

May-June-2023

Roll No.

Total No. of Pages : 03

Total No. of Questions : 10

MBA (Sem-4)
CORPORATE STRATEGY

Subject Code : MBA-401-18

M.Code : 77807

Date of Examination : 27-05-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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

SECTION-A

1. Write short note on:
 - a) Vision and Mission
 - b) Mckinsey's 7S model
 - c) Focused strategies
 - d) Competitive advantage
 - e) Concept of Synergy
 - f) Product life cycle Matrix
 - g) Strategic Leadership
 - h) Strategic Control.

SECTION-B

UNIT-I

2. Discuss the steps in the process of strategic management. Explain the various levels at which strategy operates in an organization.
3. a) Elucidate SWOT analysis as a tool of environmental scanning.
b) Discuss the concept of PEST with example.

UNIT-II

4. What is internal environment analysis? Discuss the organizational capabilities in various functional areas in detail.
5. Write a detailed note on Porter's framework of competitive strategies with suitable examples.

UNIT-III

6. What do you understand by corporate level strategies? Explain in brief difference between Expansion and Retrenchment strategy.
7. Explain BCG growth share matrix and GE Nine cell matrix for portfolio analysis of organizations. Also, explain the differences between them?

UNIT-IV

8. What is strategy implementation? Discuss the concept of structure fit and also explain various issues in strategy implementation.
9. Discuss the organizational system of strategic evaluation. Explain various techniques of strategic evaluation with example.

SECTION-C

10. Case Study :

Tasty spices Ltd, the countries' biggest Spices marketer has decided to launch a hostile bid for France's major spice marketer Tastiano Limited. This is a rare case of an Indian company making an unsolicited hostile bid for a foreign company. The Tasty Spices Ltd.

has competencies in Indian spices. The major destination markets for the Tasty spices Ltd. exports have been the Europe and America. The competencies of Tastiano lie in Italian herbs and Spices. The Indian company with the takeover wishes to synergies its operations in the world market It also wants to take advantage of the reach enjoyed by the Italian company in several countries where its products are not being sold presently. The move of hostile takeover follows Tastiano's rejection to an agreement entered a year back. At that time Tastiano was suffering losses and it offered majority shares at a price of Rs. 125. A total of 20% shares were transferred at that time. In one year Tastiano was able to turn around its operations and the company made handsome profits in the last quarter. The promoters who have residual holding of 35% in the company are reluctant to transfer the shares now. They have rejected the agreement with a plea that the earlier offer price was not sufficient. Tasty spices Ltd has revised its offer to Rs.195. By this lucrative offersome of the large shareholders of Tastiano reveal their interest for selling their stakes. On the other hand, Promoters maintained their position on this matter. Through the process of buying of shares in the market the Tasty spices Ltd. gradually consolidated its holding in Tastiano at 45%. Being a major shareholder they were ready for a takeover. At the same time, Tasty Spices Ltd. was trying hard to improve the position so that they do not leave any space for Tastiano's promoters in future.

Questions :

- a) What strategic alternative is followed by tasty spices Ltd.?
- b) Is the hostile takeover by an Indian company appropriate?
- c) Why the Tasty Spices Ltd is interested in this takeover?
- d) Why the promoters are reluctant to transfer the shares after the agreement?

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.

May June 2023

Roll No.

Total No. of Questions : 10
Total No. of Pages : 02

MBA (Sem.-4)
WORKSHOP ON INDIAN ETHOS
Subject Code : MBA-403-18
M.Code : 77821
Date of Examination : 17-05-2023

Time : 3 Hrs.
Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

- SECTION-A contains EIGHT questions carrying TWO marks each and students have 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 students have to attempt any ONE question from each Subsection.
- SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

SECTION-A

- Write a short notes on :
 - Relevance of Indian Ethos
 - Value system in Work Culture
 - Management lessons from Arthshastra
 - Impact of Value of Stakeholders
 - Stress Management
 - Law of Connection
 - Brain storming vs. Brain stilling
 - Gurukul System.

