

Aug. 2022  
14

Roll No. 

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Total No. of Questions : 11

Total No. of Pages : 04

**MBA (2018 Batch) (Sem.-3)**  
**HUMAN VALUES, DE-ADDITION & TRAFFIC RULES**

Subject Code : HYPE-101-18

M.Code : 76891

Date of Examination : 08-08-22

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 Type Questions.
4. Attempt all the questions.

**SECTION-A**

(10 × 1 = 10)

**1. Fill in the Blanks/True/False :**

- a) ..... is the foundational value in relationships.  
..... रिशतों में मूलभूत मूल्य है।  
..... रिश्तियों में मूलभूत मूल्य है।  
..... रिश्तियों में मूलभूत मूल्य है।
- b) Justice is Harmony in .....  
न्याय ..... में सामंजस्य है।  
न्याय ..... में सामंजस्य है।  
न्याय ..... में सामंजस्य है।
- c) We should not operate only on the basis of pre .....  
हमें केवल पूर्व ..... के आधार पर कार्य नहीं करना चाहिए।  
हमें केवल पूर्व ..... के आधार पर कार्य नहीं करना चाहिए।  
हमें केवल पूर्व ..... के आधार पर कार्य नहीं करना चाहिए।
- d) Physical facilities are necessary but ..... for humans.  
भौतिक सुविधाएँ मनुष्य के लिए आवश्यक हैं, लेकिन ..... हैं।  
भौतिक सुविधाएँ मनुष्य के लिए आवश्यक हैं, लेकिन ..... हैं।  
भौतिक सुविधाएँ मनुष्य के लिए आवश्यक हैं, लेकिन ..... हैं।
- e) Existence is ..... submerged in space.  
अस्तित्व का मतलब है अंतरिक्ष में समाई हुई .....।  
अस्तित्व का मतलब है अंतरिक्ष में समाई हुई .....।  
अस्तित्व का मतलब है अंतरिक्ष में समाई हुई .....।
- ਅਸਤੀਤਵ ਦਾ ਮਤਲਬ ਹੈ ਆਕਾਸ਼ ਵਿਚ ਸਮੋਈ ਹੋਈ.....।  
ਅਸਤੀਤਵ ਦਾ ਮਤਲਬ ਹੈ ਆਕਾਸ਼ ਵਿਚ ਸਮੋਈ ਹੋਈ.....।  
ਅਸਤੀਤਵ ਦਾ ਮਤਲਬ ਹੈ ਆਕਾਸ਼ ਵਿਚ ਸਮੋਈ ਹੋਈ.....।

- f) All the needs of Self are called Happiness.  
स्वयं की सभी ज़रूरतों को खुशियाँ कहा जाता है।  
सबै चींआं लोडं नूँ धुडी आधदे हन।
- g) Giving all the priorities to Physical Facilities is living with Animal Consciousness.  
भौतिक सुविधाओं को सभी प्राथमिकताएं देना प्रशु चेतना के साथ रहना है।  
सरीरक सहुलतां नूँ ही सारीआं पहिलां देनीआं पसू बिरती नाल रगिणा है।
- h) Respect is right evaluation.  
सम्मान सही मूल्यांकन है।  
आदर तें भाव सही मूलांकन है।
- i) There are four orders in Nature. .  
प्रकृति में चार आदेश हैं।  
प्रकृति विंच चार आदेश हन।
- j) Ethical Human Conduct leads to Mutual Fulfilment.  
नैतिक मानव आचरण से परस्पर पूर्ति हो जाती है।  
नैतिक मनुषी विउहार परसपर पूरकता वल लै जांदा है।

## SECTION-B

(5 × 4 = 20)

2. What are the basic guidelines of value education?  
मूल्य शिक्षा की बुनियादी दिशा निर्देश क्या हैं?  
मूल सिंधिआ दे बुनिआदी दिशा निरदेस की हन?
3. Explain harmony in family.  
परिवार में तालमेल के बारे में बताएं।  
परिवार विंच तालमेल दे बारे विंच दंसो।
4. Differentiate between intention and competence. How do we come to confuse between the two?  
इरादा और क्षमता के बीच क्या अंतर है? कैसे हम गलती करते हैं?  
इरादा अते समरंषा दे विंच की अंतर है? किदें असीं गलती करदे हां?
5. Explain competence in Professional-Ethics.  
पेशेवर नैतिकता में क्षमता समझाओ।  
पेशेवर नैतिकता विंच समरंषा समझाओ।



f) All the needs of Self are called Happiness.

स्वयं की सभी जरूरतों को खुशियाँ कहा जाता है।

ਸਵੈ ਦੀਆਂ ਲੋੜਾਂ ਨੂੰ ਖੁਸ਼ੀ ਆਖਦੇ ਹਨ।

g) Giving all the priorities to Physical Facilities is living with Animal Consciousness.

भौतिक सुविधाओं को सभी प्राथमिकताएं देना प्रशु चेतना के साथ रहना है।

ਸਰੀਰਕ ਸਹੂਲਤਾਂ ਨੂੰ ਹੀ ਸਾਰੀਆਂ ਪਹਿਲਾਂ ਦੇਣੀਆਂ ਪਸ਼ੂ ਬਿਰਤੀ ਨਾਲ ਰਹਿਣਾ ਹੈ।

h) Respect is right evaluation.

सम्मान सही मूल्यांकन है।

ਆਦਰ ਤੋਂ ਭਾਵ ਸਹੀ ਮੁਲਾਂਕਣ ਹੈ।

i) There are four orders in Nature.

प्रकृति में चार आदेश हैं।

ਪ੍ਰਕ੍ਰਿਤੀ ਵਿੱਚ ਚਾਰ ਆਦੇਸ਼ ਹਨ।

j) Ethical Human Conduct leads to Mutual Fulfilment.

