

Roll No.

Total No. of Questions : 11

Total No. of Pages : 04

MBA (2018 Batch) (Sem.-3)
HUMAN VALUES, DE-ADDICTION & TRAFFIC RULES
 Subject Code : HVPE-101-18
 M.Code : 76891

Time : 3 Hrs.

INSTRUCTIONS TO CANDIDATES :

Max. Marks : 60

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. Fill in the Blanks/True/False :

- a) The process for value education is
 मूल्य शिक्षा के लिए प्रक्रिया है
-
 मूल सिंधिया लड़ी पूर्विका है
- b) There are orders in Nature.
 प्रकृति में आदेश हैं।
-
 बुद्धि विच आदेश हन।
- c) To be in a state of liking is
 पसंद के हिसाब से एक अवस्था में होना है।
-
 पसंद के हिसाब से एक अवस्था में होना है।

d) Right understanding + = Mutual prosperity.
 सही समझ + = पारस्परिक समृद्धि।

.....
 शौच प्रसन्न + = आपसी सुखलापी।

- e) Physical facilities are necessary but for humans.
 भौतिक सुविधाओं का सुख के लिए आवश्यक है, लेकिन है।
-
 भौतिक सुखलापी मनुष्य लड़ी सुखी हन, लेकिन
-
 भौतिक सुखलापी मनुष्य लड़ी सुखी हन, लेकिन

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(S-17) 1065

f) Holistic technologies should be eco-friendly and people-friendly.
 सार्वभौमिक तकनीकें पर्यावरण के अनुकूल और लोगों के अनुकूल होनी चाहिए।

g) Prosperity and wealth are equivalent.
 समृद्धि और धनत्व बराबर हैं।

h) Respect is right evaluation.
 सम्मान सही मूल्यांकन है।

i) Ethical Human Conduct leads to Mutual Fulfillment.
 नैतिक मानव आचरण से परस्पर पूर्ण हो जाते हैं।

j) Natural acceptance remains constant with time.
 प्राकृतिक स्वीकृति के समय के साथ स्थिर रहते हैं।

.....
 बुद्धि विच मनुष्य लड़ी सुखी हन।

.....
 बुद्धि विच मनुष्य लड़ी सुखी हन।

.....
 बुद्धि विच मनुष्य लड़ी सुखी हन।

.....
 बुद्धि विच मनुष्य लड़ी सुखी हन।

SECTION-B

(5 x 4 = 20)

2. Explain harmony in family.
 परिवार में अलग-अलग के बारे में बताएं।
 परिहार में अलग-अलग के बारे में बताएं।

3. Explain Natural Acceptance.
 सहज स्वीकृति समझाओ।

4. What is meant by Gratitude? Express an example from your life in your mutual relationships.
 आभार से क्या मतलब है? अपने जीवन से एक उदाहरण अपने आपसी रिश्तों में से व्यक्त करें।

.....
 आभार का ही मतलब है? आपटे जीवन विच उदाहरण आपटे आपसी रिश्तों में से व्यक्त करें।

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(S-17) 1065

Roll No. []

Total No. of Questions : 17

Total No. of Pages : 03

MBA (2018 Batch) (Sem.-3)

ORGANIZATIONAL BEHAVIOUR & DESIGN

Subject Code : MBA 301-18

M.Code : 76889

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

Write briefly :

1. Determinants of Individual Behaviour
2. Meaning of Organisational Behaviour
3. Traits of Personality
4. Transactional Leadership
5. Johari Window Model
6. Decision making in Group
7. Decentralisation
8. Learning Organisation

SECTION-B

UNIT-1

9. Discuss various challenges and opportunities for managers in the area of organisational behaviour.
10. Define Learning. Explain the reinforcement theory of learning.

UNIT-II

11. What can be the sources of an individual's motivation? Explain.
12. Briefly discuss the content theories of motivation.

UNIT-III

13. Describe the nature of groups in organisation. Explain the stages of group formation.
14. Discuss individual and organisational approaches for stress management.

UNIT-IV

15. What do you understand by organisational design? Explain the factors influencing organisational design.
16. Differentiate between power and authority. Explain various sources of power.

