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Total No. of Pages : 03

Total No. of Questions : 10

MBA (Sem-3)
ORGANIZATIONAL BEHAVIOUR & DESIGN

Subject Code : MBA 301-18

M.Code : 76889

Date of Examination : 03-06-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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

SECTION-A

1. Write Briefly :

- a. Define learning. Discuss its characteristics.
- b. Types of Emotions.
- c. Define attitude. Discuss three components of attitudes
- d. Traits of Leadership.
- e. Determinants of personality.
- f. Ego states.
- g. Causes of Organizational stress.
- h. What is Learning organization? Give its salient features?

SECTION-B

UNIT-I

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

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

SECTION-C

10. Case study :

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

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

Dec.
2022-23

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

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

Questions :

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

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

Questions :

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

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Roll No.

Total No. of Questions : 10

Total No. of Pages : 02

MBA (Sem-3)
INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

Subject Code : MBA911-18

M.Code : 76896

Date of Examination : 24-05-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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

SECTION-A

1. Write briefly :

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

SECTION-B

UNIT-I

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

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

UNIT-II

- "Long-term investment requires an art and skill of picking diamonds from the dust". Elucidate with suitable examples.

- Define fundamental analysis. Discuss in detail the role of fundamental analysis in growth and value styles of investing.

UNIT-III

- Define technical analysis. Briefly discuss various methods used for predicting future price movement through technical analysis.

- What do you mean by portfolio management? Discuss in detail the various approaches for portfolio construction. Give suitable examples in support of your answer.

UNIT-IV

- What do you mean by Capital Asset Pricing Model? Discuss the assumptions and application of Capital Asset Pricing Model.

- Differentiate between forward and futures contracts. Briefly discuss how the payoffs of futures contracts are computed for long and short positions.

SECTION-C

10. Case Study :

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

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

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

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Roll No.

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Total No. of Pages : 04

Total No. of Questions : 11

MBA (Sem.-3)
HUMAN VALUES, DE-ADDICTION & TRAFFIC RULES

Subject Code : HVPE-101-18

M.Code : 76891

Date of Examination : 12-12-22

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 answer type questions.
4. Attempt ALL questions.

SECTION-A

(10 × 1 = 10)

1. Fill in the Blanks/True/False :

- a) is a feeling of having more than required physical facilities.
.....आवश्यकता से अधिक भौतिक सुविधाओं के होने की भावना है।
..... लੋੜ ਵਲੋਂ ਜਿਆਦਾ ਭੌਤਿਕ ਸਹੂਲਤਾਂ ਹੋਣ ਦੀ ਭਾਵਨਾ ਹੈ।
- b) To be in a state of liking is
ਪਸੰਦ ਦੇ ਹਿਸਾਬ से एक अवस्था में होना है।
ਪਸੰਦ ਦੇ ਹਿਸਾਬ ਵਲੋਂ ਇੱਕ ਦਸ਼ਾ ਵਿੱਚ ਹੋਣਾ ਹੈ।
- c) Physical facilities are necessary but for humans.
भौतिक सुविधाएं मनुष्य के लिए आवश्यक है, लेकिन हैं।
ਭੌਤਿਕ ਸਹੂਲਤਾਂ ਮਨੁੱਖ ਲਈ ਜ਼ਰੂਰੀ ਹਨ, ਪਰੰਤੂ..... ਹਨ।
- d) is right evaluation.
..... सही मूल्यांकन है।
..... ਠੀਕ ਲੇਖਾ-ਜੋਖਾ ਹੈ।
- e) Animal order in nature contains and
प्रकृति में पशु आदेश में और होता है।
ਕੁਦਰਤ ਵਿੱਚ ਪਸ਼ੂ ਆਦੇਸ਼ ਵਿੱਚ ਅਤੇ ਹੁੰਦਾ ਹੈ।

- f) All the needs of self are called Happiness.
स्वयं की सभी जरूरतों को खुशियाँ कहा जाता है।
ਸਵੈ ਦੀਆਂ ਲੋੜਾਂ ਨੂੰ ਖੁਸ਼ੀ ਕਹਿੰਦੇ ਹਨ।
- g) Giving all the priorities to Physical Facilities is living with Animal consciousness.
भौतिक सुविधाओं को सभी प्राथमिकताएं देना पशु 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 ਵਿਚ 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-ਨਿਯਮਤਾ ਅਤੇ ਚੱਕਰੀ-ਕ੍ਰਮ ਕਿਵੇਂ ਹੈ?