SECTION-B

UNIT-I

- Explain the concept of Indian Ethos. Elaborate on the role and relevance of Indian Ethos in Managerial Practices.
- Discuss in detail the salient features and points of difference between Indian and Western style of management. Also write management lessons based on Mahabharata.

UNIT-II

- Explain in detail, various dimensions of work ethos. Discuss the factors responsible for poor work ethos.
- Describe the relevance of Value System in Work Culture. Also, discuss the impact of values on various stakeholders.

UNIT-III

- Identify the main sources of stress. Discuss various consequences of stress at Workplace.
- Elaborate on Contemporary Approaches to Leadership.

UNIT-IV

- Write a note on Indian Systems of Learning. Also explain advantages and disadvantages of Karma.
- Discuss in detail the methodologies and guidelines for good corporate karma.

SECTION-C

- In order to achieve target production of 50,000 units per month, the Production Manager of Fast-track Shoes Ltd. had to operate on double shifts. The workers are paid overtime charges. To earn higher wages workers try to go slow during normal working hours and complete their targets during overtime hours. Though the manager could achieve his target but at a higher production cost.
 - In your point of view, what is lacking in management?
 - Write a commentary on work ethos from employees' perspective.
 - Identify the values missing in the production manager and the employees of the organization.

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.

5

company may find itself dealing with powerful, legally protected employee 'commissions' or representative groups. In some cases, such groups can influence government bodies and can make the difference between the proposed merger being accepted or being blocked. In considering mergers and acquisitions it is not possible to allow for the multitude of different restrictions and laws that apply in the numerous different countries where such actions take place.

Questions :

- a. Summarize the whole case in your own words.
- b. Why several large proposed mergers have been blocked?
- c. Why there is a government control on mergers and acquisitions?
- d. Why it is not possible to allow multitude of different restrictions and laws?

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.

(S32)-2105

May-June-2023

Roll No.

--	--	--	--	--	--	--	--	--	--

Total No. of Pages : 03

Total No. of Questions : 10

MBA (Sem-4)
INTERNATIONAL FINANCE & FINANCIAL DERIVATIVES

Subject Code : MBA-915-18

M.Code : 77814

Date of Examination : 10-06-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

- SECTION-A contains EIGHT questions carrying TWO marks each and students have 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 students have to attempt any ONE question from each Subsection.
- SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Write briefly :

- BOP
- Primary Market
- Difference between Call Option and Put Option
- ADR
- Purchasing Power Parity
- Butterfly Spreads
- Swap Derivative
- Economic Exposure.

SECTION-B

UNIT-I

- What is International Monetary System? Explain the various systems emerged in IMS.
- What is forex market? Explain the structure of International Foreign Exchange Market.

UNIT-II

- Write a brief note on External Commercial Borrowings and also explain the concept of ADR on the Indian Capital Market
- What do you mean by Fisher effect? Explain with the help of example.

UNIT-III

- What do you mean by Financial Innovations/Derivatives? What are the various types of financial derivatives?
- Explain the hedging, speculative and arbitraging strategy of financial futures.

UNIT-IV

- What is transaction exposure? Explain the significance of transaction exposure in foreign exchange market.
- Explain the difference between swaps and swaptions? What factors are used to determine the price of swaps and swaptions?

SECTION-C

10. Case Study :

Case Study: Managing Foreign Exchange Risk for a Global Company
Background :

XYZ Corporation is a global manufacturing company that has operations in several countries. The company produces and sells goods in different currencies, and as a result, is exposed to foreign exchange risk. The management team XYZ Corporation is

1 | M-77814

(532) 2493

2 | M-77814

(532) 2493

9

concerned about the potential impact of foreign exchange risk on the company's financial performance.

