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Roll No.

Total No. of Questions : 17

Total No. of Pages : 05

MBA/MBA(IB) (2018 Batch) (Sem.-2)
BUSINESS ANALYTICS FOR DECISION MAKING

Subject Code : MBA-201-18

M.Code : 76153

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

Answer the following questions in 2-3 lines :

1. What is secondary data?
2. What is probability sampling?
3. Define standard error.
4. Define F-test.
5. Define partial correlation.
6. Define association of variables.
7. Define consistency.
8. Define time series analysis.

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SECTION-B

UNIT-I

9. Compare various sampling techniques.
10. In a trip organized by a college there were 80 persons, each of whom paid Rs. 15.5 on an average. There were 60 students each of whom paid Rs. 16. Members of teaching staff were charged at higher rate. The number of servants were 6 (all males) and they were not charged anything. The number of ladies was 20% of the total of which one was lady staff member. Tabulate this information and calculate total contribution as well as contribution of staff per head.

UNIT-II

11. In a random sample of 1,200 persons from town A, 600 are found to be consumers of wheat. In a sample of 1,000 from town B, 600 are found to be consumers of wheat. Do these data reveal a significant difference between town A and town B, so far as the proportion of wheat consumption is concerned?
12. Discuss hypothesis testing in details.

UNIT-III

13. Calculate the correlation coefficient from the following data of marks obtained in physics (X) and chemistry (Y) :

X	49	60	58	47	49	33	65	43	46	67
Y	47	65	50	48	55	58	63	48	50	69

14. From the following data obtain in regression equation :

X	6	2	10	4	8
Y	9	11	5	8	7

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 Total No. of Questions : 17
 MBA/MBA(IB) (2018 Batch) (Sem.-2)
MARKETING MANAGEMENT
 Subject Code : MBA-203-18
 M. Code : 76155

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 consist of ONE Case Study carrying TWELVE marks.

SECTION-A

Answer briefly :

- Define Marketing
- Define Marketing Information System.
- Outline functions of packaging.
- Name elements of Services Marketing Mix.
- What is meant by social marketing?
- What are features of rural marketing?
- What is meaning of base of the pyramid?
- What is the meaning of informal economy?

SECTION-B

UNIT-I

- Explain various elements of the marketing mix, with examples.
- Outline various factors influencing consumer buying behaviour. Describe various steps in consumer buying process.

UNIT-II

- Outline the various stages of the New Product Development and Launch process, with suitable illustrations
- What are various factors affecting pricing decisions? Describe alternative pricing methods, with illustrations

UNIT-III

- Explain functions performed by various marketing channel intermediaries, with examples.
- Describe various elements of the promotional mix. Give suitable illustrations in support of your answer.

UNIT-IV

- What are the challenges encountered in marketing to the base of the pyramid (BOP) markets? Explain with examples.
- Highlight the characteristic features of base of the pyramid (BOP) consumer.
 - Outline the need and importance of conducting marketing research in BOP markets

SECTION-C

- Please read the case "BETA COMMUNICATIONS" below and answer the questions based on it :

BETA is a telecommunications company marketing state of the art telecommunications equipment. The company is currently in the process of developing a new generation type of mobile phones. When developed, this phone will enable users not only to make standard telephone calls and connect to the Web, but will have a small screen which will enable users to view the person at the other end of the line in high definition, unlike competitors' models whose definition characteristics leave a lot to be desired. Needless to say, investment to develop the technology and market the product is substantial.

As part of the development process, the company is eager to find out more about potential customers for this product. In particular, they are interested in finding out if there is a market for the product, how big this market might be, and how customers will respond to this concept. They propose hiring a specialist market research agency with skills in the area of researching buyer behaviour, particularly for new product concepts.

Questions :

- What areas of buyer behaviour should this proposed research encompass, and why?
- What information you will collect from the potential buyers which will help in designing marketing mix elements?

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MBA/MBA(IB) (2018 Batch) (Sem.-2)
HUMAN RESOURCE MANAGEMENT
Subject Code : MBA-204-18
M.Code : 76156

Max. Marks : 60

Time : 3 Hrs.

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 consist of ONE Case Study carrying TWELVE marks.

SECTION--A

Write briefly :

- Organisation of Human Resource Management
- Personnel Policies
- Significance of Induction Training
- Promotion Criteria
- Concept of Compensation Management
- Employee Welfare
- Scope of Collective Bargaining
- Ethics in Human Resource Management

SECTION-B

UNIT-I

- Explain the objectives and scope of human resource management.
- Discuss the process of job analysis.

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UNIT-II

- Explain the concept of career development. Discuss the factors affecting career choices.
- Explain various methods of recruitment.

UNIT-III

- Differentiate between performance appraisal and potential appraisal. Explain any two methods of performance appraisal.
- Explain the concept and structure of Quality Circles.