222

3

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SECTION-C

(5 × 6 = 30)

7. 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 is the meaning and purpose of Self-Exploration?

स्वयं-अन्वेषण के अर्थ और उद्देश्य क्या हैं?

ਆਤਮ-ਅਧਿਐਨ ਦੇ ਮਤਲੱਬ ਅਤੇ ਉਦੇਸ਼ ਕੀ ਹਨ?

8. Describe basic human aspirations. What are the requirements to fulfill basic human aspirations ?

बुनियादी मानवीय आकांक्षाएं क्या हैं? बुनियादी मानवीय आकांक्षाओं को पूरा करने के लिए आवश्यकताओं का वर्णन करें?

ਬੁਨਿਆਦੀ ਮਾਨਵੀ ਇੱਛਾਵਾਂ ਕੀ ਹਨ? ਬੁਨਿਆਦੀ ਮਾਨਵੀ ਇੱਛਾਵਾਂ ਨੂੰ ਪੂਰਾ ਕਰਨ ਲਈ ਜ਼ਰੂਰਤਾਂ ਦਾ ਵਰਣਨ ਕਰੋ?

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. Explain the process of self-exploration with the help of a suitable diagram.

एक उपयुक्त आरेख की मदद से आत्म-अन्वेषण की प्रक्रिया को समझाईये।

ਇੱਕ ਉੱਕਵੇਂ ਚਿੱਤਰ ਦੀ ਮਦਦ ਨਾਲ ਆਤਮ-ਅਧਿਐਨ ਦੀ ਪਰਿਕ੍ਰਿਆ ਨੂੰ ਸਮਝਾਓ।

OR

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

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

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

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

ਸੀਜ਼ੂਦਾ ਸਮਯ ਮੇਂ ਪੇਸ਼ੇ ਕੇ ਸੁਖ਼ ਅਨੈਠਿਕ ਤਰੀਕੇ ਕਯਾ ਹੈਂ? ਮੂਲ ਕਾਰਨ ਔਰ ਸੰਭਵ ਸਮਾਧਾਨ ਕਾ ਵਿਸ਼ਲੇਸ਼ਣ ਕਰੋ।

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

OR

What are the five dimensions of human endeavour in society?

ਸਮਾਜ ਮੇਂ ਮਾਨਵ ਪ੍ਰਯਾਸ ਕੇ ਪਾਂਚ ਆਯਾਸ ਕਯਾ ਹੈਂ?

ਸਮਾਜ ਵਿੱਚ ਮਨੁੱਖੀ ਕੋਸ਼ਿਸ਼ ਦੇ ਪੰਜ ਪਹਿਲੂ ਕੀ ਹਨ?

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

ਪ੍ਰਾਯੋਗਿਕੀ, ਉਤਪਾਦਨ ਪ੍ਰਣਾਲੀ ਔਰ ਪ੍ਰਬੰਧਨ ਮਾਡਲ ਕੇ ਮੂਲਯਾਂਕਨ ਕੇ ਲਿਏ ਵਯਾਪਕ ਸਮਗ੍ਰ ਮਾਪਦੰਡ ਕਯਾ ਹੈਂ? ਕੈਸੇ ਵੇ ਵਯਾਪਕ ਮਾਨਵ ਲਕ਼ਯ ਕੇ ਸਾਥ ਮੇਲ ਖਾਤੀ ਹੈ?

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

OR

Explain self-organisation and health.