Questions :

- a) What is foreign exchange risk, and how does it impact XYZ Corporation?
- b) What are the different types of foreign exchange risk that XYZ Corporation is exposed to?
- c) How can XYZ Corporation measure its exposure to foreign exchange risk?
- d) What are the different hedging techniques that XYZ Corporation can use to manage its foreign exchange risk?

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

May-June-2023

Roll No.

Total No. of Questions : 17 Total No. of Pages : 03

**MBA (Sem.-4)
INTEGRATED MARKETING COMMUNICATION AND SALES
MANAGEMENT**

Subject Code : MBA-923-18

M.Code : 77808

Date of Examination : 20-05-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

- SECTION-A contains EIGHT questions carrying TWO marks each and students have to attempt ALL questions.
- SECTION-B consists of FOUR Subsections : Units-I, II & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and students have 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 :

- What is planning model of Integrated Marketing Communications?
- What is Advertising Budgeting?
- Explain the strategies in Direct Marketing.
- Explain the types of Internet Advertising.
- What do you mean by personal selling?
- What are the objectives of sale management?
- What are the qualities of a sales manager?
- Explain sales budget.

1 | M-77808

(532)-754

11

SECTION-B

UNIT-I

- Explain the steps involved in Integrated Marketing Communication programme.
- Explain the elements of media strategy and also its implementations.

UNIT-II

11. How publicity is different from public relations? Explain the strategies and tools of Public Relations.

12. How international advertising is different from domestic one? Explain global environment in advertising.

UNIT-III

13. Explain the types of sale organizations. Explain their importance.

14. Explain the different sales related marketing policies.

UNIT-IV

15. Explain Psychology of customers while purchasing product. Discuss its various elements.

16. Explain the difference between organizing display, showroom and exhibition with the help of examples.

SECTION-C

17. Case Study :

Hollywood film studios like Warner Bros, Columbia Tristar, etc., have established their offices in India to distribute English films in the country. Due to the regulations imposed on foreign distribution companies, these studios could not take up distribution of Indian films until 1990. However, with the Government of India relaxing the norms at the end of 1990, some of these studios began to take up distribution of Indian films both in and out of India. The caselet primarily talks about Hollywood film studios establishing themselves in India and explains the film distribution process in India. It also discusses how foreign film studios have introduced about Indian companies taking up English film distribution in India.

2 | M-77808

(532)-754

Emerging Issues are :

- a) Film distribution system in India
- b) Impact of government regulations on foreign players
- c) Increasing patronage for Hollywood films in India.

Introduction

India produces the highest number of films in the world and comfortably eclipses Hollywood, the world's largest film industry, in terms of reach and production costs. In 2004, the Indian film industry produced more than 900 films in all languages, which was more than double the number of Hollywood films produced in the same year.

Questions for Discussion :

- a. Discuss the different trends in Hollywood film distribution in India. Do you agree with analysts' view that Hollywood studios might find it tough to produce and distribute mainstream Indian cinema in India?
- b. Mention the factors that contributed to the increase in the success of Hollywood films (both straight and dubbed versions) in India in 1990s and 2000s. Do you think Indian companies that ventured into distributing Hollywood films in India will succeed? Give reasons for your answer.

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.

May - June - 2023

Roll No.

Total No. of Questions : 09

Total No. of Pages : 02

INTERNATIONAL AND SOCIAL MEDIA MARKETING

MBA (Sem-4)

Subject Code : MBA-925-18

M.Code : 77810

Date of Examination : 07-06-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

- SECTION-A is COMPULSORY consisting of Eight questions carrying TWO marks each.
- SECTION-B consists of EIGHT questions, students have to attempt any FOUR questions, selecting ONE from each sub section, each question carries EIGHT marks.
- SECTION-C is compulsory CASE STUDY, carrying twelve marks.

SECTION-A

1. Write briefly :

- Electronic payment system
- Global trade barrier
- Political influence in international market
- Distribution policy
- Pricing Mix
- Electronic commerce
- Social media marketing framework
- Non-tariff barriers.