UNIT-IV

- Discuss the approaches to industrial relations.
- Define Grievance. Explain grievance handling procedure.

SECTION-C

17. CASE STUDY "YOU CALL THIS SELECTION INTERVIEW"

Suresh Kumar was production manager for Singer Industries Limited, a Noida based electrical appliances company near Delhi. Suresh had to approve the hiring of new supervisors in the plant. The HR manager performed the initial screening.

On Friday afternoon, Suresh got a call from Anil Dhavan, Singer's HR Director, "Suresh, Anil said, "I have just talked to a young engineering graduate from a regional engineering college who may be just who you're looking for a fill that supervisor job you asked me about. He has some good work experience in a multinational firm located in Pune, but at a lower salary level. He wants to come over to Noida where his parents live". Suresh replied, "Well, Anil ji, I would take care of the boy. Anil continued, "He is here right now in my office. I am sending him to you, if you are free". Suresh hesitated a moment before replying, "Great Sir, I am certainly busy today but I can't afford to displease you either. Sir, Please send him immediately."

A moment later, Ranga Rao, the new applicant arrived at Suresh's office and introduced himself. "Come on in Rao", said Suresh. "I'll be right with you after I make a few urgent phone calls. "Fifteen minutes later, Suresh finished the calls and began interviewing Rao. Suresh was quite impressed. The merit certificates, the 'best suggestions' award from previous multinational firm and Rao's quick response revealed the candidate's potential.

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Meanwhile, Suresh's door opened and a supervisor yelled, "we have a small problem on line number 5 and need your help"

"Sure", Suresh replied. "Excuse me a minute, Rao." Fifteen minutes later, Suresh calls again interrupted him.

The same pattern of interruption continued for the next forty minutes. Rao looked at the watch embarrassedly and said, "I am sorry, Suresh, I have to go now. I have to catch the train to Pune at 9.00 P.M.

"Sure thing. Rao", Suresh said as the phone rang again, "Call me after a week".

Questions :

- a. What specific policies might a company follow to avoid interviews like this one?
- b. Explain why Suresh and not Anil should make the selection decision?

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MBA/MBA(IB) (2018 Batch) (Sem.-2)
PRODUCTION AND OPERATIONS MANAGEMENT

Subject Code : MBA-205-18
M.Code : 76157

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 consist of ONE Case Study carrying TWELVE marks.

SECTION-A

- 1) Explain how are operations classified?
- 2) Discuss the various techniques for product development.
- 3) What is meant by work measurement?
- 4) What are the various capacity planning decisions?
- 5) Discuss the model concept of six sigma.
- 6) Differentiate between characteristics of goods and services.
- 7) Which are the factors that affect the inventory control policies?
- 8) Explain the utility of Kanban system.

SECTION-B

UNIT-I

- 9) Discuss the various roles and responsibilities of an operations manager.
- 10) List and discuss the different types of production systems.

UNIT-II

- 11) Discuss the various factors affecting capacity planning.
- 12) List and explain the problems faced while designing layouts.

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UNIT-III

- 13) Discuss the relevance of Deming's principles to quality management today.
- 14) What is meant by acceptance sampling? Briefly discuss its various types.

UNIT-IV

- 15) What is meant by lean production systems? Discuss their significance and utility.
- 16) Write brief notes on :
 - a) Virtual Factory
 - b) Franchising

SECTION-C

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

In a manufacturing lot taken from the production lot of M/s Jupiter Production Ltd., the number of defectives found in the inspection of 15 lots of 400 items each, are given below.

Lot No.	No. of Defectives
1	2
2	5
3	0
4	14
5	3
6	0
7	1
8	0
9	18
10	8
11	6
12	0
13	3
14	0
15	6

Question :

Determine the control limits for *np* chart and state whether the process is in control? Also comment on the results so obtained.

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MBA/MBA(IB) (2016 to 2017) (Sem.-2)
RESEARCH METHODOLOGY

Subject Code : MBA-206
 M.Code : 49101

Time : 3 Hrs. Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR 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 carrying EIGHT marks.

SECTION A

1. What is a research problem? How is it different from a managerial problem?
2. Explain the significance of employing scaling techniques.
3. Differentiate between the questionnaire and schedule.
4. What is KMO test in factor analysis ?
5. List various non probability sampling methods.
6. Differentiate between t test and ANOVA

SECTION B

UNIT I

7. What are the steps involved in research process? Also explain how is a research problem identified and selected, giving examples.
8. Discuss and differentiate between the various types of research designs.