नैतिक मानव आचरण से परस्पर पूर्ति हो जाती है।

ਨੈਤਿਕ ਮਨੁੱਖੀ ਵਿਉਹਾਰ ਪਰਸਪਰ ਪੂਰਕਤਾ ਵੱਲ ਲੈ ਜਾਂਦਾ ਹੈ।

### SECTION-B

(5 × 4 = 20)

2. What are the basic guidelines of value education?

मूल्य शिक्षा की बुनियादी दिशा निर्देश क्या हैं?

ਮੁੱਲ ਸਿੱਖਿਆ ਦੇ ਬੁਨਿਆਦੀ ਦਿਸ਼ਾ ਨਿਰਦੇਸ਼ ਕੀ ਹਨ?

3. Explain harmony in family.

परिवार में तालमेल के बारे में बताएं।

ਪਰਿਵਾਰ ਵਿੱਚ ਤਾਲਮੇਲ ਦੇ ਬਾਰੇ ਵਿੱਚ ਦੱਸੋ।

4. Differentiate between intention and competence. How do we come to confuse between the two?

इरादा और क्षमता के बीच क्या अंतर है? कैसे हम गलती करते हैं?

ਇਰਾਦਾ ਅਤੇ ਸਮਰੱਥਾ ਦੇ ਵਿੱਚ ਕੀ ਅੰਤਰ ਹੈ? ਕਿਵੇਂ ਅਸੀਂ ਗਲਤੀ ਕਰਦੇ ਹਾਂ?

5. Explain competence in Professional-Ethics.

पेशेवर नैतिकता में क्षमता समझाओ।

ਪੇਸ਼ੇਵਰ ਨੈਤਿਕਤਾ ਵਿੱਚ ਸਮਰੱਥਾ ਸਮਝਾਓ।

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

प्रकृति में आत्म नियमन और पुनरावृत्ति कैसे है?

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

SECTION-C

(5 × 6 = 30)

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

मानवीय रिश्तों में संक्षिप्त मुख्य मूल्यों का विवरण दें।

ਮਾਨਵੀ ਰਿਸ਼ਤਿਆਂ ਵਿੱਚ ਸੰਖੇਪ ਮੁੱਖ ਮੁੱਲਾਂ ਦਾ ਵਰਨਣ ਕਰੋ।

OR

What is the need of Value-Education?

मूल्य शिक्षा की क्या ज़रूरत है?

ਮੁੱਲ ਸਿੱਖਿਆ ਦੀ ਕੀ ਜ਼ਰੂਰਤ ਹੈ?

8. What is the meaning and purpose of Self-Exploration?

स्वयं-अन्वेषण के अर्थ और उद्देश्य क्या हैं?

ਆਤਮ-ਅਧਿਐਨ ਦੇ ਮਤਲਬ ਅਤੇ ਉਦੇਸ਼ ਕੀ ਹੈ?

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. 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 ਤੁਲਨਾ ਕਰੋ।

OR

What do you mean by reaction and response? Give some examples.

आप का प्रतिक्रिया और अनुक्रिया से क्या मतलब है? कुछ उदाहरण दें।

ਤੁਹਾਡਾ ਯੁਕਤ-ਕਿਰਿਆ ਅਤੇ ਪ੍ਰਤੀ-ਕਿਰਿਆ ਤੋਂ ਕੀ ਮਤਲਬ ਹੈ? ਇਸ ਦੇ ਕੁਝ ਉਦਾਹਰਣ ਦਿਓ।



10. What is happiness and prosperity ? What are the wrong notions about attaining happiness and prosperity?

सुख और समृद्धि क्या है? खुशी और समृद्धि को प्राप्त करने के बारे में गलत धारणा क्या है?

ਖੁਸ਼ੀ ਅਤੇ ਖੁਸ਼ਹਾਲੀ ਕੀ ਹੈ? ਖੁਸ਼ੀ ਅਤੇ ਖੁਸ਼ਹਾਲੀ ਨੂੰ ਪ੍ਰਾਪਤ ਕਰਨ ਦੇ ਬਾਰੇ ਗਲਤ ਧਾਰਨਾ ਕੀ ਹੈ?

OR

What is the expanse of human living? Why it is necessary to understand harmony at all levels? Critically evaluate the current state of living at the level of Self.

मानव जीवन का फैलाव कितना है? सभी स्तरों पर सामंजस्य समझना क्यों जरूरी है? सटीकता से स्वयं के स्तर पर रहने की वर्तमान स्थिति का मूल्यांकन करें।

ਮਨੁੱਖ ਜੀਵਨ ਦਾ ਫੈਲਾਵ ਕਿੰਨਾ ਹੈ? ਸਾਰੇ ਸਤਰਾਂ ਉੱਤੇ ਤਾਲਮੇਲ ਸਮਝਣਾ ਕਿਉਂ ਜ਼ਰੂਰੀ ਹੈ? ਆਪਣੇ ਸਵੈ ਦੇ ਆਧਾਰ ਦੇ ਪੱਧਰ ਉੱਤੇ ਰਹਿਣ ਦੀ ਵਰਤਮਾਨ ਹਾਲਤ ਦਾ ਅਲੋਚਨਾਤਮਿਕ ਮੁਲਾਂਕਣ ਕਰੋ।

11. 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?

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

OR

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

मौजूदा समय में पेशे के मुख्य अनैतिक तरीके क्या हैं? मूल कारण और संभव समाधान का विश्लेषण करें।

ਮੌਜੂਦਾ ਸਮਾਂ ਵਿੱਚ ਪੇਸ਼ੇ ਦੇ ਮੁੱਖ ਅਨੈਤਿਕ ਤਰੀਕੇ ਕੀ ਹਨ? ਮੂਲ ਕਾਰਨ ਅਤੇ ਸੰਭਵ ਸਮਾਧਾਨ ਦਾ ਵਿਸ਼ਲੇਸ਼ਣ ਕਰੋ।







**SECTION-B**

**UNIT-I**

- 9. Define organizational behavior. What are the various disciplines contributing to OB? Explain the contributions of each discipline in detail.
- 10. What do you mean by Learning? Discuss its characteristics. Critically analyse classical conditioning theory of learning with examples.