SECTION-B

UNIT-I

- What are the main causes for going international market? What are the major challenges to enter the international market?
- What is international marketing research? Discuss the factors affecting the marketing research in international market. What is the process of marketing research?

1 | M-77810

(52)-2300

UNIT-II

- What documents are required for export? Discuss the EXIM policy of India. Discuss the role of export promotion organisations.
- What is the role of international communication policy? Describe the marketing mix for international market and how it is decided?

UNIT-III

- Describe the consumer behaviour on the internet. What are the social media marketing strategies?
- Point out how traditional marketing is different from modern marketing? Discuss the various platforms for social media marketing and what are their features?

UNIT-IV

- What is SEM and how it's different from the SEO? Highlight the strategies of SEO.
- Critically comment on the Webinars, Streaming Video, Podcasts and Big data.

SECTION-C

10. Case Study :

Knorr has been making cooking easy since 1838. Its ready-made sauces and stock pots are available in nearly 90 countries worldwide and with annual sales over \$3 billion, it is parent company Unilever's biggest-selling brand. In Poland, Knorr's best-known product is Bulionetka; a stock used in soups and braised dishes. Even well-known brands can't stand in the hypercompetitive FMCG category, especially when busy lifestyles mean that fewer and fewer Polish people take time to cook at home. Knorr's new TV campaign was designed to raise awareness among women aged 25-49, but Knorr also wanted to reach a younger audience to drive sampling and sales.

Questions :

- Knorr approached you to prepare a suitable and multi-channel digital marketing plan to attract the younger audience to its products.
- Prepare a digital ad to promote Knorr products and services in social media of your choice. Justify your choice of social media.

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.

2 | M-77810

(52)-2300

13

May-June-2023

--	--	--	--	--	--	--	--	--	--

Roll No.

Total No. of Pages : 02

Total No. of Questions : 17

MBA (Sem.-4)

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Subject Code : MBA-933-18

M.Code : 77816

Date of Examination : 22-05-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

- SECTION-A contains EIGHT questions carrying TWO marks each and students have to attempt ALL questions.
- 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.
- SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

Write briefly :

1. What is International HRM?
2. What is Polycentric Staffing Policy?
3. What is predeparture training?
4. What is the significance of shift in culture?
5. Define Performance Appraisal.
6. Explain in brief Going Rate Approach.
7. What do you mean by Explicit Knowledge?
8. What is Regional Integration?

SECTION-B

UNIT-I

9. Discuss the concept of Dual Career Couples. Explain the role of Women in International Management.
10. What are the differences between Domestic and International HRM? Discuss two HR activities in which a MNC must engage that would not be required in a Domestic Environment.

1 | M-77816

(532)-901

UNIT-II

11. What is Repatriation? Discuss the repatriation process in detail.
12. Define Culture. Why is it important for an international manager to learn about culture?
13. "Accurate appraisal of performance is very difficult". In the light of this statement discuss the issues and approaches in international performance management.
14. Describe the key components and approaches of international compensation.

UNIT-III

15. What do you mean by Industrial Relations and also explain the key issues in International Industrial Relations?
16. Describe the salient features of HR practices in China and compare it with those of India.

SECTION-C

17. Read the following case and answer the questions given below carrying 4 marks each :

Third Country National was sent to Japan for an expatriate assignment for a Japanese Company. He was working fine. The contract was of three years. At the end of the second year 'Kyodo' deep tsunami up to 5000 cm high struck Japan early Friday morning a day after a powerful earthquake hit the coast of Central Chile. The subsidiary and other residential facilities were in terrific danger. TCN manager's family was living in Japan with him. The government of Japan order immediate evacuation of the foreigners and the people in the affected areas.

- a. If you were the IHRM in charge, how would you have dealt with the situation?
- b. Would you take the decision of deporting the family members first and TCN manager later?
- c. Whether appointing TCN in Japan was a good proposition?