SECTION-C

17. Read the following case and answer the questions given below the case.

Mr Ramesh was appointed as general manager, administration in K.B. Limited. He joined the company only about two years back. Prior to joining this company, he served another company for two years. He did his M.B.A. from a reputed institution. After getting promotion as general manager, administration, he felt quite excited and was quite enthusiastic about his new job. The post of general manager was sufficiently at high level. However, because of young age and lack of adequate experience, Mr. Ramesh was considered as junior executive by most of his subordinates.

The administration department of the company had four major sub-units: purchasing, record maintenance, printing, and secretarial services. Each sub-unit was headed by a manager. These four managers were directly reporting to Mr. Ramesh. Most of them had been with the company for a fairly long period of time and that too with their present units. Since Mr. Ramesh was quite less experienced and young, these four managers viewed his appointment with hesitancy and suspicion. Also they had liking for the previous general manager and were sorry to see him leave the company.

The new general manager, Mr. Ramesh, started holding weekly meetings of the department. However, he noticed that managers were hesitant to speak in the meetings; he was the only one to speak. He made some changes in the operating procedures that he felt would increase efficiency and announced them in a weekly departmental meeting. There were no reactions to the changes but later he noticed that the managers continued to follow the old procedures. He talked to them individually but felt that they were not opening up to him. The problem continued.

Roll No. _____ Total No. of Questions : 17 Total No. of Pages : 03
 MBA (2018 Batch) (Sem.-3)
ORGANIZATIONAL BEHAVIOUR & DESIGN
 Subject Code : MBA 201-18
 M. Code : 76889

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :
 1. SECTION-A contains EIGHT questions carrying TWO marks each and attempts 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

- Write briefly :
1. Determinants of Individual Behaviour
 2. Meaning of Organizational Behaviour
 3. Traits of Personality
 4. Transactional Leadership
 5. Joblet Window Model
 6. Decision making in Group
 7. Decentralization
 8. Learning Organization

SECTION-B

- UNIT-I**
9. Discuss various challenges and opportunities for managers in the area of organizational behaviour.
 10. Define Learning. Explain the reinforcement theory of learning.

UNIT-II

11. What can be the sources of attitude of an individual? Explain
12. Briefly discuss the content framework of motivation.

UNIT-III

13. Describe the nature of groups in organization. Explain the stages of group formation.
14. Discuss individual and interpersonal approaches for stress management.

UNIT-IV

15. What do you understand by organizational design? Explain the factors influencing organizational design.
16. Differentiate between power and authority. Explain various sources of power.

SECTION-C

17. Read the following case and answer the questions given below the case.

Mr. Ramachandran was appointed as general manager administration at K. B. Limited. He joined the company only about two years back. Prior to joining this company, he served another company for two years. He did the M.B.A. from a reputed institution. After getting promotion as general manager administration, he did some research work on organizational behaviour about his new job. The post of general manager administration was a very high level. However, because of young age and lack of adequate experience, Mr. Ramachandran considered as junior executive by most of his subordinates.

The administration department of the company had four major sub-unit purchasing record management, planning, and accounts services. Each sub-unit was headed by a manager. These four managers were directly reporting to Mr. Ramachandran. Most of them had been with the company for a fairly long period of time and that too with their present skills. Since Mr. Ramachandran was a fresh recruit and coming from a different background, he appointment with his subordinates was not very smooth. After two had being in the previous general manager and were very to not like him.

The new general manager, Mr. Ramachandran, started holding weekly meetings of the department. However, he noticed that managers were reluctant to speak in the meetings. He was the only one to speak. He made some changes in the operating procedures that he did would increase efficiency and announced them in a weekly departmental meeting. There were no reactions to the changes but later he noticed that the managers continued to follow the old procedures. He talked to them individually but did not that they were not opening up to him. The problem continued.

