

DSM/USME

**QUESTION PAPERS
SUPPLEMENTARY EXAMINATION
SEPTEMBER- 2019 .**



**MBA, EMBA, MBA (Business Analytics)
Ph.D, BBA and BA (H) ECONOMICS
2nd & 4th SEMESTER**

(DSM & USME)

**QUESTION PAPERS FOR SUPPLEMENTARY EXAMINATION,
SEPTEMBER-2019
MBA, MBA (Business Analytics) Ph.D, BBA & BA (H) ECONOMICS
SEMESTER : II & IV**

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Roll No.

FOURTH SEMESTER

EMBA

Supplementary
~~MAKUP~~ EXAMINATION

SEPT -2019

EFM-07 Futures, Options and Risk Management

Time: 3:00 Hours

Max. Marks: 60

Note: Answer any *Five* questions. All carry equal marks. Assume suitable missing data, if any. Present Value tables and scientific Calculator allowed.

- 1) a) What is the difference between entering a long Forward contract when the forward price is Rs.50 and taking a long position in a call option with a strike price of Rs.50.
b) What are the differences between Forward and Futures as a derivative Instrument?
- 2) Suppose that you write a put contract with a strike price of Rs.40 and an expiration date in three months. The current stock price is Rs.41 and the contract is on 100 shares. What have you committed yourself to? How much could you gain or lose? Also differentiate between a Call option and Put option?
- 3) What is the difference between the OTC traded derivatives and Exchange traded derivatives? Comment "Options and Futures are zero sum games".
- 4) What is the difference between the operation of margin accounts administered by a clearing house and those administered by a broker? What does a stop order to sell at Rs.20 mean? When might it be used? What does a limit order to sell at Rs.20 mean? When might this be used?

P.T.O

-02-

5) What are the most important aspects of the design of a new futures Contract? Also differentiate between a Futures and a Forward Contract? "For an asset where Futures Prices are usually less than spot prices, long hedges are likely to be particularly attractive." Explain this statement.

6) Write short notes on any Four: _____

a) Convenience Yield

b) Basis Risk

c) Mark to Market

d) Bull spread

e) Bear spread

XXXXXX

Questions Each question carry equal marks. Out of 5, attempt any 4 questions.

Time: 3:00 Hours

Max. Marks: 60

Q. 1 Newcastle Nursing and Rehabilitation Residence

The Newcastle Nursing and Rehabilitation Residence (NNRR) is a 135-bed skilled nursing home. NNRR is considering converting a 36-bed wing of their main building for use by patients who require ventilator-assisted breathing. The rooms will be slightly smaller than optimum for ventilator patients, but just exceed the recommended minimum square footage. Enlarging the rooms is not an economic option. In the main, the conversion will require the addition of electrical wiring to power oxygen-concentrators that extract 95 percent pure oxygen from room air portable ventilators that supply the oxygen under pressure to assist breathing, and small, motor-driven suction devices to remove excess mucus from a patient's airway. These rooms must also be connected to an emergency generator that automatically starts and supplies electrical current if the main electrical supply fails. Finally, pressure sensors must be connected from each ventilator unit to a sound device located in the hallway of the ventilator wing. These units sound a strident signal and cause a hallway light to flash if there is a sharp drop in the airway pressure of a ventilator patient. In addition to these power needs associated with ventilator patients, power outlets are also needed for several machines that dispense tube feedings of medicines and nutrition, and for IVs, radios, and similar entertainment devices. Each bed itself needs a power outlet as does the air mattress pump. Because all rooms are double occupancy, each room needs two full sets of the outlets. The equipment noted above is normally plugged in at all times when the patient is in his or her room. Otherwise well patients, however, are moved daily into a "day room" equipped with a large screen TV and chairs and tables. Most patients must be moved with their portable ventilators and concentrators or bottled oxygen. Patients who are well enough, eat their meals in the day room and socialize with each other and with visitors. (The socialization is a quiet process because a large majority of the patients breathe through a tube inserted in their trachea and are unable to speak aloud.) The Senior Administrator, Steve Murphy, has decided to set up the conversion process as a project. Mr. Murphy is considering the choice of a project manager. He is trained in business, not hospital design. He feels a Registered Nurse or Licensed Practical Nurse might be an appropriate PM. He also feels that a Respiratory Therapist (RT) might be a good choice because RTs are responsible for using the major electrical equipment. Finally, he thinks that the installation and placing of all the outlets might be better handled by a representative of the electrical contractor who must carry out the major part of the room conversion.

Who should Mr. Murphy choose? Defend your choice.

15 Marks

Q. 2 Discuss Real Option model and window of opportunity model for selection of projects? Give example.

15 Marks

P.T.O.

Q. 3 Case: Blanka Transport, Inc.

After several years of driving long-haul trucks, Joe Blanka founded his own trucking company, Blanka Transport Inc. (BTI), which specialized in less-than-carload shipments in the midwestern part of the United States. Joe developed a successful method for scheduling BTI's runs that met or exceeded the delivery expectations of its customers. As a result, BTI shipments were growing at a rate between 15 and 20 percent per year. The growth, however, was not evenly distributed across BTI's territory. On some routes, capacity was overloaded in one direction and underloaded in the other.

Joe noticed that the imbalance problem was not stable across time. In some months capacity was short in one direction, and in other months it was short in another direction. He thought that one way of solving the problem would be through marketing, by offering incentives to customers whose shipments would improve load balance. Another approach to the problem was to analyze and restructure the route-equipment combinations. He also thought that it might be possible to warehouse some less-urgent shipments for short periods in order to help the balance.

Joe's son, the first member of the Blanka family to attend college, was a senior in engineering school. He had just completed a course in project management, and after briefly describing some of the basic concepts to his father, he suggested that a project might be a good way to deal with the balance problem. He thought that the Marketing Manager and the Route Manager could serve as project co-managers. He also felt that some of the older, more experienced drivers might be helpful. The objective of the project would be to decrease the size of the route imbalances by 75 percent in a 1-year period.

Is this a proper approach to the problem? What, if any, helpful suggestions would you make to Joe? **15 Marks**

Q.4 Discuss Numeric Profitability Models and Numeric Scoring Models. **15 Marks**

Q.5 L & M Power

In the next two years, a large municipal gas company must begin constructing new gas storage facilities to accommodate the Federal Energy Regulatory Commission's Order 636 deregulating the gas industry. The vice-president in charge of the new project believes there are two options. One option is an underground deep storage facility (UDSF) and the other is a liquefied natural gas facility (LNGF). The vice-president has developed a project selection model and will use it in presenting the project to the president. For the models she has gathered the following information:

	Initial Cost	Operating Cost / Cu. Ft.	Expected Life	Salvage Value
UDSF	\$10,000,000	\$0.004	20 years	10%
LNGF	25,000,000	0.002	15	5

Since the vice-president's background is in finance, she believes the best model to use is a financial one, net present value analysis.

Would you use this model? Why or why not? Base your answer on the five criteria developed by Souder and evaluate this model in terms of the criteria. **15 Marks**

Total No. of Pages: 02

Roll No.....

SECOND SEMESTER

MBA

SUPPLEMENTARY EXAMINATION

September-2019

MGT-23 BUSINESS RESEARCH METHODS

Time: 3:00 Hours

Max. Marks: 60

Note: Q1 is compulsory. Attempt any three questions out of Q 2,3,4,5. All questions carry equal Marks. Assume suitable missing data, if any.

Q1. Formulate the problem statement, research objectives and hypotheses in the following situation (at least three each).

Companies benefit through employee loyalty. Crude downsizing in organizations during the recession crushed the loyalty of millions. The economic benefits of loyalty embrace lower recruitment and training costs, higher productivity of workers, customer satisfaction, and boost the morale of fresh recruits. In order that these benefits may not be lost, some companies, while downsizing, try various gimmicks. Flex leave, for instance, is one. This helps employees receive 20% of their salary, plus employer-provided benefits while they take a 6-12 month sabbatical, with a call option on their services. Others try alternatives like more communication, hand holding, and the like.

[5*3=15 marks]

Q2. In the context of questionnaire, answer the following questions:

- How important is the sequencing of questions in a questionnaire? Explain using suitable examples.
- How should the sensitive questions be dealt with in a questionnaire?
- Differentiate between loaded and double barrelled questions.

[5*3=15 marks]

Q3. Write short note on (i) Cronbach alpha (ii) Concurrent validity vs. Predictive validity (iii) Reliability and Validity

[5*3=15 marks]

Q4. a) A promotion campaign will increase savings activity, especially when free prizes are offered, but chiefly among smaller savers. The results come from enhancing the motivation to save. Draw a conceptual model for the above problem. Also explain various types of variables with examples. [7 marks]

b) Compare and contrast construct, concept, variable and scale using suitable examples [8 marks]

Q5. a) What kind of scale is Likert scale. Explain with an example. When should the reverse coding be used? [7 marks]

-06-

b) Make a semantic differential scale for measuring attitudes towards a retail outlet (present a series of at least three series of scales). Present the same the form of a Stapel scale.

END

[8 marks]

Total no. of pages-2

SEMESTER II

SUPPLEMENTARY EXAMINATION

MGT 24: BUSINESS ENVIRONMENT

Roll No.

M.B.A.