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.

2 | M-77816

(532)-901

14

May-June 2023

Roll No.

Total No. of Questions : 10

Total No. of Pages : 04

MBA (Sem.-4)

STRATEGIC HUMAN RESOURCE MANAGEMENT

Subject Code : MBA-934-18

M.Code : 77817

Date of Examination: 26-05-2023

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 consist of ONE Case Study carrying TWELVE marks.

SECTION-A

L Write short notes on :

- a) Scope of Strategic Human Resource Management.
- b) Best Fit Approach in SHRM.
- c) Benefits of Strategic Staffing.
- d) Impact of Workforce Diversity on business practices.
- e) Components of Employee Engagement in SHRM.
- f) Role of Talent Management in employee retention.
- g) What is Global HR Planning?
- h) What is compensation management?

1 | M-77817

(S32)-1277

SECTION-B

UNIT-I

2. "The overall purpose of the Strategic Human resource management is to ensure the organisation is able to achieve success strategically through people". Comment on the statement.
3. What do you understand by Strategic Analysis for HR Management? Discuss the major types of strategic analysis used.

UNIT-II

4. "Companies with better employees have the competitive advantage, because the quality of employees cannot be copied, unlike company's systems and processes". Explain the statement with reference to SHRM.
5. What is mean by Human Resource Environment? Discuss the trends, practices and perspective viewpoints of Human Resource Environment.

UNIT-III

6. "Successful strategy preparation does not assure the effective implementation of the same. To implement strategy effectively the organisation needs discipline, motivation and hard work from all the employees in the organisation". Explain the statement. State the behavioural issues in strategic implementation of business.
7. Explain the concept of Talent Management. Discuss the process of Talent Management in detail.

UNIT-IV

8. What do you understand by International Staffing? Discuss the major approaches considered in international staffing.
9. "The complexity of cross-cultural employees necessitates the use of an effective Performance Management System (PMS)". Comment on the statement.

2 | M-77817

(S32)-1277

15

10. Case Study- Read the Case and Answer the following questions :

Most of the employees in Asian Motors are associated with the organization for more than 3 to 4 decade. It is said that the one who join the organization as a fresher will leave the organization as a retired person only. The turnover ratio is very low in Asian motor but due to the fact of satisfaction and job security provided by Asian motor to management.

Till last year everything was fine with Asian motor. During the last year, the scenario has changed. Number of competitors enters in the market and each one of them was well equipped with all modern technologies. Among the major 3 customers who applied for Standards like TQM, ISO started pressuring Asian motor to go for modern technology as a part of their Standards process. They want the goods that are manufactured through modern machineries.

The management is also ready to go for an organizational development by acquiring new machines and adopt all required modern technologies and allocated a big amount of fund towards this plan. The management was fully aware that to sustain the business, they have to go for Organizational change and development. The management hired an OD consultant who will work out a plan for the change and find out the hurdles in implementing the plan.

The OD consultant stated in his report that, the employees are the major hurdles in achieving the target of modern plant in Asian Motors. The reasons stated by him are :

- Very old employees who are not much comfortable in adopting the new system.
- Changes of employees to show less interest towards training in the new machineries as their employment period will be very less due to their age.
- Major reason is it is not advisable and won't be fruitful to invest the training and development amount on those employees (40%), who are going to retire in less than 5 years.

This started a pressure in the minds of the employees about the job security. The union leader quoted in front of management that "The plan which we felt it is our own organizational which will never leave us unless or where we want to rewrite our life time becomes a question mark in front of us".

The management assumed that "We will never commit such things which will put the employees at loss. There will be no question of job security here. And we will together will create a modern plant equipped with latest technology at Asian motors. Our plan is ready for that".

316677857

(16)

He presented the plan in front of all the employees after listening to which the employees felt so happy and they confirmed that it is their own organization and they will never let the company till their life time.