After about two months, Mr. Ramesh started receiving complaints from other departments about the services they received from the administration department. These complaints mostly related to printing and purchasing. Mr. Ramesh believed that his department should provide the best possible services and, therefore, admonished his managers in a weekly departmental meeting. He still received little response from them. He continued to receive complaints and was becoming increasingly frustrated. On one day, he became very upset at the third complaint that week over jobs done in the printing unit. He stormed out of his office down to the printing unit. The manager of the printing unit was out. Mr. Ramesh called over the chief print operator, chewed him out, and told him to redo the job on the same day. When printing unit manager returned and learned what happened, he immediately called a meeting with the three other managers and described events to them. On this, commented the manager purchasing unit, "We have to do something. Mr. Ramesh is too young, incompetent, and is a tyrant." "I agree, he dictates to us in departmental meetings, and now he goes behind our back to our employees. He shows no confidence in us. I am fed up with this situation", said manager - secretarial services. Finally, the manager - maintenance chimed in, "I don't think we have much choice. Mr. Ramesh is regarded high by top level management. We can't talk to him and higher up, and if we continue doing things this way, our careers will be ruined. Therefore, I think that we should look for some other job opportunities." They all reluctantly agreed with this statement and the meeting ended.

Questions :

- a. Describe the nature of the problems in this case.
- b. Explain what could have been done to prevent the problems.

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Roll No. _____
 Total No. of Questions : 17
 Total No. of Pages : 02
 MBA (2018 Batch) (Sem -3)
MARKETING RESEARCH
 Subject Code : MBA-362-18
 M.Code : 76890

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. Define marketing research
2. Structured questionnaire
3. What is test marketing?
4. Expert validity
5. Content analysis
6. Discuss in brief the problems faced by the researcher in gathering primary data in the field
7. What is research design?
8. Randomized design

SECTION-B
UNIT-I

9. What do you understand by market research? Discuss the important steps and general methodology for data collection.
10. Explain various types of sources for secondary data and their relevance for marketing research.

UNIT-III

11. Elaborate the concept of causal research designs.
12. What are basic methods of conclusive research? Discuss steps for developing research proposal.

UNIT-III

13. Explain the need of reliability and validity testing for a scale.
14. Write notes on Likert scale, semantic differential scale and measurement errors in marketing.

UNIT-IV

15. Discuss significance of data analysis. Does analysing data leads to more meaningful conclusions.
16. Discuss in detail the multi-stage analysis.

SECTION-C

17. Case Study :

You are a manager in research agency who have been given a task to study the effect of television advertisement of Baby Food on buying propensity of viewers, a target population will be parents and would be parents of children aged 5 years or below in Punjab. However, you know it is practically difficult to gather data of all the television viewers who are either parents or would-be parents residing in Punjab.

Questions :

- a. Suggest the probable probability and non probability methods by you as a researcher could use to select a sample out of the entire population, based on Punjab population. Further, it is important to note that, sample and target population should be similar to each other. (6)
- b. What would you believe be the correct sample size and reasons thereof. (3)
- c. What kind of questionnaire you would use. (3)

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Roll No. _____

Total No. of Questions : 17

Total No. of Pages : 02

MBA (2018 Batch) (Sem.-3)

INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

Subject Code : MBA 911-18

M.Code : 76896

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 : United, 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

Write briefly :

- Confidence indicators
- FC Ratio
- Systematic risk
- Portfolio construction
- Security Market line
- Method to the Market concept
- Factors influencing option premium
- Figure Charting

SECTION-B

UNIT-I

- State the objectives of Investment Management. How the investment opportunities are identified?
- Who are the participants in the secondary market? Explain in detail with examples the trading and settlement mechanisms.

UNIT-I

- What is Fundamental Analysis all about? How the various measurement factors influence the investment valuation?
- What is the concept of intrinsic value? Explain the process of conducting industry analysis and Company Analysis.
- What is portfolio Analysis? What are the effects of combining securities in portfolio analysis?
- What is Dow Theory all about? Critically appraise the Dow Theory.

UNIT-IV

- What is the rationale behind Capital Asset Pricing Model (CAPM)? What are the basic assumptions of CAPM? Why in the perfect world of the CAPM, the financing decision and investment decision are separate?
- What do you understand by a derivative contract? What are its different types? Explain with examples.