Sept 2019

Time: 3 hours

Max Marks: 60

*Instructions: Answer all questions by selecting any two parts from each question.
All questions carry equal marks.*

- 1(a) Given below are few trends emerging in different sectors of macro environment. Identify the environmental factor and describe their strategic implications for the stated businesses:
- Depreciating exchange rates on gold prices in India.
 - Growing internet connections in India- For financial services and insurance companies.
 - Scrapping CVD (Countervailing Duties) exemptions- For manufacturing sector in India. (6)

1(b) You are an employee of USA firm that produces mobile phones in Vietnam and then exports them to USA and other countries for sale. The phones were originally produced in Vietnam to take advantage of low labor costs and a skilled workforce. Other possible locations considered at the time were Malaysia and Hong Kong. The USA government decides to impose 100% ad valorem tariffs on imports of phones from Vietnam to punish the country for administrative barriers that restrict USA exports to Vietnam. How should your firm respond? What do you think why government imposes such trade restrictions? (6)

1(c) "Stagflation occurs when there is an increase in inflation and also at the same time an increase in unemployment and lower economic growth." In view of this, elucidate the concept of stagflation and explain with an example how a country can overcome this problem. (6)

2(a) Debate the relative merits of fixed and floating exchange rate regimes 'for a country like India'. From the perspective of international business, what are the most important criteria in a choice between the systems? Which system is the most desirable for an international business? (6)

2(b) What are the instruments which can be used by monetary policy authorities in controlling inflation? (6)

2(c) Discuss Porter's five forces model with reference to any industry. What does the model tell you about the level of competition in this industry? (6)

3(a) Discuss the effect of an increase in the Government Budget Deficit on the rate of interest; the level of private investment. Identify the crowding out effect in this context. (6)

3(b) "At present, no country is completely based on communism or capitalism. All countries have mixed economies, with some free enterprises and some government ownership." Discuss the statement with appropriate examples. (6)

- 3(c) Write short note on the following:
- i. Leading, Lagging and Coincident Indicators of predicting business cycle
 - ii. Demand Pull Inflation and Cost Push Inflation (6)

4(a) Explain the various levels of regional economic integration with suitable examples. (6)

- 4(b) Write short note on the following:
- i. Multiplier Process
 - ii. Major Economic Problems (6)

4(c) Give reasons and explain how the following items should be included in estimating National Income:

- i. Purchase of tractor by a farmer
- ii. Rent received by Indian residents on their buildings rented out to foreigners in India
- iii. Interest on public debt
- iv. Money received by government from sale of DTC bus to a private owner.
- v. Brokerage on sale of shares
- vi. Expenditure on fertilizers by a farmer (6)

5(a) "Presently, India has current account convertibility and partial capital account convertibility." Discuss. (6)

- 5(b) What kind of monetary policy will you propose in the following cases:
- i. High inflation rate
 - ii. High Unemployment
 - iii. Low Inflation rate from the recent recession (6)

5(c) You are in top management of an Indian hotel chain considering whether to expand in China, Saudi Arabia or Germany. On the basis of cultural differences, which country seems the most attractive target for expansion and why? (6)

X _____ ENI _____ X _____ X

Total no. of pages_One

-09-

Roll No.....

MGT-25 Knowledge and Intellectual Capital Management
September 2019 *supplementary*

Time: 3 Hours

Max. Marks: 60

Attempt any five questions. Assume the missing data.

Question 1. Explain the various Components of a Knowledge Management System? (12 Marks)

Question 2. Discuss the various ways through which knowledge creation takes place in the SECI Model. (12 Marks)

Question 3. With the onset of the knowledge economy right now, do you think that today's knowledge workers are properly prepared to take on knowledge tasks? (12 Marks)

Question 4. Explain the role of technology in today's Communities of Practice? (12 Marks)

Question 5. Choosing the correct Knowledge Management Strategy is the key for the success of an organization. Elucidate with the help of various Knowledge Management Strategies. (12 Marks)

Question 6. Although intellectual property has no value in the marketplace, it is important to firms because it is the result of human imagination and inventiveness. Evaluate the statement. (12 Marks)

Question 7. Write Short Notes on the following: (12 Marks=6 marks each)

- DIKW Pyramid
- Knowledge Mapping

lead time of one week; items B, E and G has two-week lead times; and item F has a lead time of three weeks. Lot-for-lot (L4L) lot sizing is used for all items. Items A, B, C, D, E, F and G have on-hand inventory (beginning) inventories of 10, 15, 20, 10, 10 and 5 respectively; all other items have zero beginning inventory. If 50 units of A are required in week 8, use the product structure tree to find necessary planned order releases for A, B and C.

ii. An electronics company has two contract manufacturers in Asia: Foxconn assembles its tablets and smart phones and Flextronics assembles its laptops. Monthly demand for tablets and smartphones is 10,000 units, whereas that for laptops is 4,000. Tablets cost the company \$100, laptops cost \$400, and the company has an annual holding cost of 25%. Currently the company has to place separate orders with Foxconn and Flextronics and receives separate shipments. The fixed cost of each shipment is \$10,000. What is the optimal order size and order frequency with each of Foxconn and Flextronics?

The company is thinking of combining all assembly with the same contract manufacturer. This will allow for a single shipment of all products from Asia. If the fixed cost of each shipment remains \$10,000, what is the optimal order frequency and order size from the combined orders? How much reduction in cycle inventory can the company expect as a result of combining orders and shipments?

[b] What is JIT? Elaborate on the criticality of supplier relationship in its implementation. [6]

Q.5 BOTH questions are compulsory [6+6]

- What do you understand by vulnerable period during Inventory management? Express mathematically how organizations address this issue, using any inventory model?
- Describe any three types of inventory classifications? Also suggest the relevant industries where they may be practiced.

Total No. of Pages 04

SECOND SEMESTER

SUPPLEMENTARY EXAMINATION

Roll No.

MBA

Sep-2019

MGT-26 Operations and Supply Chain Management

Time: 3:00 Hours

Max. Marks : 60

Note: Answer ALL questions. All questions carry equal marks. Assume suitable missing data, if any.

Q.1[a] Attempt any ONE of the following [6]

i. The following table contains the demand for first half year.

Month	Actual Demand
1	12
2	17
3	20
4	19
5	24
6	21

- Calculate the exponential smoothing with trend forecast for 7th month, using an α of 0.20, β of 0.40 and an initial trend forecast (T_1) of 2, and an initial exponentially smoothed forecast (F_1) of 11. (α , β are first and second order smoothing constants)
 - Calculate the mean absolute percentage error (MAPE)
- ii. Demand for Huntsville Chemicals Company between 2000 - 2005 is as follows,

Year	Sales (\$ millions)
2000	7.84
2001	12.26
2002	13.11
2003	15.78
2004	21.29
2005	25.68

a. Using linear regression analysis, estimate the demand for the year 2006 and 2008.

c. Calculate the mean absolute percentage error (MAPE) if actual demand is 15 units every year for the given data

[b] Name some qualitative techniques of demand forecasting. What are their limitations w.r.t quantitative techniques ? [6]

Q.2[a] Attempt any ONE of the following [6]

i. The quality assurance manager is assessing the capability of a process that puts pressurized grease in an aerosol can. The design specifications call for an average of 60 pounds per square inch (psi) of pressure in each can with an upper specification limit of 65 psi and a lower specification of 55 psi. A sample is taken from production and it is found that the cans average 61 psi with a standard deviation of 2 psi. What is the capability of the process ? What is the probability of producing a defect ?

ii. A manufacturer of ball-bearings has the following specifications for the diameter of finished ball bearings. USL = 245.85 mm, LSL = 244.15 mm. The process planning department proposed two processes for manufacturing the ball bearings. After extensive pilot runs, the processes were statistically stabilized. The performance of the two processes is given below,

	Centre	LCL	UCL
Process A	244.90	244.15	245.65
Process B	244.98	244.16	245.80

The production department wants to know which of these two processes is suitable for commercialization. Compute the relevant measures and offer appropriate recommendations.

[b] Describe a Six-Sigma process capability. Describe the model used to achieve a Six Sigma process ? [6]

Q.3[a] Attempt any ONE of the following [6]

i. A two-wheeler component manufacturing unit uses large quantities of a component made of steel. Although these are production items, the demand

is continuous and inventory planning could be done independent of the production plan. The annual demand for the component is 2,500 boxes. The company procures the item from a supplier at the rate of INR 750 per box. The company estimates the cost of carrying inventory to be 18 percent per unit per annum and the cost of ordering as INR 1,080 per order. The company works for 250 days in a year. How should the company design an inventory control system for this item ? What is the overall cost of the plan ?

ii. Navratri is a popular festival in India. In South India, beautifully painted dolls made of clay are bought by customers during the festival. After the festival, there is no demand for these dolls. A manufacturer of dolls needs to decide on the optimal stock of dolls that he needs to carry in his inventory to satisfy the demand during the festival time. The item fetches a sales value of INR 1,300 per box. The cost of production is INR 1,000 per box. After the festival is over, the items at best can be salvaged at a value of INR 800 per box. Following table presents the distribution of demand for the item during the festival time. What is the optimal quantity of stock ?