Questions :

- Discuss the state of mind of employees of Asian Motors before the plan is discussed with them.
- Locate and discuss the external factors, which are determinants of this case in detail.
- What would be the possible plan drafted and discussed by the management to solve the issue through which both the employees and management would be benefited?

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

416677857

28/09/2025

May - June ~ 2023

Roll No.

Total No. of Questions : 17 Total No. of Pages : 03

MBA (Sem.-4)
DATA VISUALIZATION FOR MANAGERS

Subject Code : MBA-963-18
M.Code : 78031

Date of Examination : 19-05-2023

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 students have 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 :

- What are the applications of bar charts?
- What is data visualization?
- What is ETL?
- What is Staging Layer?
- What is meant by KPI?
- What is a Dashboard?
- What is a Storyboard?
- What is a Star Schema?

SECTION-B

UNIT-I

- Discuss in detail the history of Data Visualization. Also, discuss the current scope of Data Visualization.

10. Write notes on :

- Data Reduction
- Common Visualization Idioms.

UNIT-II

- Discuss various interactive visualization features. Explain by citing examples.

12. Write short notes on :

- Difference between ETL and ELT
- Need for data integration.

UNIT-III

- Discuss the role of relevance of KPI's in data visualization. Explain by citing examples.
- Discuss the Shaffer 4 C's of data visualization in detail by citing a relevant example.

UNIT-IV

- Discuss the role and relevance of storytelling in Data Visualization. Explain by citing examples.

16. Write notes on :

- How to choose an effective visual tool?
- Applications of Info graphics.

SECTION-C

17. Case Study :

Visualization is the use of computer-supported visual representation of data. Unlike static data visualization, interactive data visualization allows users to specify the format used in displaying data. Common visualization techniques are charts. It is important to understand which chart or graph to use for your data. Data visualization uses computer graphics to show patterns, trends, and relationships among elements of the data. It can generate pie charts, bar charts, scatter plots, and other types of data graphs with simple pull-down menus and mouse clicks. Colors are carefully selected for certain types of Visualization. When color is used to represent data, we must choose effective colors to differentiate between data elements. In data visualization, data is abstracted and summarized. Spatial variables such as position, size, and shape represent key elements in the data. A visualization system should perform a data reduction, transform and project the original dataset on a screen.

Applications of Visualization - Most visualization designs are to aid decision-making and serve as tools that augment cognition. In designing and building a data visualization prototype, one must be guided by how the Visualization will be applied. Data

19

visualization is more than just representing numbers; it involves selecting and rethinking the numbers on which the Visualization is based. Visualization of data is an important branch of computer science and has a wide range of application areas. Several application-specific tools have been developed to analyze individual datasets in many fields of Medicine and science.

- a. **Public Health:** The ability to analyze and present data in an understandable manner is critical to the success of public health surveillance. Health researchers need useful and intelligent tools to aid their work. Security is important in cloud-based medical data visualizations. Open any medical or health magazine today, and you will see all kinds of graphical representations.
 - b. **Renewal Energy:** Calculation of energy consumption compared to production is important for an optimum solution.
 - c. **Environmental Science:** As environmental managers are required to make decisions based on highly complex data, they require Visualization. Visualization applications within applied environmental research are beginning to emerge. It is desirable to have at one's disposal different programs for displaying results.
 - d. **Fraud Detection:** Data visualization is important in the early stages of fraud investigation. Fraud investigators may use data visualization as a proactive detection approach to see patterns that suggest fraudulent activity.
 - e. **Library-Decision Making:** Data visualization software allows librarians the flexibility to better manage and present information collected from different sources. It gives them the skill to present information creatively and compellingly. Visualization of library data highlights purchasing decisions, future library needs and goals. Librarians, as de facto experts in data visualization, can assist students, faculty and researchers in visualizing their data.
- Case Study Questions :**
- a) *"It is important to understand which chart or graph to use for your data "*
Comment on this statement
 - b) *"Data visualization is more than just representing numbers "*. Comment on this statement.
 - c) Discuss the various application of data visualization.

