workers?

   iii. Explain the term "Conciliation" in the context of resolving disputes at work and its significance.

   iv. Discuss the concept of "Sexual Harassment" in the workplace and its impact on organizational culture.

   v. Describe the concept of "Social Security" and why it matters in today's workplaces?

   vi. What are the key aspects of the Payment of Bonus Act, 1965, and how does it impact both employees and employers?

   vii. Define "Labor Welfare" and mention four activities included under labor welfare programs.

   viii. What is the scope of ILO?

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SECTION-B

UNIT-I

2. Discuss the evolution of industrial relations theories, highlighting the key differences between unitary, pluralistic, and Marxist perspectives.

3. What do you mean by Factories Act 1948? What are the restrictions on employment of women as per the Factories Act 1948?

UNIT-II

4. Compare and contrast conciliation and arbitration as methods of industrial dispute resolution. Provide examples of each from the Indian context.

5. Analyze the provisions of the Industrial Disputes Act, 1947, related to layoffs, terminations, and retrenchments. How do these provisions contribute to dispute resolution?

UNIT-III

6. Critically evaluate the effectiveness of social security measures such as the Payment of Wages Act, 1936, in safeguarding workers' interests.

7. Define workmen's compensation and explain its purpose in the context of occupational injuries and illnesses.

UNIT-IV

8. Explain the significance of the Employees' State Insurance Act, 1948, in providing social security to workers. Discuss its key provisions and benefits.

9. Critically analyze the role of the International Labour Organization (ILO) in promoting labor welfare globally. How does the ILO contribute to setting international standards for labor welfare?

SECTION-C

10. **Case Study: Labor Dispute at Sunshine Garments**

Sunshine Garments, a textile manufacturer with over 1500 employees, recently faced a labor dispute centered around wage revisions. Despite efforts at negotiation and conciliation, the management and the Textile Workers Union (TWU) failed to reach an agreement, leading to a strike that disrupted production and caused significant losses to the company. Key issues contributing to the dispute include the workers' demand for

higher wages and the management's concerns about financial viability. The effectiveness of dispute settlement mechanisms like conciliation was limited, highlighting challenges in bridging the gap between conflicting interests. Alternative strategies such as mediation and arbitration could have been explored to prevent escalation. Enhancing communication and transparency between the parties could also have facilitated resolution. This case underscores the importance of effective conflict resolution strategies in maintaining harmonious labor relations.

Questions :

i. What were the primary issues contributing to the labor dispute at Sunshine Garments?

ii. How effective were the dispute settlement mechanisms employed in this case, such as conciliation?

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Total No. of Pages : 03

Total No. of Questions : 10

MBA (Sem.–3)

MARKETING ANALYTICS

Subject Code : MBA-961-18

M.Code : 77057

Date of Examination : 26-06-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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2. SECTIONS-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. Define analytics. Discuss its functions.

   b. Importance of Market share analysis.

   c. Features of Price-value equation.

   d. Need for Territory planning.

   e. Measurement of Retail lift and promotional lift.

   f. Diagnostic analysis.

   g. Pay-per click advertising.

   h. Various applications of e-market.

SECTION-B

UNIT-I

2. Define product portfolio analysis. Explain the steps and ways of conducting product portfolio analysis.

3. What do you mean by customer profitability analysis? What are the various methods of conducting customer profitability analysis? Discuss its benefits.

UNIT-II

4. What is pricing? Discuss various factors influencing the pricing of a product. Elaborate on the role and importance of price-volume analysis.

5. Elaborate on the term sales force sizing. Describe various methods of determining sales force size with the help of suitable illustrations.

UNIT-III

6. a. Define media planning. Discuss various components of a good media plan.

   b. Discuss the methods of determining advertising and sales promotion budgets.

7. a. Differentiate between predictive and prescriptive analysis.

   b. Why it is important to conduct social media analysis. Discuss various metrics used for social media analysis.

UNIT-IV

8. Define E-Marketing. What are the various components of E-Marketing? Discuss in detail various techniques of E-Marketing with their advantages and limitations.