**UNIT-II**

- 11. Define personality. Elaborate Big five model of personality in detail. Also, discuss relevance of this model in determining personality of employees at workplace.
- 12. What do you mean by perception? Explain the process of perception formulation with the help of suitable illustrations.

**UNIT-III**

- 13. Define group. Explain the salient features of group. Discuss the various stages of group formation with the help of examples.
- 14. What is stress? Elaborate different sources of organizational stress? Also, explain the various strategies to cope up organizational stress?

**UNIT-IV**

- 15. What do you mean by the term 'conflict'? Explain the process of managing organizational conflict in detail.
- 16. What is organizational design? Discuss various factors affecting the organizational design. Elaborate different types of organizational designs with their advantages and disadvantages.

**SECTION-C**

**17. Case study :**

Bob Wood is 32. But if you listened to him, you would think he was 65 and washed up. "I graduated from university at a great time. It was 1996. I started as an analyst for Accenture, worked as a health care IT consultant for two other firms, and then became chief technology officer at Claimshop.com, a medical claims processor". By 2001, Bob

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was making \$80,000 a year plus bonus, driving an expensive European sports car, and optimistic about his future. But Bob Wood has become a statistic. He's one of the Canadians born between 1966 and 1975 whose peak earnings may be behind them. Bob now makes \$44 000 as a technology analyst at a hospital and is trying to adjust to the fact that the go-go years of the late 1990s are history.

Like many of his generation, Bob is mired in debt. He owes \$23 000 on his university loans and has run up more than \$4500 on his credit cards. He faces a world very different from the one his father found when he graduated from college in the early 1960s.

"The rules have changed. And we Generations Xers are getting hit hard. We had to go to university to get a decent job. But the majority of us graduated with tuition debt. The good news was that when we graduated, the job market was great. I got a \$5000 hiring bonus on my first job! The competition by employers for good people drove salaries up. When I was 28, I was making more money than my dad, who had been with the same company for over 20 years. But my dad has job security. And he has a nice retirement plan that will pay him a guaranteed pension when he turns 58. Now look at me. I don't know if I'll ever make \$80 000 again. If I do, it'll be in 20 or more years. I have no job security. I'm paying \$350 a month on my university loans. I'm paying another \$250 more in payment on my BMW. And my girlfriend says it's time for us to settle down and get married. It would be nice to own a house, but how can I commit myself to a 30-year mortgage when I don't know if I'll have a job in six months?"

"I'm very frustrated. I feel like my generation got a bad deal. We initially got great jobs with unrealistically high pay. I admit it; we were spoiled. We got used to working one job for six months, quitting, then taking another and getting ourselves a 25 or 30 percent raise. We thought we'd be rich and retired by 40. The truth is that we're now lucky to have a job and, if we do, it probably pays half what we were making a few years ago. We have no job security. The competition for jobs, combined with pressures by business to keep costs down, means a future with minimal salary increases. It is pretty weird to be only 32 years old and to have your best years behind you!"

**Questions :**

- a. Analyze Bob using Maslow's hierarchy of needs.
- b. If you were Bob's boss, what could you do positively to influence his motivation?
- c. What are the implications of this case for employers hiring Generation Xers?

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**

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Roll No.

Total No. of Pages : 02

Total No. of Questions : 17

MBA (Sem.-3)  
**MARKETING RESEARCH**  
Subject Code : MBA-302-18  
M.Code : 76890  
Date of Examination : 04-08-22

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. Marketing Research
2. Multi-dimensional scaling.
3. Descriptive research
4. Use of Multiple Regression
5. Nomological validity
6. Ex post facto design
7. Likert Scale
8. Descriptive Statistics

**SECTION-B**

**UNIT-I**

9. Explain the various steps involved in the marketing research process.
10. *"A descriptive research design is more formal and rigid than an exploratory research design"*. Comment on the statement.



UNIT-II

- 11. Give classification of a research design. Explain the differences between major types of research design.
- 12. Discuss the relevance and significance of observational research in marketing.

UNIT-III

- 13. What are the objectives of a questionnaire? Explain briefly the steps involved in the Questionnaire design process.
- 14. What do you mean by the reliability of a test? Do you think that a reliable test is valid too? Comment.

UNIT-IV

- 15. Write short notes on :
  - a) Correlation Analysis
  - b) Factor Analysis
- 16. Write down steps involved in data analysis using regression.

SECTION-C

17. Case Study :

You are a manager in a research agency who has been given a task to study the effect of social media advertisements of fashion accessories on buying propensity of users, a target population will be teenagers and young adults aged between 15-25 years in Chandigarh tri-city. However, you know it is practically difficult to gather data on all the social media users who are target customers.

Questions :

- a) Suggest the possible probability and nonprobability methods you as a researcher could use to select a sample out of the entire population. (3)
- b) Discuss the strategies and tactics to conduct social media market research on each social media platform. (6)
- c) What kind of questionnaire you would use? (3)

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.





UNIT-II

- 11. What is the significance of physical evidence in the marketing of services? Explain with an example.
- 12. Why does the customer's role as co-producer need to be designed into the services process? What is the implication of considering the customers as partial employees?

UNIT-III

- 13. What types of intermediaries are available to a Service Product Company? Describe the factors determining the choice of an intermediary.
  - 14. What are the implications of the service firm to deliver the services through both physical and electronics channels?
- UNIT-IV
- 15. What are the dimensions of service environment? How can servicescape be designed to achieve the desired effects.
  - 16. Explain the pricing strategies applicable for services with suitable examples.