Number of units demanded	Probability
0	0.05
100	0.15
200	0.20
300	0.25
400	0.20
500	0.15

[b] Process layout is preferred for layout inside a hospital's premises. Explain its advantages. [6]

Q.4[a] Attempt any ONE of the following [6]

i. One unit of A is made of two units of B and three units of C. B is made of two units of E and two units of D. C is made of two units of E and two units of F. F is made of one unit of G and two units of D. Item A, C and D has a

Note: Answer all five questions.

Q.1. A contribution statement for the Lajolaa Inn. Is given below

	(₹)
Revenue	1,50,000
Variable expenses	90,000
Contribution	60,000
Less: Fixed expenses	45,000
Net Income	15,000

Required:

1. Suppose the hotels revenue decline by 20%, Calculate the reduced net income.
2. What are the hotels operating factor when revenue is 1,50,000?
3. If hotels volume of activity increases by 25% and fixed expenses increase by 50%. Then how much is the profit.

Q.2. Pinellas Pillow Company's planned production for the year ended was 10,000 units. This production level was achieved, but only 9,000 units were sold. Other data follows:

	(₹)
Direct Material used	80,000
Direct Labour incurred	40,000
Fixed Manufacturing Overhead	50,000
Variable Manufacturing Overhead	24,000
Fixed selling and administrative expenses	60,000
Variable Selling and Administrative Expenses	9,000
Finished-goods inventory, January 1	None

There is no work- in progress inventories at the beginning or end of the year.

Required:

1. What would be Pinellas Pillows Co.'s finished- goods inventory cost on December 31 under the variable- costing method?
2. Which costing method, absorption or variable costing, would show a higher operating income for the year? By what amount?

Q.3. Differentiate between

- a) Traditional budgeting and zero-based budgeting
- b) Marginal costing and absorption Costing

Note: Answer all five questions.

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Q.4. The following quarterly results are expected by XYZ Ltd. Next year. (₹ in thousands)

	Quarter			
	1	2	3	4
Sales	7500	10,500	18,000	10,500
Cash Payment:				
Production Costs	7000	10,000	8,000	8,500
Selling, Administrative and other costs	1,000	2,000	2,900	1,600
Purchases of Plant and other fixed assets	100	1,100	2,100	2,100

Debtors at the end of a quarter are one-third of sales for the quarter. The opening balance of debtors is ₹30,00,000. Cash in hand at the beginning of the year is ₹ 6,50,000 and the desired minimum balance is ₹5,00,000. Borrowings are made in the multiple of ₹10,000 at the beginning of the quarter in which need will occur and are repaid at the end of the quarter. Interest charges may be ignored.

You are required to prepare:

1. Cash budget by quarter for the year, and
2. State the amount of loan outstanding at the end of the year.

Q.5. Lansing camera company has received a special order for photographic equipment it does not normally produce. The company has excess capacity, and the order could be manufactured without reducing production of the firm's regular products. Discuss the relevance of each of the following items in computing the costs of the special order.

1. Equipment to be used in producing the order has a book value of ₹2,000. The equipment has no other use for the company. If the order is not accepted, the equipment will be sold for ₹1,500. If the equipment is used in producing the order, it can be sold in three months for ₹800.
2. If the special order is accepted, the operation will require some of the storage space in the company's plant. If the space is used for this purpose, the company will rent storage space temporarily in a nearby warehouse at a cost of ₹18,000. The building depreciation allocated to the storage space to be used in producing the special order is ₹12,000.
3. If the special order is accepted, it will require a subassembly. Lansing Camera can purchase the subassembly for ₹ 24 per unit from an outside supplier or make it for ₹ 30 per unit. The ₹ 30 cost per unit was determined as follows:

	(₹)
Direct Material	10
Direct Labour	6
Variable Overhead	6
Allocated fixed overhead	8
Total unit cost of subassembly	8

Total No. of Pages 2

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Roll No.

FOURTH SEMESTER

MBA

SUPPLEMENTARY END- SEMESTER EXAMINATION

SEP -2019

MCA MBA-41 PROJECT MANAGEMENT

Questions: Each Question carry equal Marks. Out of 5, attempt any 4 questions.

Time: 3:00 Hours

Max. Marks: 60

Q. 1 Contrast the window-of-opportunity approach with discovery-driven planning. Give example.

15 Marks

Q. 2 I What are the major differences between functional managers and project managers?

15 Marks

Q. 3 Case: Blanka Transport, Inc.

After several years of driving long-haul trucks, Joe Blanka founded his own trucking company, Blanka Transport Inc. (BTI), which specialized in less-than-carload shipments in the midwestern part of the United States. Joe developed a successful method for scheduling BTI's runs that met or exceeded the delivery expectations of its customers. As a result, BTI shipments were growing at a rate between 15 and 20 percent per year. The growth, however, was not evenly distributed across BTI's territory. On some routes, capacity was overloaded in one direction and underloaded in the other.

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Is this a proper approach to the problem? What, if any, helpful suggestions would you make to Joe?

15 Marks

Q. 4 Discuss Non Numeric model of project Selection.

15 Marks

Q.5 Use a weighted score model to choose between three methods (A, B, C) of financing the acquisition of a major competitor. The relative weights for each criterion are shown in the following table as are the scores for each location on each criterion. A score of 1 represents unfavorable, 2 satisfactory, and 3 favorable.

15 Marks

Category	Weight	Method		
		A	B	C
Consulting costs	20	1	2	3
Acquisition time	20	2	3	1
Disruption	10	2	1	3
Cultural differences	10	3	3	2
Skill redundancies	10	2	1	1
Implementation risks	25	1	2	3
Infrastructure	10	2	2	2

4th SEMESTER

Supplementary END SEMESTER EXAMINATION -2019

PAPER CODE: MGH-07

TITLE OF PAPER: Performance Management

Time: 3:00 Hours

Max. Marks : 60

Note: Answer any five questions.

All questions carry equal marks. (6+6 = 12)

- Q.1 [a] What are the sources that a MNC can tap for its overseas positions?
[b] What are the approaches to Multinationals Staffing decisions?
- Q.2 [a] Discuss “Systems approach to HRM”. What are the important subsystems of HRM?
[b] Why is it important for a company to make its human resources into a competitive advantage?
- Q.3 [a] Discuss some problems in Performance Appraisal.
[b] What are the objectives of Compensation Planning system?
- Q.4 [a] Define and explain the concept of Performance Management? Explain its purpose.
[b] What is Career development? Why is it important for an organisation?
- Q.5 [a] What are the objectives of Employee training? Explain the benefits of training.

[b] How are Training and Development different from one another?

Q.6 [a] Discuss the steps an Appraiser should take when giving feedback.

[b] Discuss the preparation that an appraiser should take before an appraisal feedback.

Total No. of Pages _2

Roll No.

Fourth SEMESTER

MBA

END SEMESTER (SUPPLEMENTARY EXAMINATION)

Sep-2019

MGF-08

Financial Modeling and Analysis

Time: 03:00 Hours

Max. Marks:60

Note : Answer any five questions
Marks are indicated along with the questions
Assume suitable missing data, if any.

Q.1 a) What are the three types of data used for empirical analysis in finance. Explain briefly. (6 Marks)

b) Explain the difference between correlation and regression. (6 Marks)

Q.2 Explain the assumptions underlying the classical linear regression model. (12 Marks)

Q.3 What are dummy variables? Define a multiple regression model using sales as the dependent variable and package design and price as independent variables. Package design is a three-level categorical variable with designs A, B, or C. (12 Marks)

Q.4 A survey of the morning beverage market shows that the primary breakfast beverage for 17% of Indians is milk. A milk producer in Gujarat, where milk is plentiful, believes the figure is higher for Gujarat. To test this idea, she contacts a random sample of 550 Gujarat residents and asks which primary beverage they consumed for breakfast that day. Suppose 115 replied that milk was the primary beverage. Determine the degree of freedom and using a level of significance of .05, test the idea that the milk figure is higher for Gujarat. Table value of test statistic is 3.8415. (12 Marks)

Q.5 a) Consider the following nonstochastic models. Are they linear regression models? If not, is it possible, by suitable algebraic manipulations convert them into linear models? (6 Marks)

a.
$$Y_i = \frac{1}{\beta_1 + \beta_2 X_i}$$

b.
$$Y_i = \frac{X_i}{\beta_1 + \beta_2 X_i}$$

c.
$$Y_i = \frac{1}{1 + \exp(-\beta_1 - \beta_2 X_i)}$$

b) The following regression results were based on monthly data over the period January 2008 to December 2017: (6 Marks)

$$\begin{aligned} \hat{Y}_t &= 0.00681 + 0.75815X_t \\ \text{se} &= (0.02596) \quad (0.27009) \\ t &= (0.26229) \quad (2.80700) \\ p \text{ value} &= (0.7984) \quad (0.0186) \quad r^2 = 0.4406 \\ \hat{Y}_t &= 0.76214X_t \\ \text{se} &= (0.265799) \\ t &= (2.95408) \\ p \text{ value} &= (0.0131) \quad r^2 = 0.43684 \end{aligned}$$

where Y = monthly rate of return on a common stock, %, and X = monthly market rate of return, %.

- a) What is the difference between the two regression models?
- b) Given the preceding results, would you retain the intercept term in the first model? Why or why not?
- c) How would you interpret the slope coefficients in the two models?