UNIT-II

9. What is factor analysis? Write detailed interpretation of the following table :

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.064	32.373	32.373	9.064	32.373	32.373
2	2.787	9.954	42.328	2.787	9.954	42.328
3	1.664	5.944	48.272	1.664	5.944	48.272
4	1.515	5.409	53.681	1.515	5.409	53.681
5	1.180	4.215	57.896	1.180	4.215	57.896
6	.991	3.539	61.435			
7	.925	3.304	64.739			
8	.819	2.924	67.663			
9	.793	2.832	70.495			
10	.744	2.657	73.152			
11	.705	2.518	75.670			
12	.654	2.336	78.005			
13	.623	2.224	80.229			
14	.574	2.051	82.281			
15	.545	1.945	84.225			
16	.516	1.841	86.067			
17	.487	1.740	87.806			
18	.454	1.621	89.427			
19	.423	1.511	90.938			
20	.382	1.363	92.301			
21	.341	1.218	93.519			
22	.334	1.193	94.712			
23	.309	1.102	95.814			
24	.293	1.046	96.860			
25	.260	.928	97.788			
26	.248	.887	98.675			
27	.207	.738	99.414			
28	.164	.586	100.000			

10. Draw a detailed structure of the report on "Relationship between perceived risk and intention to use mobile banking."

UNIT-III

11. Explain the various methods of data collection and examine its relative merits.
12. Write short notes on following :
 - i) Difference between editing and coding.
 - ii) Characteristics of a good questionnaire

UNIT-IV

13. What are descriptive statistics? Why are they calculating in a research project? Discuss some of the indicators of descriptive statistics.
14. Discuss and differentiate between correlation and regression. Also explain the various types of correlation giving examples.

SECTION C

15. Case Study :

Better Bargain Supermarkets, a national chain, has followed the industry practice of "loss leader" pricing for many years. On Wednesday their price specials for the Thursday through Saturday period appear in the paper along with those of their competitors. The decisions as to which products to promote are made at the corporate level in committee meeting several weeks before the announced price specials so as to allow time to secure adequate stocks. The decisions have been historically judgemental in that they have been based more on "feel" rather than any empirical data. Some of the promotions have been successful and others unsuccessful, as might be expected, based on the number of customers entering the store, total store sales for the period, and sales of the particular advertised specials.

The committee is interested in taking a more systematic approach to the decisions regarding which products to promote and the size of the discounts offered. One of the real concerns of the committee is in determining which meat specials to offer, for example, chicken, beef, or pork. The committee has called you in as consultant to help it assess the impact of various loss leader offerings. It is interested in developing the methodology by which the assessments can be effected using the meat specials as a vehicle.

Design an experiment to test the effectiveness of various meat promotions and various-sized discounts on the meat promoted. Record the experimental components below :

Questions :

- i. What is the experimental stimulus? Describe the treatments.
- ii. Describe the dependent variable(s) and how it (they) will be measured.
- iii. What or who are the test units?
- iv. What extraneous factors would affect the interpretation of the results? Indicate whether your design controls for the effects or not.
- v. Represent the experiment symbolically (using the symbols, R, O and X) and briefly describe the experiment.

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**MBA (2018 Batch) (Sem -2)
ENTREPRENEURSHIP AND PROJECT MANAGEMENT**

Subject Code : MBA-207-18
M.Code : 76159

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

- Define "Entrepreneur".
- Differentiate between revenue and surplus.
- Differentiate between Entrepreneurship and Intrapreneurship.
- What is meant by capital structure?
- Describe briefly the concept of venture capital.
- Differentiate between PERT and CPM.
- Enumerate pre-requisites of a successful project.
- What is meant by project life cycle?

SECTION-B

UNIT-I

- Entrepreneurs are made but not born? Do you agree? Give reasons in support of your arguments.

10. Why a woman opts for entrepreneurial path? Narrate the prospects and problems of an Indian woman entrepreneur.

UNIT-II

- Discuss the need for promotion of entrepreneurship in India.
- How should a prospective entrepreneur formulate a good business plan? Illustrate with an example.

UNIT-III

- Write the steps for planning the capital structure of a new company. Discuss the various means of financing available for a new venture.
- What are the various forms of Intellectual property rights? Discuss the laws available in India to protect new ideas for an Entrepreneur.

UNIT-IV

- What is the scope of Project Management? Discuss.
- What is the rationale and need of Social Cost Benefit Analysis (SCBA)? Explain Little Merlees approach for SCBA.

SECTION-C

Case Study :

Mrs. Kalpana Gupta was an intelligent, creative and energetic woman. In spite of being an M.Sc in chemistry, she was a homemaker. She wants to supplement her family income, but did not want to opt for a job. She met American who was interested in artificial jewelers. She got that jewellery done through local artisans and then showed them to the American customer, who was highly appreciative. Later on few arrangements were made and Kalpana managed to get few orders from the Americans.

After the success of one order, slowly she started expanding her business in global markets. Together with bank loans and money from friends and relatives, she floated in export markets. Besides jewellery, she tried her hand in cane furniture also. She discovered that there was less competition in case of cane furniture. She would hold exhibitions to sell out cane furniture's in domestic markets as well as through observations, direct interactions with the customers and reading she formed practical