SECTION-C

17. CASE STUDY :

Until recently the health care industry was at the cross roads, still unsure which way to go. Today, it is in for exciting times. Low costs, combined with excellent facilities, have provided the perfect formula for India to become a major player in the \$208 trillion worldwide healthcare industry. Today the cost of healthcare in India is only one tenth costs in the US in cases of major surgeries. With cost of providing healthcare low, and with global standards available, the world cannot compete with US. The cost of a heart surgery at Apollo is \$2,500 as compared to \$30,000 in the US. Bone marrow transplants cost \$ 50,000 in India as against \$ 4,00,000 in US. India's attraction as a low cost, high-quality centre for healthcare may be new but the signs are visible. In 1998-99, Apollo Hospitals conducted heart surgeries on 91 patients from Tanzania. In Chennai, Apollo treats around 30 Sri Lankans a day. As many as 40 patients from Muscat are registered in Apollo hospitals and clinics located in Delhi, Chennai and Hyderabad. "Healthcare not only brings in direct purchase of healthcare, but it also encourages a lot of expenditure, on travel, lodging and boarding. Which, translated, means foreign exchange". And India has enough Embassies and Tourism Development Corporations to spread the message. However, government policies, as they stand, are not conducive to more private

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participation in healthcare, when compared to neighbouring countries. "Sri Lanka, offers a 100% customs duty exemption on all equipment for the hospital, medical or otherwise. And if the project cost were to exceed Rs. 100 crore, the hospital would be eligible for a 12-year tax holiday". However, such elaborate incentives are not necessary, though some basic incentives need to be provided. The government does not provide any money to this sector, and it should not, it should act as a facilitator. "Lot of foreign investors are keen on investing here, but are shying due to the lack of tax and other incentives".

- a. Keeping the above in mind, design effective strategies to make India a low-cost Health-care destination.

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Total No. of Pages : 02

Total No. of Questions : 17

**MBA (Sem.-3)**  
**INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT**

Subject Code : MBA-911-18

M.Code : 76896

Date of Examination : 09-08-22

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. Unsystematic Risk
2. Circuit Breakers
3. Price to Book Value Ratio
4. Inflation
5. Moving Average Lines
6. Market Momentum
7. Factor Model
8. Call Options.

**SECTION-B**

**UNIT-I**

9. Define investment? Write a detailed note on the process of investment. Also, briefly discuss the direct and indirect media of investment.
10. What do you mean by secondary market? Write a detailed note on the trading and settlement mechanism in the Indian stock market.

**UNIT-II**

11. "Fundamental analysis is meant for long-term investors and they can follow E-I-C or C-I-E approaches as per their expertise and demand of the situation". Explain with suitable examples.
12. Define growth investing? What is the process of growth investing? Also, briefly discuss the variables that are considered for analysis by growth investors.

**UNIT-III**

13. "Technical analysis is relevant if speculative asset markets are inefficient". Comment. Give suitable examples in support of your answer.
14. What do you mean by portfolio revision? Discuss in details the situations when portfolio revision is essential. Also briefly discuss the various portfolio revision techniques.

**UNIT-IV**

15. What do you mean by Capital Asset Pricing Model? Briefly discuss the assumptions and relevance of Capital Asset Pricing Model.
16. Define financial derivatives. Write a detailed note on the role and functions of financial derivatives.

**SECTION-C**

**17. Case Study :**

Consider the data given below and compute :

- a) Beta for stocks A and B;
- b) Alpha for stocks A and B

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

**Risk free rate of return is 4%.**

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Total No. of Pages : 03

Total No. of Questions : 17

**MBA (Sem.-3)**  
**MANAGEMENT OF FINANCIAL SERVICES**

Subject Code : MBA-912-18

M.Code : 76897

Date of Examination : 02-08-22

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) Pension Funds
- 2) Micro Finance
- 3) Leasing
- 4) Venture Capital
- 5) Debit Card
- 6) Factoring
- 7) Swaps
- 8) Asset Liability Management.

**SECTION-B**

**UNIT-I**

- 9. What do you mean by financial services? Write a detailed note on various financial sector reforms that have expanded the scope of financial services in India.
- 10. What do you mean by depository services? Discuss the basic structure of depository services in India. Also discuss the role and functions of depository participants.

**UNIT-II**

- 11. What do you mean by credit rating? Discuss the objectives and various methodologies of credit rating in India.
- 12. Define merchant banking. Discuss the role of merchant bankers in the new issue market. Briefly discuss the various SEBI guidelines regarding merchant bankers.

**UNIT-III**

- 13. Define debt securitization. Discuss the features, scope and process of debt securitization.
- 14. Differentiate between plastic money and digital currency. Discuss the various factors determining use of plastic money and digital currency in India.

**UNIT-IV**

- 15. Define capital adequacy. Write a detailed note on the capital adequacy norms issued by RBI for banking sector in India.
- 16. What do you mean by risk management in banking? Write a detailed note on how compliance of Basel norms can ensure risk management in banking companies in India?

**SECTION-C**

**17. Case Study**

Banking as institution stretches too wide and thin to be efficient. This diversified activity of banks not only makes them inefficient, but it also makes it very difficult to measure their efficiency. It is necessary, in these days of specialization, to split the function of banking into many well-defined fields. This specialization process will help us improve the efficiency of the banking system and measure its efficiency much more sharply.



Banks have low risk functions such as changing money, transfer money by different means - demand drafts, money transfers, bills of exchange, collection of cheques, issuing guarantee against deposit of cash, accepting deposits of money from the public and paying them interest on the deposit, investing in government bonds and short-term interbank money-market, etc. High- risk functions of the banks are lending money to firms, speculation in foreign exchange and other secondary markets, venture capital, etc.

If the banks are freed of the high-risk functions, they can be turned into fully service-oriented firms with very low risk. In this mode their working can be focussed and they can be managed as efficiently as a supermarket chain. True, banks can be freed of the function of speculation in the markets of venture capital works. But what are the banks to do with their funds if they cannot lend working capital to firms involved in manufacturing, business or services? As lending to firms cannot be avoided, a method should be devised to take away the risk factor from this enterprise. A separate institution has to be created to take that risk. There should be a separate insurance industry to insure all the loan accounts.

**Questions :**

- a) On what parameters are the bank's activities distinguished into low-risk and high-risk?
- b) The case suggests the setting up of a separate institution to take the risk of lending away from the banks. What implication will this have on the pricing policy and the quality of loans of the bank?
- c) What are the various approaches to risk management? Discuss the risk management approach that considers insurance as a tool.