Q.6 Lockheed Corporation, one of the largest defense contractors in the U.S., reported EBITDA of \$1290 million in 1993, prior to interest expenses of \$215 million and depreciation charges of \$400 million. Capital Expenditures in 1993 amounted to \$450 million, and working capital was 7% of revenues (which were \$13,500 million). The firm had debt outstanding of \$3.068 billion (in book value terms), trading at a market value of \$3.2 billion, and yielding a pre-tax interest rate of 8%. There were 62 million shares outstanding, trading at \$64 per share, and the most recent beta is 1.10. The tax rate for the firm is 40%. (The treasury bond rate is 7%.) The firm expects revenues, earnings, capital expenditures and depreciation to grow at 9.5% a year from 1994 to 1998, after which the growth rate is expected to drop to 4%. (Capital spending will offset depreciation in the steady state period.) (market risk premium is 5.5%) 3(12 Marks)

- a. Estimate the value of the firm.
- b. Estimate the value of the equity in the firm and the value per share.

Total No. of Pages :02

- 20 -

Roll No.

FOURTH SEMESTER

MBA (even)

SUPPLEMENTARY EXAMINATION

Sept -2019

MGM-10 Digital Marketing

Time: 3:00 Hours

Max. Marks : 60

Note: Answer ALL questions. All questions carry equal marks.
Assume suitable missing data, if any.

- Q.1[a] Attempt any TWO of the following [3+3]
- Describe with suitable examples the difference between “Brick and Mortar” and “Brick and Click” models.
 - What are the factors responsible for the transition of Traditional Marketing to Digital Marketing? Explain with suitable examples.
 - Explain the concept of Online Value Proposition.
- [b] Choose any Indian company which you believe has not still transformed itself to a digital model. Apply the three key transformation elements of the Digital Transformation model (Automation, Digitization and Collaboration) to showcase how it can transform the best in its present business environment [6]
- Q.2[a] Attempt any TWO of the following [3+3]
- Explain the key pillars of IMC construct.
 - Describe the key stages by which marketing intelligence is derived from multiple user data sets.
 - Explain Network Effect and its impact on usage of a particular good or service.
- [b] Develop a Macro-Micro Environment analysis for any traditional industry sector moving to digital platforms like healthcare, fintech, 3D Manufacturing etc. [6]

P.T.O

- 2) -

Q.3[a] Attempt any TWO of the following

[3+3]

- i. Design audience persona profile for a company providing Home Food Delivery.
- ii. Identify the components of a typical website. Examine each component.
- iii. What is content curation. Explain with examples.

[b] People search for what to do, where to go and what to buy on search engines. The company's ad can appear on search engine at the very moment someone is looking for products or services on multiple platforms. Design advertising plan for an online furniture store using advertising platforms like Google AdWords. [6]

Q.4[a] Attempt any TWO of the following

[3+3]

- i. Explain "Expression" and "Call to Action" in context of online advertising.
- ii. Explain digital revenue generation models.
- iii. What do you understand by Search Engine Optimization?

[b] Digital media planning entails the development and execution of online ad campaigns and involves channels such as social, search, display and mobile. Design a Digital media plan for International conference to be organized by your institution. [6]

Q.5[a] Attempt any TWO of the following

[3+3]

- i. What is paid, earned, and owned media?
- ii. Assess the digital marketing environment of Zomato, food ordering and delivery platform.
- iii. Differentiate between WhiteHat and BlackHat SEO.

[b] You are the marketing manager of an online music streaming service. The digital marketing team being supervised by you has designed and implemented a digital marketing campaign. Now you want to measure its effectiveness. What will be your approach? [6]

-END-

Total No. of Pages: 02

Second Semester

MBA - BA

SUPPLEMENTARY EXAMINATION SEPTEMBER -2019

PAPER CODE: MB-201 & TITLE OF PAPER: Human Resource Management

Time: 3:00 Hours

Max. Marks : 60

Note : Answer ANY five questions.

All questions carry equal marks.

1. "HRP is a prerequisite for effective management of human resources of an organization." Elaborate. Delineate, with suitable examples, the process involved in HRP.

2. Distinguish between different methods of recruitment. Which method, in your opinion, will be more suitable to recruit a higher post like Production Manager. Give your justifications also.

3. "To train is costly but not to train is costlier." In the light of this statement, justify the need for training. Also discuss any two important methods of training used by Indian Companies to train their middle level managers.

4. Justify the need for workers' participation in management. What are the different forms of workers' participation in management followed by the Indian corporate organizations? Suggest the suitable form of workers' participation for a research organization.

5. Distinguish between performance appraisal and potential

appraisal. How is employee potential measured? Which methods of potential appraisal will you recommend to evaluate the performance of Faculty Members of a University and why?

6. Highlight the major reasons for work-life imbalance of Indian women professionals. Reflect on the evils of work-life imbalance on women professionals in India. Suggest how to balance between work and life of women professionals in India.

7. Who are Generation - Y employees? How are Generation - Y employees different from those of generations before them? What are the key issues involved in managing Generation Y employees?

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2nd SEMESTER

MBA (East Campus)

END SEMESTER EXAMINATION (Supp) Sept-2019

PAPER CODE : MB 202 &

TITLE OF PAPER: KICC

Time: 3:00 Hours

Max. Marks : 60

Note : There is choice only in question 7. Kindly highlight the keywords. Write neatly.

- Q.1) Describe the benefit of the Balance Scorecards. You are a consultant for an automobile company. Form a BSC for it in mind the slowdown effect in automobile sector.? [5+5=10]
- Q.2) Explain General Data Protection Regulation and explain how Facebook and Google have modified their platforms according to it. [5+5=10]
- Q.3) Describe elements of Intellectual Capital, elements of Relational Capital, elements of Structural Capital, elements of Social Capital.[2.5+2.5+2.5+2.5 =10]
- Q.4) What is the role of RSC in a customer relationship? What does an RSC offer that is not already contained in client's SLAs ? What opportunities and challenges involved in building an RSC ? [3+3+4 =10]
- Q.5) Explain the biasedness in AI algorithm ? What organization should do to prevent it ? [2.5+2.5 =5]
- Q.6) What barriers knowledge manager faces while implementing the KM in the organization ?[5]
- Q.7) Explain **any two** of the following
- Peer Assist
 - ERP
 - Knowledge Map [5+5=10]

2nd SEMESTER

MBA (East Campus)

END SEMESTER EXAMINATION (Supp) Sept-2019

PAPER CODE : MB 202 &

TITLE OF PAPER: KICC

Time: 3:00 Hours

Max. Marks : 60

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- Q.6) What barriers knowledge manager faces while implementing the KM in the organization ?[5]
- Q.7) Explain **any two** of the following
- Peer Assist
 - ERP
 - Knowledge Map [5+5=10]

Roll No.

Total No. of Pages 4

II SEMESTER, MBA(BA)
SUPPLEMENTARY EXAMINATION SEPTEMBER-2019
MB-203 FINANCIAL MANAGEMENT

Time: 3:00 Hours

Max. Marks: 60

Note: All questions are compulsory

Present value interest factor of \$1 per period at i% for n periods, PVIF(i,n)

Period	1%	2%	3%	4%	5%	6%	7%	8%	9%	10%	11%	12%	13%	14%	15%
1	0.990	0.980	0.971	0.962	0.952	0.943	0.935	0.928	0.917	0.909	0.901	0.893	0.885	0.877	0.870
2	0.980	0.961	0.943	0.925	0.907	0.890	0.873	0.857	0.842	0.826	0.812	0.797	0.783	0.769	0.756
3	0.971	0.942	0.915	0.889	0.864	0.840	0.816	0.794	0.772	0.751	0.731	0.712	0.693	0.675	0.658
4	0.961	0.924	0.888	0.855	0.823	0.792	0.763	0.735	0.708	0.683	0.659	0.636	0.613	0.592	0.572
5	0.951	0.905	0.863	0.822	0.784	0.747	0.713	0.681	0.650	0.621	0.593	0.567	0.543	0.519	0.497
6	0.942	0.888	0.837	0.790	0.746	0.705	0.666	0.630	0.596	0.564	0.535	0.507	0.480	0.456	0.432
7	0.933	0.871	0.813	0.760	0.711	0.665	0.623	0.583	0.547	0.513	0.482	0.452	0.425	0.400	0.376
8	0.923	0.853	0.789	0.731	0.677	0.627	0.582	0.540	0.502	0.467	0.434	0.404	0.376	0.351	0.327
9	0.914	0.837	0.766	0.703	0.645	0.592	0.544	0.500	0.460	0.424	0.391	0.361	0.333	0.308	0.284
10	0.905	0.820	0.744	0.676	0.614	0.558	0.508	0.463	0.422	0.386	0.352	0.322	0.295	0.270	0.247

Present value interest factor of an (ordinary) annuity of \$1 per period at i% for n periods, PVIFA(i,n)