ਆਤਮ-ਸੰਗਠਨ ਔਰ ਸਵਾਸਥਯ ਕੇ ਬਾਰੇ ਮੇਂ ਕਠਾਓ।

ਆਤਮ-ਸੰਗਠਨ ਅਤੇ ਸਿਹਤ ਦੇ ਬਾਰੇ ਵਿੱਚ ਦੱਸੋ।

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(S-17) 113

Dec 2022-23
3

Roll No.

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Total No. of Pages: 02

Total No. of Questions: 10

Master of Business Administration (Sem. -3)
ORGANIZATIONAL BEHAVIOUR & DESIGN

Subject Code: MBA 301-18

M Code: 76889

Date of Examination : 14-12-22

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

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

SECTION-A

1. Write short notes on the following:

- a) Functions of Attitude.
- b) Goals of Organization Behaviour.
- c) Emotional Intelligence.
- d) Cognitive Dissonance.
- e) Transactional Leadership.
- f) Traditional Design.
- g) Conflict Management.
- h) Types of Power.

SECTION-B

UNIT-I

2. "Since Behavior is generally predictable, there is no need to formally study OB". Discuss.
3. Explain the Theories of Learning with examples.

UNIT-II

4. Differentiate between Attitude, Behavior, Values, and Perception.
5. Compare and contrast Maslow's Hierarchy of needs theory with Herzberg's two-factor theory.

UNIT-III

6. Explain the Johari window Model of Transactional Analysis.
7. How does Organizational Culture create an impact on the workforce? Suggest measures for developing Organization Culture.

UNIT-IV

8. What do you mean by Organization? Explain its Importance and Theories.
9. What do you understand by Organizational Politics? Discuss the causes of Politics in an Organization with example.

SECTION-C

10. Case Study:

Mr. Shashi is a supervisor at an engineering firm in Delhi. Morale in his office has quite low. The workers have gone back to a 9.00 am to 5 p.m. Work schedule after being on flexi-time for nearly two years. When the directive came, allowing Shashi to place his office on flexi-time, he spelled out rules carefully, to his people. All the employees were to work during the core period from 9.00 am to 2 p.m. However, they could work the rest of eight hour day, any time between 9.00 am to 6 p.m. Shashi believed his workers were honest and well-motivated, so he did not bother to set up any system of control.

Everything went on well for a long time. Morale was high and all the work seems to be done. In November 2015, the chief factory manager found that Shashi's workers were averaging seven hours a day. Two employees had been working only during the core period for more than two months. When Shashi's departmental head received the factory manager report, he told Shashi to return to the regular working hours. Shashi was upset and disappointed with his people. He had trusted them but felt that they had left him down.

Questions:

- a) Why Shashi failed to understand the behaviour of his employees while controlling them?
- b) Whether Flexitime and Flexi hours at work bring productivity to the organization.
- c) What are the factors responsible for Job-related attitude?

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Roll No.

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Total No. of Pages: 02

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MBA (Sem. - 3)
MARKETING RESEARCH

Subject Code: MBA 302-18

M Code: 76890

Date of Examination : 16-12-2022

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

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

SECTION-A

1. Write briefly:

- a) Define Marketing research
- b) Outline concept of descriptive research
- c) Outline the concept of randomized block design.
- d) What do you mean by indirect observation?
- e) Outline meaning of internal consistency of a scale
- f) What do you mean by concurrent validity?
- g) Outline concept of generalizability
- h) What are purposes of undertaking regression analysis?

SECTION-B**UNIT-I**

2. Highlight advantages of undertaking research for marketing decision making. Outline the marketing research process, with illustrations.

3. Highlight purposes of using secondary data in research. Outline important commercial and noncommercial sources of secondary data.

UNIT-II

4. Explain characteristic features of various research designs, with illustrations.
5. What factors should be kept in mind while developing a research proposal? Outline the contents and format of a research proposal.

UNIT-III

6. What are the various types of questionnaires? Outline important principles involved in questionnaire design
7. Explain characteristic features of various scales of measurement commonly used in marketing research, with examples.