9. Define the E-Marketing plan. Explain the steps of writing an E-Marketing plan with illustrations.

SECTION-C

10. **Case study :**

Since the start of the new century, General Motors has worked hard and effectively to improve Cadillac's standing in the U.S. But to what extent is the rest of the world important to GM, and what if anything is the automaker doing with Cadillac in foreign markets? GM definitely wants to build its sales volume around the world, particularly in Europe and Asia. The automaker is starting from a very small base of fewer than 10,000 Cadillac sold outside North America in 2005. Cadillac's marketing in other countries

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faces significant challenges such as American cars having a reputation for poor quality in Japan and the brand being relatively unknown in China.

How does GM intend to boost sales of Cadillac in foreign markets? One important step for GM in Japan is to add more dealerships that will sell the Chevrolet Corvette as well as several Cadillac models. The aim is not just to build distribution efficiency by selling two brands through the same network, but also to combine the drawing power of two brands to bring prospective buyers into showrooms. Cadillac's director of international marketing believes that steady sales growth in Europe is critical to worldwide success. However, according to another Cadillac executive, GM has entered a "lions' den" in Europe, referring to entrenched competition. Cadillac's progress in Europe depends on building brand awareness and then a favorable image among prospective customers, most of whom are quite familiar with the brands of cars produced in the region but know little about Cadillac. To create "buzz" and bring shoppers to showrooms, Cadillac is introducing a new model in 2006. The BLS, designed specifically for the European market, is a front-wheel-drive, turbo-charged sedan. Cadillac will produce the new model in Europe.

In China, Cadillac is striving to have at least 100 showrooms and dealerships in place in the next several years. The advertising theme for GM's luxury brand in China is "Dare to be first". In market potential in China is gigantic. There are only eight cars per 1000 people in China, compared to 940 in the U.S., so demand is expected to surge as buying power continues to improve. By 2011, it was expected that China would move ahead of Japan to become the second-largest market for automobile sales, ranking behind only the U.S. Thus it's not surprising that Cadillac intends to switch as quickly as possible from exporting new cars to China to assembling them in Chinese facilities.

Questions :

a. What differences does Cadillac face in marketing its brand of vehicles in foreign countries compared to its home market?

b. How much brand equity does Cadillac have in Europe? In China? In Japan?

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MBA (Sem.–3)

DATA SCIENCES USING R

Subject Code : MBA-962-18

M.Code : 77058

Date of Examination : 26-06-2024

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.
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3. SECTION-C is COMPULSORY and consist of ONE question carrying TWELVE marks.

SECTION-A

1. **Explain briefly :**

   (i) What is web analytics?

   (ii) How do you find mean using R software?

   (iii) Write about use of SVM.

   (iv) What is the use of bootstrap method?

   (v) What do you mean by "Standard deviation?

   (vi) What is use of confusion matrix?

   (vii) What do you mean by social network?

   (viii) Define Data Science.

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SECTION-B

UNIT-I

2. What is the basic configuration needed to install R software? Explain the making and use of R - charts and graphs.

3. Explain the working principle of price comparison websites.

UNIT-II

4. Differentiate between linear and multiple regression.

5. Take one case where you will recommend to use decision tree and why?

UNIT-III

6. Explain K-mean clustering in detail.

7. What is density based spatial clustering of applications with noise.

UNIT-IV

8. Write a detailed note on assessing the statistical significance of data mining results.

9. Explain various techniques of big data management.

SECTION-C

10. **Read the following Case study of General Electric on Predictive maintenance in manufacturing and answer the questions.**

    General Electric (GE), a global industrial conglomerate, leverages data science to implement predictive maintenance solutions. By analyzing sensor data from their industrial equipment, such as jet engines and wind turbines, GE can predict the need for maintenance before a breakdown occurs. This proactive approach minimized downtime and reduced maintenance costs.

    How data science could have played an important role in enhancing GE's manufacturing operations through predictive maintenance in the following areas :

    (i) in their aviation division

    (ii) in the renewable energy sector?

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