Period	1%	2%	3%	4%	5%	6%	7%	8%	9%	10%
1	0.990	0.980	0.971	0.962	0.952	0.943	0.935	0.928	0.917	0.909
2	1.970	1.942	1.913	1.886	1.859	1.833	1.808	1.783	1.759	1.736
3	2.941	2.884	2.829	2.775	2.723	2.673	2.624	2.577	2.531	2.487
4	3.902	3.808	3.717	3.630	3.546	3.465	3.387	3.312	3.240	3.170
5	4.853	4.713	4.580	4.452	4.329	4.212	4.100	3.993	3.890	3.791
6	5.795	5.601	5.417	5.242	5.076	4.917	4.767	4.623	4.486	4.355
7	6.728	6.472	6.230	6.002	5.786	5.582	5.389	5.206	5.033	4.868
8	7.652	7.325	7.020	6.733	6.463	6.210	5.971	5.747	5.535	5.335
9	8.568	8.162	7.786	7.435	7.108	6.802	6.515	6.247	5.995	5.759
10	9.471	8.983	8.530	8.111	7.722	7.350	7.024	6.710	6.418	6.145
11	10.368	9.787	9.253	8.760	8.306	7.887	7.499	7.139	6.805	6.495
12	11.255	10.575	9.954	9.385	8.863	8.384	7.943	7.536	7.161	6.814
13	12.134	11.348	10.635	9.966	9.394	8.853	8.358	7.904	7.487	7.103
14	13.004	12.106	11.296	10.563	9.899	9.295	8.745	8.244	7.786	7.367
15	13.865	12.849	11.938	11.118	10.380	9.712	9.108	8.559	8.061	7.606
16	14.718	13.578	12.561	11.652	10.838	10.106	9.447	8.851	8.313	7.824
17	15.562	14.292	13.166	12.166	11.274	10.477	9.763	9.122	8.544	8.022

Future value interest factor of \$1 per period at i% for n periods, FVIF(i,n)

Period	1%	2%	3%	4%	5%	6%	7%	8%	9%	10%
1	1.010	1.020	1.030	1.040	1.050	1.060	1.070	1.080	1.090	1.100
2	1.020	1.040	1.061	1.082	1.103	1.124	1.145	1.166	1.188	1.210
3	1.030	1.061	1.093	1.125	1.158	1.191	1.225	1.260	1.295	1.331
4	1.041	1.082	1.126	1.170	1.216	1.262	1.311	1.360	1.412	1.464
5	1.051	1.104	1.159	1.217	1.276	1.338	1.403	1.469	1.539	1.611
6	1.062	1.126	1.194	1.265	1.340	1.419	1.501	1.587	1.677	1.772
7	1.072	1.149	1.230	1.316	1.407	1.504	1.606	1.714	1.828	1.949
8	1.083	1.172	1.267	1.369	1.477	1.594	1.718	1.851	1.993	2.144
9	1.094	1.195	1.305	1.423	1.551	1.689	1.838	1.999	2.172	2.358
10	1.105	1.219	1.344	1.480	1.629	1.791	1.967	2.159	2.367	2.594

Q.1 Write short notes on any three of following: (5 Marks each)

- a) Time value of money
- b) Internal Rate of Return
- c) Wealth maximization
- d) Financial Leverage

Q.2 A. A firm has two investment opportunities, each costing ₹100,000 and each having an expected profit as shown below:

Year	1	2	3	4
Project A	50,000	40,000	30,000	10,000
Project B	20,000	40,000	50,000	60,000

After giving due consideration to the risk criteria in each project the management has decided that project A should be evaluated at 10% cost of capital and Project B, a risky project should be evaluated with a 15% cost of capital.

Compute Net Present Value (NPV) of the project and suggest course of action if:

- 1) Both the projects are independent (8 Marks)
- 2) If both projects are mutually exclusive (4 Marks)

2.B From the following data of two projects A and B, calculate riskiness of the project based on Standard Deviation and suggest which project is riskier and why?

Cash outlay for each project is ₹700,000 (4+4=8 Marks)

25-

Project A	CFs	5,000	7,000	9,000	11,000	13,000
	Probability	0.20	0.10	0.20	0.30	0.20
Project B	CFs	15,000	13,000	11,000	9,000	8,000
	Probability	0.10	0.10	0.15	0.55	0.10

Q.3.A. Hari Enterprises Ltd. has equity share capital of ₹500,000 (face value of ₹ 100). To meet the expenditure of an expansion program, the company wishes to raise ₹300,000 and is having following alternatives as sources of funds:

Plan A: To have full money from issue of equity

Plan B: To have ₹ 100,000 from equity shares and ₹ 200,000 from borrowings from financial institution at 10% p.a.

Plan C: To have full money from borrowings at 10% p.a.

The company has present earnings of ₹150,000. The corporate tax rate is 50%.

a) Calculate EPS for all plans & advise the most suitable plan to raise required funds. (3x 2) + 2 = 8 Marks

Q.3.B. Calculate the degree of operating leverage and degree of financial leverage according to the data given below for companies X and Y: (3x2 = 6 marks)

	X	Y
Output in Units	70,000	25,000
Fixed costs	10,000	13,000
Variable cost/ unit	0.2	1.5
Interest on borrowed funds	5,000	18,000
Selling price per unit	0.6	5

Q.3.C. Financial leverage is a double-edged sword. Do you agree, why?

(1 marks)

OR

Q.3

Mahajan Enterprises. faces three possible economic conditions very poor, poor, normal and good. Brightways' possible level of sales and operating expenses with their probability of occurrence are given in table below:

	Poor				
Probability	0.10	0.15	0.35	0.30	0.05
Sales	660	710	800	890	1160
Costs:					
Variable cost	330	355	400	440	580
Fixed cost	280	280	280	280	280
Total Cost	610	635	680	720	860
EBIT	50	75	120	160	300
ROI	10%	15%	24%	32%	60%

The company is considering two financial plans:

1. Raise entire funds by issuing 50,000 ordinary shares at 10 per share
2. Or to raise ₹250,000 by issuing 25,000 shares of ₹10 each and borrow 250,000 at 15%.

The tax rate of 50%.

- a) What are the effects of alternative plans on shareholders' earnings? (10 marks)
- b) Does state of economy have a bearing on choice of financial plan, please state in context of information given about Bright ways. (3 marks)
- c) Financial leverage is a double-edged sword. Do you agree? (2 Marks)

Q.4 A. Suppose you deposit each year starting following stream of funds ₹ 750, ₹1,000, ₹1,250, ₹1,500 and 1,750 in your savings bank account 1 to 5 years respectively. What are your deposits compound value at the end of 5 years, interest rate paid by the Bank being 6% p.a. (5+2 Marks)

Q.4 B. Assuming a loan of ₹100,000 at 9% per annum is to be repaid in 15 years. Determine the annual instalments to be paid? (3 Marks)

2nd Semester MBA (Business Analytics)

SUPPLEMENTARY EXAMINATION- SEPT 2019

PAPER CODE: MB 204

TITLE OF PAPER- Data Warehousing and Data Mining

Time: 3:00 Hours

Max. Marks: 60

Note: Write your Roll no. on the top of this question paper.

Marks are indicated against each question. Parts of a question must be answered together.

Q1. Answer any five the following questions:

[5* 6 marks = 30 marks]

- In real-world data, tuples with *missing values* for some attributes are a common occurrence. Describe various methods for handling this problem.
- Suppose that a data warehouse consists of the three dimensions *time*, *doctor*, and *patient*, and the two measures *count* and *charge*, where *charge* is the fee that a doctor charges a patient for a visit.
 - Draw a star schema diagram for the above data warehouse.
 - Starting with the base cuboid [*day*; *doctor*; *patient*], what specific *OLAP operations* should be performed in order to list the total fee collected by each doctor in 2004?
- Differentiate between classification and clustering with examples.
- Differentiate between OLAP and OLTP systems.
- Using Equi-depth binning method, partition the data given below into 4 bins and perform the smoothing according to the following methods: i) smoothing by bin means ii) smoothing by bin median iii) smoothing by bin boundaries
24, 25, 26, 27, 28, 56, 67, 70, 70, 75, 78, 89, 89, 90, 91, 94, 95, 96, 100, 102, 103, 107, 109, 112
- Write short notes on the following: (i) Data discretization (ii) Numerosity reduction.

Q2. Attempt any one out of the following:

[10 marks]

- What is Data Warehouse? Explain the three-tier data warehouse architecture with the help of a diagram.
- Describe the following approaches to clustering: *partitioning* methods and *hierarchical* methods. Give examples in each case.

Q3. Attempt any four out of the following questions:

[4* 5 marks = 20 marks]

- Describe ROLAP and MOLAP models.
- Explain the representation of text documents, weighting scheme and retrieval of documents using vector-space model with an example.
- Explain concept hierarchy with the help of an example.
- Describe the operations of data cube with the help of suitable examples.
- Suppose that the data mining task is to cluster the following eight points (with (x; y) representing location) into three clusters.

$A_1(2; 10); A_2(2; 5); A_3(8; 4); B_1(5; 8); B_2(7; 5); B_3(6; 4); C_1(1; 2); C_2(4; 9);$

The distance function is Euclidean distance. Suppose initially we assign A_1 , B_1 , and C_1 as the center of each cluster, respectively. Use the *k-means* algorithm to show *only* (a) The three cluster centers after the first round of execution and (b) The final three clusters.

Total No. of pages: 3

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Roll No. -----

COURSE-INTERNATIONAL MARKETING
SUBJECT CODE: MB205

Supplementary - Sep

MAX MARKS: 60

MAX TIME: 180 MIN

ALL QUESTIONS ARE COMPULSORY IN PART A & B
PART A: 5 QUESTIONS 9 MARKS EACH

PART-A

1. Discuss the main task of WTO.
2. What are the main elements of corporate identity in international markets?
3. What is international marketing segmentation? What are its approaches?
4. What is high context and low context culture classification scheme?
5. What are the major functions of package in any international market?