UNIT-IV

8. Highlight characteristic features of correlation analysis and its applicability in marketing research, with illustrations.
9. Write notes on:
 - a) Scale Refinement
 - b) Assessing Reliability

SECTION-C

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

With the onset of summer, demand for battery operated inverters increases in the Household (Domestic) segment. A multinational inverter manufacturing company solicits your help in studying customer expectations as well as consumer perception towards existing brands, purchase criteria, usage pattern and satisfaction of generators/invertors in India

- a) Prepare a detailed Research proposal to highlight the steps you will follow (8)
- b) Draft a questionnaire to help gather information for a Marketing Research Project (4)

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13

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Total No. of Pages : 02

Total No. of Questions : 10

MBA (Sem.-3)

INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

Subject Code : MBA 911-18

M.Code : 76896

Date of Examination : 21-12-22

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. a) Systematic Risk
b) Short Selling
c) Price / Earnings Ratio
d) Index of Industrial Production
e) Relative Strength Index
f) Resistance
g) Arbitrage Pricing Theory
h) Put Options.

SECTION-B

UNIT-I

2. What do you mean by investment? How investment can be differentiated from speculation and gambling?

3. 'Financial markets connect the surplus and deficit units in the economy and channelize idle financial resources towards productive investment avenues'. Elucidate with suitable examples.

UNIT-II

4. What do you mean by fundamental analysis? Write a detailed note on various factors that can be considered for economic and industrial analysis.
5. What do you mean by value investing? What is the process of value investing? Also briefly discuss the various challenges faced by the value investors while conducting analysis.

UNIT-III

6. Define Dow Theory. Discuss in detail the basic assumptions of Dow Theory. Also discuss the implications of Dow Theory in technical analysis.
7. What is portfolio management? Discuss in detail the process of portfolio management. Also discuss various variables to be considered while constructing a portfolio.

UNIT-IV

8. What do you mean by efficient frontier? Write a detailed note on the basic assumptions and operation of Markowitz model.
9. What do you mean by financial derivative contracts? Briefly discuss the various participants in the derivatives market. Also briefly discuss the functions of derivative contracts.

SECTION-C

Case Study:

10. You are given the following forecasts for the states of the economy and conditional returns of shares X, Y and the market. You are required to calculate:
- the ex-ante betas for X and Y.
 - If the risk free rate is 4%, calculate the ex-ante alphas for stocks X and Y.
 - Are these stocks under or overpriced?

State of Economy	Conditional Returns (%)			
	Probability	X	Y	Market
Recession (High Interest)	0.20	-13	-4	-9
Recession (Low Interest)	0.15	16	-2	8
Boom (High Interest)	0.40	32	21	16
Boom (Low Interest)	0.25	12	20	20

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6

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Total No. of Pages: 02

Total No. of Questions: 10

MBA (Sem. - 3)
MANAGEMENT OF FINANCIAL SERVICES

Subject Code: MBA 912-18

M Code: 76897

Date of Examination : 19-12-2022

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

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

SECTION-A

1. Write short notes on the following:

- a) Depository
- b) NPS
- c) AMC
- d) CRISIL
- e) ULIP
- f) SIP
- g) Commercial Paper
- h) Factoring

SECTION-B

UNIT-I

2. Give in detail various Financial Sector Reforms made in India since 1990.
3. What do you mean by Mutual funds? Discuss the type of mutual funds prevalent in India.

UNIT-II

4. What do you mean by venture capital? How investment is done at different stages of business project by venture capitalists?
5. Give in detail various types of Leasing in India. Give various benefits to Lessor and lessee.

UNIT-III

6. "Factoring is considered very important and useful for corporate." Discuss its role and importance.
7. Give in detail process of securitization.

UNIT-IV

8. What is significance of Asset Liability Management? Give different techniques of ALM.
9. Give all pillars of Basel-II. How it is beneficial for banking sector in India.

SECTION-C

10. The COVID-19 pandemic has given a big jolt to economy and posed serious challenges before it. Not only banking is suffering but all institutions across financial sector are suffering. Reserve bank of India has reduced repo rate and suggested banks to delay EMIs of borrowers. It could be one of the most serious challenges faced by the financial services industry in nearly a century. The COVID-19 impact on banking will be severe - fall in demand, lower incomes, production shutdowns - and will adversely affect the business of banks. The situation is accompanied by staff shortages, inadequate digital maturity, and pressure on the existing infrastructure as firms scramble to deal with the impact of COVID-19 on financial services.