SECTION-C

Case Study :

Kapil Shah (Kapil) had started investing in the share market in his mid-twenties and had seen some ups and downs even a decade. Kapil then decided to overhaul all his existing stock positions on the increasing prospects of the Narendra Modi led National Democratic Alliance coming to power in India in May 2014. On the election results day - May 16, 2014 - he bought ten stocks to ride the possible developments were agenda of the new government. However, by the end of February 17, 2016, his portfolio had generated a return of only 1.96%. Things became tough for Kapil as repayment for a loan fell due on August 27, 2016. Kapil wanted someone's help to ensure he generated good returns from his portfolio so that he could repay the loan by liquidating a part or even his complete stock portfolio. For this, he contacted Dhaval P. Vyas Investment Research, one of the leading financial consultancy firms in India. Based on Kapil's profile, Dhaval P. Vyas suggested that Kapil drop six underperforming stocks and purchase six stocks which he expected would perform better in the future.

Questions :

What should Kapil do now?

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Total No. of Questions : 17

Total No. of Pages : 02

MBA (2018 Batch) (Sem.-3)
MANAGEMENT OF FINANCIAL SERVICES
Subject Code : MBA-912-18

M.Code : 76897

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

- What is Venture Capital?
- What is Rematerialization?
- What is Merchant banking?
- What is Bank assurance?
- What is Hire purchase?
- What is Securitization?
- What is plastic money?
- What is Financial Inclusion?

SECTION-B

UNIT-I

- Explain some important financial sector reforms introduced in India.
- What is the role of Asset Reconstruction Company?

UNIT-II

- What is leasing? Explain its different types.
- What is the importance of credit rating?

UNIT-III

- What is factoring? Explain its types.
- Explain the credit process followed by credit card organizations.

UNIT-IV

- Write short notes on :
 - Credit risk
 - Operational risk
- Explain various techniques of Asset liability management.

SECTION-C

17. CASE STUDY

Twins Emma and Emmett are excited to be starting college next year. Emma is leaving home behind and heading to college in Florida while her brother Emmett is going to live at home and attend a local university. Up until now, they have always used cash or gift cards received for holidays or birthdays to pay for their expenses. Any savings they had was in their piggy banks in their rooms. Now that college is almost here, they realize that cash may not be the best option.

Questions :

- Why is cash not always a good option?
- What should Emma consider when picking a bank? What about Emmett? Do they have different needs?
- Find the right combination of products and services, convenience and cost. What questions Emma and Emmett need to ask so that they can pick the right bank for each of their needs?

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Roll No. _____

Total No. of Questions : 17

Total No. of Pages : 02

MBA (2018 Batch) (Sem.-3)

CONSUMER BEHAVIOUR

Subject Code : MBA 921-18

M.Code : 76894

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) Perceived Risk
- 2) Stereotyping
- 3) Social Class
- 4) Informal Group
- 5) Inertia
- 6) Cognitive Learning
- 7) Long Term Memory
- 8) Personality

SECTION-B

UNIT-I

- 9) What is Consumer Behavior? Why the study of Consumer Behavior has become important in these days.
- 10) What is the impact of the digital revolution and mobile phone revolution on consumer behavior?

UNIT-II

- 11) Define the term consumer motive. Do the psychogenic motives have superiority over the physiological ones?
- 12) What is meant by multi attribute attitude models? Give various theories of attitude formation.

UNIT-III

- 13) What is a reference group? How an understanding of reference groups is important to a marketer? In what way do they influence you in your purchasing behaviors?
- 14) How are cultural values relevant to a marketing practitioner?

UNIT-IV

- 15) Take the example of a television purchase by your family. Explain the decision process with the help of Howard Sheth Model.
- 16) Define the following :
 - a) Kollat Model
 - b) Nicosia Model

SECTION-C

17) Case Study :

A car making company is deciding to make flying cars in India. You are required to :

- a) Explain the motivation of consumer in buying this car and your way to promoting it
- b) Segment, targeting and position the flying car in Indian market.
- c) Explain how the diffusion of the idea will be facilitated by you.

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Roll No.