PART-B

Deirdre Bird, Providence College, and Helen Caldwell, Providence College

Polo Ralph Lauren (PRL) is a highly successful US company. The thirty-fifth anniversary of the company has been covered in glowing terms across the globe. For example, Ralph Lauren was interviewed for the prestigious British broadsheet, The Sunday Times, followed by a lecture at The British Museum in London. Vogue magazine profiled Lauren as "The Man behind the Mega-Brand" while making the cover of both GQ (as a Man of the Year) and Architectural Digest. Time magazine presented Ralph Lauren as "A Bronx Cowboy in Europe," outlining Lauren's rise from Bronx kid Ralph Lifschitz to world-famous designer Ralph Lauren.

Today's world of luxury in fashion

The primary customers for luxury products tend to be women aged between 30 and 50 in the upper income brackets, where the household earns over \$100,000. In the USA, this categorization accounts for over fifteen million households. In the upper-middle category (with household incomes of \$75,000 to \$100,000), there are an additional twelve million households. However, in what has come to be termed the "democratization of luxury," people in all income brackets want to participate in the luxury market, even if that means buying nothing more than a \$4 chai latte at Starbucks, or a \$20 scarf at Gucci. Ralph Lauren recognized this himself when he described the desire for luxury as "aspirational."

Approximately thirty-five companies share 60 percent of the luxury goods market. The six top competitors, one of which is Polo Ralph Lauren, have annual revenues greater than \$1 billion; fifteen to twenty companies have revenues between \$500 million and \$1 billion; and ten have revenues between \$100 million and \$500 million. These companies tend to have a product focus and thus do not all

compete on equal terms in the various luxury categories. For instance, Richemont, a Swiss conglomerate, deals largely in watches, jewelry, and writing instruments, with brands such as Cartier, Piaget, and Mont Blanc. Hermes focuses on leather goods, selling ladies' bags for upwards of \$4000. LVMH is the industry leader in luxury goods, followed by Richemont, and Gucci Group. Coming in fourth in the industry is Polo Ralph Lauren.

The Polo Ralph Lauren concept

PRL is a family-controlled company, in that it's Chairman and CEO is designer and founder Ralph Lauren. However, the company is quoted publicly on the New York Stock Exchange. The company derives its revenues from three sources: retail, wholesale, and licensing. The retail segment operates over 236 outlet and full-price stores, including the magnificent flagship stores in Manhattan, London, Paris, Boston, and Brussels. Retail sales contributed almost \$1 billion to revenue in 2002. The wholesale segment consists of two units: Polo Brands and Collection Brands, with each unit selling its own discrete brands to department and specialty stores, and to PRL-owned and licensed retail stores. This segment is responsible for the majority of the corporation's net sales (almost \$1.2 billion in fiscal year 2002). The licensing segment accounts for almost 10 percent of total sales, generating revenue from royalties through licensing alliances, whereby the licensee is granted the right to use the company's trademarks in connection with manufacturing and sale of certain products in specific geographical areas. As a result of a corporate strategy of increasing its global presence, PRL acquired its Italian licensee, Poloco S.A.S., thus allowing for greater integration of its European wholesale operations.

The Polo Ralph Lauren strategy

PRL intends to grow by brand extension and by globalization. In its brand extensions, the company aims to expand by "creating luxury and lifestyle brands that inspire people to live their dreams." The company has developed apparel labels which segment the upper end of the luxury market into Purple Label, Women's Collection and Black Label, and in its home furnishings division it has developed the Ralph Lauren Home collection. At a lower price point, Polo Blue Labels have been developed, and will be distributed exclusively in PRL stores in the USA, and in specialty stores in Europe, Asia, and Australia. In arrangements with its licensees in department stores, the company has developed Lauren for women and Lauren bedding and bath products. The recently acquired Club Monaco concept (formerly a fifteen-category Canadian company) has been rationalized to three categories of men's, women's, and accessories. This brand extension strategy has required, and will continue to require, a very large advertising budget. The company uses a combination of television and multi-page magazine advertising, intended to illustrate the luxurious aspect of the brands. Advertising expenses in 2002 amounted to almost \$80 million, or approximately 4 percent of net sales.

The global strategy

Based on a belief that there are enormous opportunities in Western Europe the company has plans to open new Ralph Lauren stores in Europe through the next several years. Similarly, development is planned in Asia, specifically in Japan, Hong Kong, and Korea, these latter countries being managed by licensed partners. Currently, the USA accounts for almost 73 percent of company sales. Europe and Japan represent approximately 10 percent each, and Canada, Korea, Australia, and other small markets account for the remaining 7 percent of sales. Thus in the past Lauren has relied heavily on US sales. Much of this has come from department stores.

13. Case Questions:

- i. What is the company's growth strategy, mention in brief? (4)
- ii. Company targets which segment of consumers for its lifestyle brands and why do you think they select that segment give reasons from firm's perspectives? (5)
- iii. Company has major sales from US market i.e. 73% is it too much dependent on one market and should it focus extensively on other market as well justify your answer. (6)

of size 4 each on the production process. Draw Range and mean charts. Is the process in statistical control? (Assume $D_4 = 2.282$, $D_3 = 0$, $A_2 = 0.729$)

Sample	Observation			
	1	2	3	4
1	12.00	11.97	12.10	12.08
2	11.91	11.94	12.10	11.96
3	11.89	12.02	11.97	11.99
4	12.10	12.09	12.05	11.95
5	12.08	11.92	12.12	12.05
6	11.94	11.98	12.06	12.08
7	12.09	12.00	12.00	12.03
8	12.01	12.04	11.99	11.95
9	12.00	11.96	11.97	12.03
10	11.92	11.94	12.09	12.00
11	11.91	11.99	12.05	12.10
12	12.01	12.00	12.06	11.97
13	11.98	11.99	12.06	12.03
14	12.02	12.00	12.05	11.95
15	12.00	12.05	12.01	11.97

Total No. of Pages 4

Roll No.....

II SEMESTER

MBA (Business Analytics)

(Supply)

END SEMESTER EXAMINATION September-2019

PAPER CODE MB 206

TITLE OF PAPER Operations and Supply Chain Management

Time: 3:00 Hours

Max. Marks: 60

Note: Assume suitable missing data, if any.

Read the Instructions Carefully with each question

Q1. Short Answer Questions

(Attempt any 5 parts from (a) – (f), 4 Marks each)

(20)

- A Bakery wants to set up production facilities for its three different products – Bread (2 variants), Biscuits (multiple variety) and customised Cakes. What type of production lines should be established for each these products. Giving supporting reasons and characteristics of the suggested line.
- Differentiate between fixed time and fixed order quantity inventory models.
- Briefly discuss five dimensions of service quality.
- Discuss factors that influences the choice of an appropriate forecasting model?

-3/-

f. Define core competencies. Differentiate between Order Qualifiers and Order Winners characteristics of a product/service

Q2. Long Answer Questions

(Attempt any 3 parts from (a) – (d), 6 Marks each) (18)

a. PQR produces fertilizer to sell to wholesalers. One raw material – calcium nitrate – is purchased from a nearby supplier at Rs. 2.50 per ton. Zartex estimates it will need 5,750,000 tons of calcium nitrate next year. The annual carrying cost for this material is 40% of the acquisition cost, and the ordering cost is Rs. 595.

- i. What is the most economical order quantity?
- ii. How many orders will be placed per year?
- iii. How much time will elapse between orders

b. Briefly discuss the contributions of quality Guru Juran, elaborating the concept of cost of quality proposed by him.

- c.
 - i. What do you mean by facility layout planning?
 - ii. What type of layout is commonly used in services? What are some of the objectives associated with service layouts?
 - iii. Why do work cells increase the use of equipment and machinery?

d. What is the difference between purchasing and procurement? Discuss four important areas a firm should focus on while establishing collaboration/alliance.

Q3. Applications based questions

(Attempt any 2 from part (a) – (c)) (22)

- a.
 - i. "Proximity" or closeness implies that a firm should locate "close" to something. What are the basic conditions under which

ii. A clothing chain is considering two different locations for a new retail outlet. They have identified four factors listed in the following table as the basis for evaluation, and have assigned weights as shown on the left. The manager has rated each location on each factor, on a 100-point basis, as shown on the right.

Factor	Factor Description	Weight	Location 1	Location 2
1	Average community income	.40	30	20
2	Community growth potential	.25	40	30
3	Availability of public transportation	.15	20	20
4	Labor cost	.20	10	30

Identify the preferable location for the retailer.

b. Weekly sales of copy paper at Cubicle Suppliers are in the table below. Compute a three-period moving average and a four-period moving average for weeks 5, 6, and 7. Compute MAD for each forecast. Which model is more accurate? Forecast week 8 with the more accurate method.