In the light of current scenario, you are advised to devise a strategy for financial services and banks to device strategies. Also give your insights solutions to identify and prepare for new risks

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Dec-2022-23
12

Roll No.

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Total No. of Pages: 02

Total No. of Questions: 10

MBA (Sem. - 3)
CONSUMER BEHAVIOUR

Subject Code: MBA 921-18

M Code: 76894

Date of Examination : 06-01-2023

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

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

SECTION-A

1. Write briefly:

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

SECTION-B

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

SECTION-C

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

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

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

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7

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Total No. of Pages: 02

Total No. of Questions: 10

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

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

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

SECTION-A

1. Write briefly:
 - a) Define service marketing.
 - b) Define service quality.
 - c) What is service scape?
 - d) What are the challenges associated with service design?
 - e) Highlight meaning of service marketing triangle.
 - f) What do you mean by cycle of success in service marketing?
 - g) What factors should be kept in mind while deciding about pricing of a service?
 - h) Highlight importance of marketing in healthcare sector.

SECTION-B
UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

SECTION-C

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

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

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

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UNIT-II

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

UNIT-III

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

UNIT-IV

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

SECTION-C

10. Case Study:

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

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

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M-76898

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16

Dec 2022-23

9

Roll No.

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Total No. of Pages: 02

Total No. of Questions: 10

Master of Business Administration (Sem. - 3)

EMPLOYEE RELATIONS

Subject Code: MBA 932-18

M Code: 76899

Date of Examination : 10/1/2023

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

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

SECTION-A

1. Write short notes on the following:

- a) Concept of Industrial Relations
- b) Funds of a Trade Union
- c) Conciliation
- d) Layoff
- e) Social Assistance
- f) Bonus
- g) Disablement Benefit
- h) Agencies for Welfare Work

SECTION-B

UNIT-I

2. Explain the role of government in the system of industrial relations in India.
3. Discuss the safety and health provisions under the Factories Act, 1948.

UNIT-II

4. Explain the conciliation procedure in India.
5. Discuss various factors causing industrial disputes in India.

M-76899

S-1664

17

UNIT-III

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

UNIT-IV

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

SECTION-C

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

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

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

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S-1664

Dec-2022-23

11

Roll No.

Total No. of Pages : 02

Total No. of Questions : 10

MBA (Sem.-3)

MARKETING ANALYTICS

Subject Code : MBA-961-18

M.Code : 77057

Date of Examination : 09-01-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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

SECTION-A

1. a) What is the importance of Market Share Analysis?
b) Discuss the significance of Customer Choice Analysis.
c) What do you mean by Sales Force Sizing?
d) What do you understand by Performance Appraisal?
e) What are the advantages of Media Planning?
f) Discuss about brief introduction of Predictive Analytics.
g) What is the scope of E-Marketing?
h) What are the objectives of Social Media Marketing?

SECTION-B

UNIT-I

2. Describe various techniques of sales forecasting, with examples.

1 | M-77057

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

SECTION-C

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

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

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

Questions:

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

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Dec 2022-23

10

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Total No. of Pages : 02

Total No. of Questions : 10

MBA (Sem.-3)
DATA SCIENCE USING R
Subject Code : MBA-962-18
M.Code : 77058
Date of Examination : 12-01-23

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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

SECTION-A

Explain briefly :

1.
 - a) Define the term "Big Data" and what is the minimum size of data for it to be Big Data.
 - b) What is SVM and where it is used?
 - c) What is the difference between Regression and Logistic Regression?
 - d) What is the difference between Data Science and Artificial Intelligence?
 - e) Python or R - Which one would you prefer for text analytics and why?
 - f) What is the difference between Classification and Clustering?
 - g) What is Correlation?
 - h) What is Multicollinearity?

SECTION-B

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

SECTION-C

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

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2 | M-77058

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