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Total No. of Pages : 03

Total No. of Questions : 17

**MBA (Sem.-3)**  
**ORGANIZATIONAL CHANGE AND DEVELOPMENT**

Subject Code : MBA 931-18

M.Code : 76898

Date of Examination : 01-08-22

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 short notes on :

1. Inter-disciplinary nature of OD
2. Action research
3. Third wave consulting model
4. Nature of OD Interventions
5. Characteristics of T-groups
6. Behaviour Modeling
7. Comprehensive interventions
8. Salient features of Parallel learning structure.

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SECTION-B

UNIT-I

- 9. What is planned change? Explain Kurt Lewin's model of planned change. Also discuss various strategies of implementing organizational change?
- 10. Define Organizational Development? Describe the characteristics of OD. Discuss the values, assumptions and beliefs in OD with their implications in organizations?

UNIT-II

- 11. What is OD process? Explain the stages of OD process? Also discuss the relevance of each stage of OD process in implementing change?
- 12. Define structural interventions? Discuss in detail various structural interventions for improving organizational structure and processes?

UNIT-III

- 13. What do you understand by Team? How is a Team formed? Discuss various team building interventions to strengthen a team.
- 14. Define power. Explain various theories of sources of power. Discuss the implications of power and politics in practice of OD with suitable examples.

UNIT-IV

- 15. What do you mean by 'client-consultant relationship'? Explain various issues involved in the Client and Consultant relationship in OD?
- 16. a) Discuss in detail the future of OD.  
b) Explain various concerns about quality in OD.

SECTION-C

17. Case study :

Tammy Reinhold didn't believe the rumours. Now that the rumours were confirmed, she was in denial. "I can't believe it," she said. "I've worked as a greeting-card artist here for over 15 years. I love what I do. Now they tell me that I'm going to have to do all my work on a computer." Tammy was not alone in her fear. The company's other two artists, Mike Tomaski and Maggie Lyall, were just as concerned. Each had graduated from art school near the top of his or her class. They came to work for GreyStar Art & Greetings

right out of school—Mike in 1985, Tammy in 1991, and Maggie in 1997. They chose the company, which had been around for more than 50 years, because of its reputation as a good place to work. The company also had never had a layoff.

GreyStar Art & Greetings is a small maker of greeting cards and specialty wrapping paper. It has modest resources and modest ambitions. Management has always pursued progress slowly. Artists do much of their work by hand. Today, however, the company installed three high-powered Mac computers equipped with the latest graphics and photomanipulation software, including Photoshop, Quark, and Illustrator.

Courtland Grey, the company's owner, called Tammy, Mike, and Maggie into his office this morning. He told them about the changes that were going to be made. Grey acknowledged that the three were going to have a lot to learn to be able to do all their work on computers. But he stressed that the changes would dramatically speed up the art-production and photo-layout processes and eventually result in significant cost savings. He offered to send the three to a one-week course specifically designed to train artists in the new technology and software. He also said he expected all of the company's art and photo operations to be completely digitalized within three months.

Tammy is not stupid. She has been following the trends in graphic art. More and more work is being done on computers. She just thought, as did Mike and Maggie, that she might escape having to learn these programs. After all, GreyStar Art & Greetings is not Hallmark. But Tammy was wrong. Technology is coming to GreyStar Art & Greetings and there isn't much she can do about it. Other than complain or look for another job!

**Questions :**

- a. Explain Tammy's resistance.
- b. Evaluate the way Courtland Grey handled this change.
- c. What, if anything, would you have done differently if you had been Grey?

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Total No. of Pages : 02

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MBA (Sem.-3)

**EMPLOYEE RELATIONS**

Subject Code : MBA-932-18

M.Code : 76899

Date of Examination : 10-08-22

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. 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 consist of ONE Case Study carrying TWELVE marks.

**SECTION-A**

Write briefly :

1. Functions of Trade Union
2. Industry Relations
3. Industrial Disputes
4. Adjudication
5. VRS
6. Social Assistance
7. ESI Act, 1948
8. Labour Welfare.

**SECTION-B****UNIT-I**

9. Discuss various objectives for the formation of Trade unions. What techniques can be adopted to achieve the objectives of trade unions?
10. Trace the history of Industrial Relations in India.

**UNIT-II**

11. Discuss the role and objectives of various tripartite and bipartite bodies set up in India.
12. Analyse adjudication system in India. Discuss the jurisdiction and working of labour court, industrial tribunal and national tribunal in this context.

**UNIT-III**

13. What are the provisions in the Payment of Wages Act, 1936 for fines to be imposed on any employed person?
14. Explain the types of workers who are not considered as employees under the Payment of Gratuity Act, 1972

**UNIT-IV**

15. Discuss the provisions for notice of claim for maternity benefit and payment thereof.
16. Discuss the concept of Social Security officers, their functions and duties.

**SECTION-C**

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

Raman is the Sales manager of a reputed corporation. He has 25 employees in his department, and all are paid commission for their sales in their territories. For the past 3 years the market for the company's goods has been steadily growing and the majority. Raman's staff have met this growth with increased sales. However, one employee in particular, Gopal has not kept up with the pace. Gopal has been with this corporation for over 20yrs and is now 56yrs old. He is a friendly man and is liked by all his peers and those to whom he sells the company's products on a regular basis. The company has always considered Gopal dependable and loyal. Through the years, he has been counted as an asset to the company, but at the age of 56, he has gone into an age of semi-retirement. Gopal's sales have not increased others have and he does not have the determination to acquire a significant increase in sales. Raman wishes to change this situation. He wants to motivate Gopal into increasing his sales to match that of his younger peers. To do this, Gopal must begin to do more than just put in his time, but Raman is not sure how to go about trying to motivate him. Unlike the majority of new employees, Gopal is an old man, who within a few years will reach the age of retirement.

**Questions :**

- a. Write the title of the Case Study.
- b. If you were Raman, the Sales Manager, what would you do?
- c. How do you think Gopal feel about his colleagues?