Week	Sales (cases)
1	17
2	21
3	27
4	31
5	19
6	17
7	21

c. The production manager at Sunny Soda, Inc., is interested in tracking the quality of the company's 12-ounce bottle filling line. The bottles must be filled within the tolerances set for this product because the dietary information on the label shows 12 ounces as the serving size. The design standard for the product calls for a fill level

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II SEMESTER

MBA (Business Analytics)

September
SUPPLEMENTARY EXAMINATION-~~EVEN~~ 2019

PAPER CODE: MB207

TITLE OF PAPER: Predictive Modelling

Time: 3:00 Hours

Max. Marks: 60

Note: Answer any five questions out of the given six questions.
 All questions carry equal marks.
 Assume suitable missing data, if any.

Q.1[a] Differentiate between classification and regression algorithms in machine learning. (6)

[b] The owner of an automobile repair shop studied the waiting times for customers who arrive at the shop for an oil change. The following data with waiting times in minutes were collected over a week period.

12 10 17 11 21 13 18

i) Find Mean waiting time for the above data. (3)

ii) Compute Z score. Are there any outliers? Explain. (3)

Q.2[a] What are the difference among the mean, median and mode, and what are the advantages and disadvantages of each? (6)

[b] An Analysis of the monthly sales of two of the firms gives the following data:

	Firm A	Firm B
Number of employees	986	548
Variances	100	121
Average Sales (in INR)	52.5	47.5

i) Which firm pays out larger sales? (2)

ii) In which firm does greater variability occur? (2)

iii) What is the average sales if firm A and firm B are combined? (2)

Q.3 The following are the data for miles travelled and travel time:

Miles Travelled (in Km)	100	50	50	80	75	65	90
Travel Time (in hours)	9	5	6	7	7.5	6.5	8

i) Construct a scatter plot and interpret it. (3)

- 54-
- ii) Use least square method to determine the regression model for the above problem. (6)
- iii) Predict the travel time (in hours) when miles travelled is 85 km. (3)

Q.4[a] The residuals for 10 consecutive time periods are as follows:

Time Period	1	2	3	4	5	6	7	8	9	10
Residual	-10	-8	-6	-4	-2	+2	+4	+6	+8	+10

Compute Durbin-Watson statistic to check the autocorrelation among the residuals. (6)

[b] The following ANOVA summary table is for multiple regression model with two independent variables. Complete the table and find Adjusted R^2 : (6)

Source	Degree of freedom	Sum of squares	Mean squares	F statistic
Regression	5	80		
Error	20	120		
Total	25	200		

Q.5 Consider the following correlation matrix, relating to three variables with unities in the diagonal spaces:

Variables	Variables		
	A	B	C
A	1.000	0.84	0.9
B	0.84	1.000	0.95
C	0.9	0.95	1.000

Use the Principal Component Method of factor analysis to determine the factor loadings for only First Principal Component for the above matrix. (12)

Q.6[a] A prospective MBA student wanted to predict starting salary upon graduation, based on program per-year tuition. If $RSS=21.8$ and $TSS=64$ for this problem; determine the coefficient of determination R^2 and interpret its meaning. (6)

[b] Explain logistic regression model by giving a suitable example. (6)

2nd SEMESTER

Supplementary END SEMESTER EXAMINATION — September
2019

PAPER CODE : MB 208

TITLE OF PAPER : Changing Paradigm in Leadership

Time: 3:00 Hours

Max. Marks : 50

Note: Answer any five questions.
All questions carry equal marks. (5+5 = 10)

- Q.1 [a] What is Power? What are the sources from which it may be acquired?
- [b] How can a leader use power for achieving organisational goals effectively?
- Q.2 [a] Discuss the Mandala theory of Arthashastra.
- [b] Enumerate the qualities and competencies of a Mantri according to Chanakya.
- Q.3 [a] Discuss Ethos, Pathos and Logos as means of persuasion.
- [b] What are Inductive Reasoning and Deductive Reasoning?
- Q.4 [a] Highlight some Creative tools that leaders can use for idea generation to solve problems.
- [b] Discuss the Benefits of Innovation in the organisational context
- Q.5 [a] How can -- 'Delaying Gratification help a leader reach his goals'
- [b] Discuss i) servant leadership ii) Foresight in Leadership

Q.6 [a] What is Transformational Leadership?

[b] How is Transactional Leadership different from Transformational Leadership?

Going forward, while Apple's dominance in the market is unlikely to wither away in the next few years, it needs to continually develop new and innovative products to protect its turf.

[a] Analyse Apple's position in the technology market using Porter's Five Forces. [10]

[b] According to you which are the strongest and weakest elements for Apple among the five forces? How can Apple deal with the weaker forces? [5]

SECTION B

Attempt any two questions. Each question carries 15 marks.

Q.2 [a] "While technological changes may lead to short-term job losses, technological unemployment is unlikely to occur in the long term." Do you agree? Give reasons in support of your answer. [8]

[b] What opportunities and challenges are created for businesses due to a large influx of immigrants in a society? What are some of the economic impacts of immigration? [7]

Q.3 Explain the key provisions of the following legislations: [5x3]

[a] Consumer Protection Act, 1986

[b] Maternity Benefit (Amendment) Act, 2017

[c] Child Labour (Prohibition & Regulation) Act, 1986 and Child & Adolescent Labour (Prohibition and Regulation) Amendment Act, 2016

Q.4 [a] What is a business cycle? Explain the key phases of a business cycle? [8]

[b] Critically evaluate the impact of demographic dividend on the business environment of an economy. [7]

SECTION C

Attempt any two questions. Each question carries 15 marks.

Q.5 [a] Explain the determination of Investment Multiplier in a 2-sector model. [7]

[b] Suppose that the government of a country is enjoying a fat budget surplus with fixed government expenditures of $G = 150$ and fixed taxes of $T = 200$. Assume that consumers of the country behave as described in the following consumption function:

$$C = 150 + 0.75(Y - T)$$

Suppose further that investment spending is fixed at 100. Calculate the equilibrium level of GDP in the country. Solve for equilibrium levels of Y , C , and S .

Next, assume that the opposition in the country succeeds in reducing taxes by 20 to a new fixed level of 180. Recalculate the equilibrium level of GDP using the tax multiplier. Solve for equilibrium levels of Y , C , and S after the tax cut and check to ensure that the multiplier worked. What arguments are likely to be used in support of such a tax cut? What arguments might be used to oppose such a tax cut? [8]

Q.6 [a] Consider the following three-sector model:

$$C = 100 + 0.75Y_d, \text{ where } Y_d \text{ is the disposable income}$$

$$G = 100; I = 100 \text{ and } T = -200 + \left(\frac{1}{3}\right)Y$$

Calculate the equilibrium level of income. [5]

[b] Explain why the demand for money is inversely related with the rate of interest. [5]

Total No. of Pages: 1

Roll No.....

II SEMESTER

BA (H) Economics

SUPPLEMENTARY EXAMINATION

September-2019

BA 111: Introductory Macroeconomics

Time: 3:00 Hours

Max. Marks : 75

Note : Answer five questions in all. Each question carries equal marks.
Make neat diagrams. Only simple calculator allowed.

Q.1 "Circular flows of income can be explained by the behaviour of Household & Firms." Explain (with diagrams) in a three sector economy.

Q.2 Define and explain the concept of National Income with exclusions. Derive the relationship between National Income Aggregates.

Q.3 Explain Balance of Payments Account. Give details of various accounts with the Balance of Payments Account.

Q.4 Discuss two definitions of money. Explain various functions of money in an economy.

Q.5 Explain the debate between Micro and Macroeconomics.

Q.6 What causes inflation in an economy? Explain with diagrams.

Q.7 How is National Income determined in a closed economy? Derive and discuss.

Q.8 Short notes on **any two**

(i) Money Supply

(ii) Consequences of Inflation

(iii) Keynesian Multiplier

Total No. of Pages 4

II SEMESTER

(Supply.)

END SEMESTER EXAMINATION

BA(H) Economics

Sept. 2019

PAPER CODE BA 112

TITLE OF PAPER Mathematical Methods for Economics II

Time: 3:00 Hours

Max. Marks: 75

Note : Use of simple calculator is allowed.

Section A

Attempt any 15 questions.

Q1. Find the equation of plane through the points (1, -2, 0), (3, 1, 4) and (0, -1, 2). (5)

Q2. Solve the system of Equations using Cramer's Rule or inverse method: (5)

$$\begin{aligned}
 x_1 + x_2 - x_3 &= 6 \\
 3x_1 - 2x_2 + x_3 &= -5 \\
 x_1 + 3x_2 - 2x_3 &= 14
 \end{aligned}$$

Q3. Find the rank of the following matrix: (5)

$$\begin{bmatrix}
 1 & -1 & 1 & -1 \\
 -1 & 1 & -1 & 1 \\
 1 & -1 & 1 & -1 \\
 -1 & 1 & -1 & 1
 \end{bmatrix}$$

Q4. Find the eigenvalues and eigenvectors for the following:

$$\begin{pmatrix}
 -2 & -4 & 2 \\
 -2 & 1 & 2 \\
 4 & 2 & 5
 \end{pmatrix}$$

Q5. If $f(x, y) = x^9y^8 + 2x + y^3$, find all of the first and second-order partial derivatives at $(x, y) = (1, -1)$. (5)

Q6 Find the maximum and minimum value of following defined in given region

$$\max f(x, y) = 9x + 8y - 6(x + y)^2 \text{ subject to } 0 \leq x \leq 5; 0 \leq y \leq 3, -x + 2y \leq 2$$

Q7 Compute the elasticity of substitution for

$$F(K, L) = A(aK^{-\gamma} + bL^{-\gamma})^{-\frac{m}{\gamma}}$$

Where A, a, b are positive constants, and $\gamma \neq 0$ with $\gamma > -1$.