Total No. of Questions : 17

Total No. of Pages : 03

MBA (2016 Batch) (Sem.-2)

ORGANIZATIONAL CHANGE AND DEVELOPMENT

Subject Code : MBA 931-15

M.Code : T6655

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 : (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

Write short notes on :

1. What is organizational development?
2. What is resistance to change?
3. What are the various issues of class and consultant relationship?
4. Discuss the various strategies for implementing organizational change.
5. Discuss system theory.
6. What are T-Groups?
7. What are team interventions?
8. Discuss the concept of Power and politics in an organization.

SECTION-B

(10/25)

1. What is process change? Discuss its various concepts, its implementing approaches and change.

10. Write notes on-

A. Participation and empowerment

B. System theory

(10/25)

11. What are OD interventions? Discuss the various types of OD interventions.

12. Write notes on-

A. Career Analysis

B. T-Groups

(10/25)

13. What are "Competitive Interactions"? Discuss various types of competitive interactions with suitable examples.

14. Write notes on-

A. Theories about the process and power

B. Team interventions

(10/25)

15. Discuss the various issues of short and consultant relationship.

16. Discuss the various ethical standards in OD.

SECTION-C

17. Case Study :

The personnel officer of Prasant Chemicals limited informed the middle managers through a circular that a group of consultants would be calling on them later in the week to provide training on team building. The consultants would be emphasizing on how to develop team work and to build inter group relationships throughout the Company. The information also contained the approach to be adopted by the consultants and explained the five-step process of team building, problem solving, examining differences, giving and receiving feedback, developing interactive skills, and follow up actions. The circular also included a note on the utility of team building in organisational effectiveness.

On receiving the circular, middle managers, felt annoyed as they thought team building as an exercise involving a lot of hocus-pocus as they experienced in seminars training exercises in which participants used to attack each other and let out their aggression by heaping abuse on those disliked. Therefore, the managers felt that the consultants were not needed for team building. One of the managers commented, "now that as we understand what is involved in team building, we can go ahead and conduct sessions ourselves. All we have to do is to choose a manager who is liked by everyone and put him in the role of change agent; consultant. After all, you really do not need high priced consultants to do team building stuff. You just have a good feel for human factor". The other managers generally agreed. However, the corporate personnel director turned down their suggestion and proceeded with his original programme of hiring consultants.

Questions :

- Why did middle managers show resistance to team building approach of organisation development?
- Do you think the managers had accurate view of team building concept and role of external consultant in that?
- Did corporate personnel officer sell the concept of team building and its usefulness properly to middle managers? What actions should the department have taken?

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- Advise Shakeel regarding what you feel should be the key elements in sizing and managing his new sales force.
- What factors Shakeel should consider while setting targets and planning territory allocation to his sales team?
- Identify important factors Shakeel must keep in mind while undertaking compensation planning.

Questions :

Although he has always been successful in selling and indeed his new company's growth is down to his personal selling skills coupled with his knowledge of IT and web design, he has never before had to manage a sales force, and certainly not for his own company. Within the next three months, however, Shakeel has to decide what sort of person he needs and then recruit and select them. He must then train and manage them, simply, despite his extensive experience as a salesperson, he is concerned about where to start. He recognizes the importance of getting this right, as the whole future of his company will depend on the qualities and management of his own sales force.

SECTION-B

UNIT-I

- Q9. Differentiate between supervised and unsupervised learning.
Q10. Explain standard deviation and variance using R software.

UNIT-II

- Q11. What is decision tree? Where they are used? Explain with example.
Q12. Explain the concept of linear, multiple and logistic regression.

UNIT-III

- Q13. Explain the process of clustering with k-means algorithm.
Q14. Write a note on hierarchical and density-based spatial clustering.

UNIT-IV

- Q15. How evaluation and validation is achieved using cross validation?
Q16. Write a note on big data related techniques.

Total No. of Pages : 02

Roll No. _____

MBA (2018 Batch) (Sem.-3)

DATA SCIENCES USING R

Subject Code : MBA-262-16

M.Code : 77055

Max. Marks : 60

Time : 3 Hrs.

INSTRUCTIONS TO CANDIDATES :

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SECTION-A