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## SECTION-B

### UNIT-I

9. What is Data Preprocessing? Explain the different methods for the Data Cleansing phase.
10. Explain OLAP and its types. Discuss various OLAP operations.

### UNIT-II

11. Explain mining sequence patterns in transactional Databases.
12. Explain the steps in Knowledge Discovery in databases.

### UNIT-III

13. Explain multidimensional and multi level Association rules with example.
14. What is Classification? Explain Naive Bayesian Classification with the help of suitable example.

### UNIT-IV

15. What is Regression? Explain Linear Regression with the help of an example.
16. Use K-means algorithm to create 3 clusters for given set of values {2,3,6,8,9,15,18,22}.

## SECTION-C

17. Consider the following case study :

An International chain of hotels wants to analysis and improve its performance using several performance indicators such as quality of rooms, service facilities, check in, breakfast popular time of visits, duration of stay etc. For this case study, design a Business Intelligence system, clearly explaining all steps from data collection to decision making.

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Total No. of Pages : 02

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**MBA (Sem.-3)**  
**E-COMMERCE AND DIGITAL MARKETS**

Subject Code : MB 942-18

M.Code : 76988

Date of Examination : 12-08-22

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. 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 consist of ONE Case Study carrying TWELVE marks.

**SECTION-A**

Write briefly :

1. How is Ecommerce different from traditional sales?
2. What are the categories of E commerce?
3. What are the benefits of EDI?
4. How AdSense feature can boost the business?
5. Discuss the advantages of On page SEO.
6. "Content is the king of e-marketing campaign". Comment.
7. Compare the concept of website design and website content.
8. Why should a company have a website?

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## SECTION-B

### UNIT-I

9. Elaborate the factors responsible for development of E-commerce in India.
10. Discuss the main features of window Operating System.

### UNIT-II

11. Discuss in detail the mechanism of making payment through Internet. Also, explain various laws related to online transactions.
12. What are the advantages and disadvantages of various payment gateways?

### UNIT-III

13. Discuss critical strengths and applications of digital marketing.
14. Explain digital marketing on various social media platform.

### UNIT-IV

15. Discuss the strategies to increase web traffic using a suitable example.
16. What are the advantages and disadvantages of Email marketing, affiliate marketing, blog marketing and Influencer marketing?

## SECTION-C

### 17. Case Study : Flipkart-Amazon of India

E-commerce transactions in India are gaining popularity at the very fast pace majorly due to its attributes of ease of shopping, good discounts, social media integration, cash on delivery mode of payments etc. The industry is set to grow and beat the records considering the recent show of strength of several E-commerce companies of India in their capability to raise funds as well. Flipkart one of the leading Indian e-commerce companies headquartered in Bangalore, Karnataka. The overall brand value of Flipkart is good, but it is facing tough competition from its global as well as local competitors. But in India, it is the most superior E-business portal which is aggressively expanding and planting its roots deep into the Indian market and at the same time shifting the mindset of the people *i.e.* from going and shopping from physical stores to online stores, which is enormous.

#### Questions :

- a) Discuss the initial challenges faced by Flipkart.
- b) How Flipkart succeeded in building the trust of online customers.
- c) How can Social media be used to increase the market share of the Brand?

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## UNIT-II

11. What are the factors of a good performance appraisal system for sales force?
12. Outline important Steps for Territory Planning and Target Planning.

## UNIT-III

13. Identify important steps for a setting Advertising and Sales Promotion Budget.
14. What do you understand by the Metrics behind Social Media Spends.

## UNIT-IV

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

## SECTION-C

17. 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 thousand 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 :

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

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Total No. of Pages : 02

Total No. of Questions : 17

**MBA (Sem.-3)**  
**DATA SCIENCE USING R**  
Subject Code : MBA-962-18  
M.Code : 77058  
Date of Examination : 18-08-22

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 question carrying TWELVE marks.

**SECTION-A**

Explain briefly :

- 1) What is Data Mining?
- 2) What do you understand by Deep Learning?
- 3) What is Mean, Median and Mode?
- 4) What is Regularization?
- 5) What is Variance?
- 6) What is Data Visualization?
- 7) What is Collaborative filtering?
- 8) What is Time-Series Analysis?

**SECTION-B**

**UNIT-I**

- 9) Write difference between Data Analytics and Web Analytics with an example.
- 10) Discuss various statistical functions that can be performed using R-statistics.

**UNIT-II**

- 11) Explain Support Vector Machine (SVM) algorithm.
- 12) Describe the concept of Bays theorem.

**UNIT-III**

- 13) How Agglomerative clustering works, explain with an example?
- 14) What is the use of bagging and boosting in data science?

**UNIT-IV**

- 15) How evaluation and validation is achieved using cross -validation?
- 16) What are the different methods of collecting large amount of Data from Social Media?  
What are the most popular APIs used for Data Collection?

**SECTION-C**

- 17) A librarian purchases 500 books for the library. How data mining techniques (clustering and classification) will be used to arrange the books into racks?

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Total No. of Pages : 02

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MBA (Sem.-3)

**HUMAN VALUES, DE-ADDICTION & TRAFFIC RULES**

Subject Code : HVPE-101-18

M.Code : 76891

Date of Examination : 07-01-2022

Time : 2 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. ATTEMPT ANY FIVE QUESTION(S), EACH QUESTION CARRIES 12 MARKS.

1. 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?

2. What is happiness? What is the wrong notion about attaining happiness? What are the problems faced due to the wrong notions about happiness and prosperity?

सुख क्या है? खुशी को प्राप्त करने के बारे में गलत धारणा क्या है? सुख और समृद्धि के बारे में गलत धारणाओं के कारण पेश आ रही समस्याएं क्या हैं?