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.

20

May - June - 2023

Roll No.

--	--	--	--	--	--	--	--	--	--

Total No. of Questions : 17

Total No. of Pages : 03

MBA (Sem-4)
BUSINESS FORECASTING
Subject Code : MBA-964-18
M.Code : 78032

Date of Examination : 30-05-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

- SECTION-A contains EIGHT questions carrying TWO marks each and students have 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 students have 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 meant by Demand Forecasting?
- What are the determinants of Demand Forecasting?
- What is cross-sectional data collection?
- What are focus groups?
- What is meant by the Extrapolation of time series?
- What is Autocorrelation Function?
- What is forecasting error?
- What are composite indexes?

SECTION-B

UNIT-I

- Discuss the need and relevance of demand forecasting in the present business environment. Explain by citing examples.
- How can one select an appropriate forecasting technique? Explain by citing examples.

UNIT-II

- Discuss in detail the forecasting with the regression model. Also, enlist its application areas
- Write notes on
 - Time series data collection
 - Estimation of parameters

UNIT-III

- What are different extrapolation models? Explain by discussing the applications of each model.
- What is smoothing and seasonal adjustment?
 - Discuss the specifications required for ARIMA models.

UNIT-IV

- Discuss in detail the GARCH process. Compare it with ARCH process.
- Write notes on :
 - Qualitative Forecasting techniques
 - Use of software packages for forecasting.

SECTION-C

17. Case Study :

Due to the increasing level of competitiveness among companies, forecasting plays an important role in supply chain management, and the viability of a company is often dependent on the efficiency and accuracy of forecasts. Demand forecasts are beyond all strategic and planning decisions in any retail business as they directly affect the company's profitability and competitive position. For these reasons, the use of demand forecasting techniques is one of the fundamental supports in the planning and management of a company's supply chain. Its importance becomes patent since its outcome is used by many functions in the organization: they allow the financial department to estimate costs, levels of profit and capital needs; enable the sales department to obtain the know-how of the sales volume of each product; the purchasing department may plan short and long-term acquisitions; the marketing department can plan their actions and evaluate the impact of different marketing strategies on the sales volume and brand awareness, the logistics department that will be able to define the specific logistics needs and finally, the operations department that can manage and plan the purchase of machinery and materials, as well as the hiring of labour, in advance. It is therefore, consensual that the forecasts are very useful and even essential for most companies. Accurate demand forecasts have the potential to increase profitability.

17

improving the chain's efficiency and reducing waste. In the food business, proper management of inventories involves numerous articles whose particular characteristics, namely perishability, are relevant. Bad decisions in this area can lead to large losses related to excess stock

Demand Forecasting Methods

Predicting demand is a fundamental activity, as it can reveal market trends and contribute to the strategic planning of the company. Demand forecasting is an essential tool to make the decision process faster and safer. There are several techniques available to support analysts in forecasting demand. Although these techniques have substantial differences, there are common characteristics:

- They generally assume that the causes that have influenced demand in the past will continue to act in the future;
- Forecast accuracy decreases as the forecasting horizon increases;
- Aggregated forecasts for product groups are more accurate than individual product forecasts.

Forecasting methods may be divided into quantitative and qualitative methods. Quantitative methods require the construction of mathematical models using historical data that describe demand variation over time. These methods include decomposition, moving averages, exponential smoothing, ARIMA, etc. Qualitative methods, in general, result from the opinion of process specialists to predict demand. They are frequently questioned as the systematic approach provided by quantitative techniques presents a better performance concerning future estimates. However, in cases of information scarcity, for example, in the launching of new products, the experience and know-how of managers may be useful.

Questions:

- a) Discuss the need for demand forecasting in supply chain management.
- b) Discuss the various demand forecasting methods. Also, from your subject knowledge, suggest the applications and limitations of Quantitative and Qualitative methods.

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.