ਖੁਸ਼ੀ ਕੀ ਹੈ? ਖੁਸ਼ੀ ਨੂੰ ਪ੍ਰਾਪਤ ਕਰਨ ਦੇ ਬਾਰੇ ਵਿੱਚ ਗਲਤ ਧਾਰਨਾ ਕੀ ਹੈ? ਸੁੱਖ ਅਤੇ ਖੁਸ਼ਹਾਲੀ ਦੇ ਬਾਰੇ ਵਿੱਚ ਗਲਤ ਧਾਰਨਾਵਾਂ ਦੇ ਕਾਰਨ ਪੇਸ਼ ਆ ਰਹੀਆਂ ਸਮੱਸਿਆਵਾਂ ਕੀ ਹਨ?

3. How is a human-being co-existence of Self and Body? In the light of activities of self explain Pre-conditioning, Sensation and Natural-Acceptance.

इंसान स्वयं और शरीर का सह-अस्तित्व कैसे है? स्वयं की गतिविधियों के प्रकाश में पूर्व-मान्यता, संवेदना और प्राकृतिक-स्वीकृति समझाओ।

ਮਨੁੱਖ ਸਵੈ ਅਤੇ ਸਰੀਰ ਦਾ ਸਹਿ-ਅਸਤਿਤਵ ਕਿਵੇਂ ਹੈ? ਸਵੈ ਦੀਆਂ ਗਤੀਵਿਧੀਆਂ ਦੇ ਪ੍ਰਕਾਸ਼ ਵਿੱਚ ਪੂਰਵ-ਮਾਨਤਾ, ਸੰਵੇਦਨਾ ਅਤੇ ਸਹਿਜ-ਸਵਿਕਰਿਤੀ ਸਮਝਾਓ।

4. Differentiate between intention and competence. How do we come to confuse between the two ?

इरादा और क्षमता के बीच क्या अंतर है? कैसे हम गलती करते हैं?

ਇਰਾਦਾ ਅਤੇ ਸਮਰੱਥਾ ਦੇ ਵਿੱਚ ਕੀ ਅੰਤਰ ਹੈ? ਕਿਵੇਂ ਅਸੀਂ ਗਲਤੀ ਕਰਦੇ ਹਾਂ?

5. What are the four orders in nature? Explain briefly.

प्रकृति में चार आदेश क्या हैं? संक्षेप में समझाओ।

ਕੁਦਰਤ ਵਿੱਚ ਚਾਰ ਅਵਸਥਾਵਾਂ ਕੀ ਹਨ? ਸੰਖੇਪ ਵਿੱਚ ਸਮਝਾਓ।

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6. What do you mean by Universal Human Order? What could be your role in moving towards it?

ਆਪ ਸਾਰਵਭੌਮਿਕ ਮਾਨਵੀ ਆਦੇਸ਼ ਸੇ ਕਯਾ ਸਮਝਦੇ ਹੋ? ਇਸਮੇਂ ਅਪਨੀ ਭੂਮਿਕਾ ਕਯਾ ਹੋ ਸਕਦੀ ਹੈ?

ਤੁਸੀਂ ਸਾਰਵਭੌਮਿਕ ਮਾਨਵੀ ਆਦੇਸ਼ ਵਲੋਂ ਕੀ ਸਮਝਦੇ ਹੋ? ਇਸ ਵਿੱਚ ਆਪਣੀ ਭੂਮਿਕਾ ਕੀ ਹੋ ਸਕਦੀ ਹੈ?

7. What are the broad holistic criteria for evaluation of technologies, production systems and management models? How do they map with the comprehensive human goal?

ਪ੍ਰਾੈਯੋਗਿਕੀ, ਉਤਪਾਦਨ ਪ੍ਰਣਾਲੀ ਐਰ ਪ੍ਰਬੰਧਨ ਮਾਡਲ ਕੇ ਮੂਲ੍ਯਾਂਕਨ ਕੇ ਲਿਏ ਕ੍ਯਾਪਕ ਸਮਗ੍ਰ ਮਾਪਦੰਡ ਕਯਾ ਹੋ? ਕੈਸੇ ਕੇ ਕ੍ਯਾਪਕ ਮਾਨਕ ਲਕ੍ਯ ਕੇ ਸਾਥ ਮੇਲ ਖਾਤੀ ਹੈ?

ਤਕਨਾਲੋਜੀ, ਉਤਪਾਦਨ ਸਿਸਟਮ ਅਤੇ ਪ੍ਰਬੰਧਨ ਮਾਡਲ ਦੀ ਪੜਤਾਲ ਕਰਨ ਲਈ ਵਿਆਪਕ ਸੰਪੂਰਨ ਮਾਪਦੰਡ ਕੀ ਹਨ? ਕਿਵੇਂ ਉਹ ਵਿਆਪਕ ਮਨੁੱਖ ਲਕਸ਼ ਦੇ ਨਾਲ ਮੇਲ ਖਾਂਦੀ ਹੈ?

8. What do you understand by definitiveness of ethical human conduct? Why is this definitiveness desirable?

ਨੈਤਿਕ ਮਾਨਵੀ ਆਚਰਣ ਕੀ ਨਿਸ਼ਚਿਤਤਾ ਸੇ ਆਪ ਕਯਾ ਸਮਝਦੇ ਹੋ? ਯਹ ਨਿਸ਼ਚਿਤਤਾ ਕਾਂਛਨੀਯ ਕਯੋਂ ਹੈ।

ਨੈਤਿਕ ਮਨੁੱਖੀ ਆਚਰਣ ਦੀ ਨਿਸ਼ਚਿਤਤਾ ਦੁਆਰਾ ਤੁਸੀਂ ਕੀ ਸਮਝਦੇ ਹੋ? ਇਹ ਨਿਸ਼ਚਿਤਤਾ ਕਿਉਂ ਲੋੜੀਂਦੀ ਹੈ?

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MBA (Sem.-3)

**INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT**

Subject Code : MBA 911-18

M.Code : 76896

Date of Examination : 15-01-22

Time : 2 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. Attempt any FIVE question(s), each question carries 12 marks.

1. *“Technical analysis is meant for speculators and fundamental analysis is meant for investors but both types of analysis are complementary in nature.”* Elaborate and discuss the key economic variables that an investor must monitor as part of his fundamental analysis.
2. Highlight the significance of portfolio revision in global pandemic scenario. Critically appraise various types of portfolio revision plans.
3. *“CAPM postulates the relationship between expected return and the systematic risk of a security”*. Illustrate graphically how CAPM can be used for assessing whether a security is under priced, overpriced or correctly priced?
4. *“When someone refers to efficient capital markets, they mean that security prices fully reflect all available information”*. Discuss various types of market efficiencies in detail with their tests.
5. What are financial derivatives? How do these help to hedge the risk in financial transactions? Discuss various types of derivatives also.
6. What is unsystematic risk? Explain the different types of unsystematic risk with suitable examples.
7. *“Investment is well grounded and carefully planned speculation”*. Discuss the characteristics that an investor would like to have in his investment portfolio in changing business scenario with examples.
8. A mutual fund has earned an average annual return of 24 percent over a five year period while the average market return over the same period was only 18 percent. The risk free rate prevailing at the time was 7.5 percent. The mutual fund had a beta of 1.45. The standard deviation of returns of mutual fund and the market index were 40 percent and 30 percent respectively. Calculate Fama's net selectivity for the fund showing the decomposition of performance.

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**MBA (Sem.-3)**  
**MANAGEMENT OF FINANCIAL SERVICES**

Subject Code : MBA-912-18

M.Code : 76897

Date of Examination : 13-01-22

Time : 2 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. Attempt any FIVE question(s), each question carries 12 marks.

1. What is Depository? How the Depository system function? What are the benefits of depository system in India?
2. What is the role and objectives of SEBI? Explain the guidelines of SEBI related to depository system.
3. Explain the constitution and development of leasing. Explain various types of leasing.
4. Describe some of the credit rating agencies working in India. What are the objectives of credit rating? Are Indian credit ratings credible?
5. Explain the meaning, features and process of securitization in detail.
6. What is Factoring? Explain its different types and importance. Discuss the prospects of factoring in India.
7. Explain the process and techniques of Asset Liability Management.
8. Discuss the following :
  - a) Credit risk management
  - b) Operational risk management

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**MBA (Sem.-3)**  
**CONSUMER BEHAVIOUR**

Subject Code : MBA 921-18

M.Code : 76894

Date of Examination : 10-01-22

Time : 2 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. Attempt any FIVE question(s), each question carries 12 marks.

1. *"Consumer Behavior is interdisciplinary in nature."* Comment.
2. Discuss the merits and demerits of using qualitative and quantitative research in the study of Consumer Behavior.
3. How can the principles of classical conditioning and instrumental conditioning be applied to the development of marketing strategies?
4. *"Motivation is an effective instrument in the hands of a marketing manager for inspiring the consumer."* Comment.
5. How traditional and non-traditional family life cycle impact consumer behavior? Explain with the help of suitable examples.
6. What is social class? How is it measured? Highlight the impact of social class in the field of Consumer Behavior.
7. *"An opinion leader is a more credible source of product information than an advertisement for the same product."* Do you agree? Justify your answer.
8. What are the indicators which a marketer can have from Engel, Blackwell and Kollat's multi-mediation model.

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**MBA (Sem.-3)**  
**SERVICES MARKETING**  
 Subject Code : MBA 922-18  
 M.Code : 76895  
 Date of Examination : 11-01-22

Time : 2 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. Attempt any FIVE question(s), each question carries 12 marks.

1. Point out and explain the important reasons for a substantial growth in the service market in India.
2. "Measurement of the services offered to the ultimate users is essential to identify the errors and to make the services up to the expectations of users." In the light of this statement discuss the prescriptions for closing quality gaps.
3. Critically analyze the various steps involved in new service development process with the help of an example.
4. Unlike in the case of goods marketing, give the reasons why physical evidence is so crucial in the case of services.
5. Why is the use of technology vital in the case of services delivery? What can be done to improve the diffusion of technologies in the services field?
6. Describe the four basic waiting line strategies and give an example of each one, preferably based on your experiences as a consumer.
7. What do customers mean by 'value'? Critically examine the specific pricing strategies for each of the four customer value definitions by giving examples.
8. Illustrate the application of service marketing in hospitality sector.

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MBA (Sem.-3)

**EMPLOYEE RELATIONS**

Subject Code : MBA 932-18

M.Code : 76899

Date of Examination : 17-01-22

Time : 2 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. Attempt any FIVE question(s), each question carries 12 marks.

1. Outline the importance of maintaining sound industrial relations in business organizations. Describe the systems approach to maintaining industrial relations.
2. Explain the rights and liabilities of a registered trade union, with suitable illustrations.
3. Discuss the provisions in Industrial Disputes Act 1947. How can foreign nationals be managed in Indian organizations?
4. What is the Constitution of Employees 'Insurance Court' and what are the different matters to be decided by it?
5. What is Provident Fund? Under what circumstances, can a worker withdraw money from provident fund?
6. What are the penalties for the offences under the Payment of Wages Act, 1936? Explain.
7. What do you understand by 'Labour Welfare'? How can it be classified? Which agencies are involved for welfare work in India?
8. What is the objective of Workmen's Compensation Act 1923? Explain its provisions.

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**MBA (Sem.-3)**  
**MARKETING ANALYTICS**  
Subject Code : MBA-961-18  
M.Code : 77057  
Date of Examination : 24-01-22

Time : 2 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. Attempt any FIVE question(s), each question carries 12 marks.

1. What are the factors which influence the Consumer Behaviour in the purchase of a product?
2. Highlight components of a good e-marketing plan. What are important elements of e-marketing mix? Elaborate.
3. Outline methods of Customer profitability analysis with illustrations.
4. Highlight the importance of undertaking market share analysis.
5. Highlight features of price- volume analysis, with examples.
6. Explain descriptive analysis by giving suitable illustration.
7. Explain in detail social media data sources.
8. Explain the importance of sentiment analysis in marketing analytics.

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