Q8. Classify the stationary points of the following:

$$\begin{aligned} f(x_1, x_2, x_3, x_4) \\ = 20x_2 + 48x_3 + 6x_4 + 8x_1x_2 - 4x_1^2 - 12x_3^2 - x_4^2 \\ - 4x_2^3 \end{aligned}$$

Q9. A) Find the directional derivatives:

$$f(x, y) = 2x + y - 1 \text{ at } (2, 1) \text{ in the direction of } (1, 1) \quad (2)$$

B) Describe chain rule of differentiation with $z = f(x, y)$ and $x = g(t, s)$ and $y = h(t, s)$. Use chain rule to find dz/dt for the following:

$$F(x, y) = x + y^2 \text{ and } x = t^2 \text{ and } y = t^3 \quad (3)$$

Q10. In a growth model studied by N. Kaldor and J. A. Mirrlees, a function N is defined by

$$N(t) = \int_{t-T(t)}^t n(\tau) e^{-\delta(t-T(\tau))} d\tau$$

Where $T = T(t)$ is a given differentiable positive function. Compute $\dot{N}(t)$.

Q11 For what values of u and v are the following two matrices equal?

$$\begin{bmatrix} (1-u)^2 & v^2 & 3 \\ v & 2u & 5 \\ 6 & u & -1 \end{bmatrix} = \begin{bmatrix} 4 & 4 & u \\ v & -3v & u-v \\ 6 & v+5 & -1 \end{bmatrix}$$

Q12 Compute the expression $KY'_K + LY'_L$ if

$$Y = Ae^{\lambda t} [\delta K^{-\rho} + (1-\delta)L^{-\rho}]^{-m/\rho}$$

Q13 For the function $f(x, y) = x^2y^3 - 4y$, find the gradient at the point $(2, -1)$. Hence, find the directional derivative in the direction of $(2, 5)$.

Q14 Determine values of the constants a, b , and c such that $f(x, y) = ax^2y + bxy + 2xy^2 + c$ has a local minimum at the point $(2/3, 1/3)$ with local minimum value $-1/9$.

Q15 Determine the definiteness of the following quadratic forms:

(i) $q = -x_1^2 - x_2^2$

(ii) $q = u^2 - 2uv + v^2$ subject to $u + v = 0$

Q16 Consider a discriminating monopolist selling a product in two markets, with inverse demand curves being given by

$$P_1 = a_1 - b_1Q_1 \text{ and}$$

$$P_2 = a_2 - b_2Q_2$$

Suppose the total cost of the firm is directly proportional to sum of the quantities sold in the two markets i.e. $C(Q) = \alpha Q = \alpha(Q_1 + Q_2)$.

Calculate the value of quantity and price in the two markets at which firm maximises its profit and also calculate the value of maximum profit.

Q17 (i) Find the linear approximation of $f(x, y) = xe^{xy}$ at $(1, 0)$. Use it to approximate $f(1.1, -0.1)$

(ii) Check the concavity/convexity of the following function $f(x, y) = x^4 + x^2y^2 + y^4 - 3x - 8y$ for $(x, y) \neq (0, 0)$.

Q18 An individual has a utility function $U = (x_1x_2)^2$ with $x_1 > 0$ and $x_2 > 0$. The prices of goods x_1 and x_2 are Rs 2 per unit and Rs 4 per unit respectively while her total income is Rs 400. If she tries to get maximum utility within the budget, then what quantities of x and y should she purchase?

Q19. (i) Solve the following differential equation

$$\dot{x} = \frac{(\beta - \alpha x)(x - a)}{x} \quad (3)$$

(ii) Categorise the equilibrium points of the following equation using slope field and phase diagram.

$$\dot{x} = x(x - 2) \quad (2)$$

Q20. A firm wants to minimize its cost function given by $x^2 + y^2 + z^2$. The firm has to deal with two constraints given by $x + 2y + z = 1$ and $2x - y - 3z = 4$. Find the value of x and y that optimizes the cost function subject to the constraints. (5)

Total No. of pages. ⁰²-----

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Roll. No.

Supplementary Exam - Sept. - 2019

Name of the Course - BA (Hons) Economics Paper Code: BA113

Name of the Paper - ENGLISH COMMUNICATION ABILITY ENHANCEMENT COURSE

Semester - 2

Time - 3hrs

Maximum Marks- 75

1. Write short notes on any TWO of the following: (2*5=10)
 - a. Literal translation
 - b. Proxemics
 - c. Inter-personal communication
 - d. Grapevine
 - e. Sign Language
 - f. Kinesics
2. Discuss the features of Speech and Writing, and enumerate the differences between the two. (5)
3. Do you agree Non-verbal cues consist the major part of our communication? List some examples of non-verbal communication to prove your point. (5)
4. Differentiate between Formal and Informal communication. (5)
5. What are the different kinds of translation processes? Explain with examples. (5)
6. What are the various barriers to communication? Explain any five with examples. (5)
7. Read the following passage carefully:

What makes selfies become the new 'journalistic tools' in the digital media environment is the practice of sharing and, thus, distributing to a global audience highly personalized 'stories'/moments/events, following the widely growing tendency for people to broadcast themselves. Social media preserve a principal role in this procedure, since, as Highfield (2016) argues, from selfies and memes to hashtags and parodies, social media are used for mundane and personal expressions of commentary, engagement, and participation. The pillars of social self-understanding and self-presentation today are in the midst of a reconstruction process: What constitutes public spheres, what produces and disseminates representations and what defines a journalist against the backdrop of the incessant spread of rapid digital media changes; these transformation processes impact practically on all aspects of the communicative construction of social reality In 2013, President Obama, Danish Prime Minister, H. Thorning-Schmidt and British Prime Minister, D. Cameron decided to take a selfie in Mandela's funeral; once shared in the digital and social media, the depiction of the selfie itself became the 'news' instead of their presence to the funeral, raising issues of appropriateness and ethics. As photojournalist Roberto Schmidt, who was behind the camera, says 'this photo suggests a sign of our times that somehow this image seemed to get more attention than the event itself'

P.T.O

Now, answer the following questions carefully: (2+2+2+4=10)

- a. What is the new 'journalistic tool' of the digital media age, that is being talked about in this article? (2)
- b. What are these new tools being used for? (2)
- c. How is this advent of a new kind of journalism, hampering communication? Cite with an example from the passage above. (2)
- d. Define the meaning of the following words: (4)
 - i. tendency
 - ii. disseminate
 - iii. incessant
 - iv. funeral

8. As the HR (Human Resources) Executive of your company, you were asked to visit a prospective site for the construction of a new hotel. Prepare a feasibility report on the site, detailing the advantages and disadvantages of setting up a new hotel in the site. (10)

9. Write an email to the Vice-President, HR (Human Resources) of Jumbo Bazaar, to complain about the delivery of a faulty cellphone delivered to you. You are Ritesh/Ratna. (10)

OR

You graduated from the Department of Political Science, but intend to be a photojournalist. Write an application to National Geographic Channel for the post of a photojournalist, enumerating how your academic qualifications will help you to be a better photojournalist. (10)

10. As a student-representative of your School, you have been asked to interview an eminent journalist. Write the interview of the same. (10)

OR

As the student-representative of your school, you will be speaking in the forthcoming Convocation Ceremony of your University. Prepare a speech detailing your experience as a member of the founding batch of your school. (10)

Total No. of Pages 2

Roll No.....

SECOND SEMESTER

BA (ECONOMICS)

END SEMESTER EXAMINATION

Supplementary
September
May/June-2019

BA115 CUSTOMER RELATIONSHIP MANAGEMENT

Time: 3:00 Hours

Max. Marks: 75

Note :
All questions are compulsory and carry equal marks. Internal choice
is available in Q1-3
Assume suitable missing data, if any.

- Q.1 [a] Who are the Strategically Significant Customers of a company. Discuss the types.
- [b] What is a customer supplier relationship? Explain the five stages through which customer supplier relationships evolve as suggested by Dwyer.
- [c] Briefly discuss customer orientation, sales orientation, product orientation and production orientation. Which approach is most appropriate for better customer relationship management practices? (Attempt any 2: 7.5*2 = 15 marks)

- Q.2 [a] What is eCRM? How is it different from CRM? What are the advantages and disadvantages of eCRM?
- [b] Discuss the 4Cs of a CRM Process
- [c] What is a Service Automation Software? Discuss some functionalities of this form of Operational CRM. (Attempt any 2: 7.5*2 = 15 marks)

Q.3 Write short notes on any 3 of the following (5*3 = 15 marks)

- [a] Forrester's four I's of Customer Engagement
- [b] SERVQUAL model
- [c] Customer perceived risks
- [d] Shapiro's Customer Portfolio Matrix

- Q.4 [a] A large global bank has launched an automated branch-for-consumer banking. A country-wide advertisement campaign is being run on television, radio, newspapers and some magazines. To ensure 360 degree awareness, the company is also running a digital campaign across the various social media and running advertisements online.
1. Identify all the touch-points that the bank may have with its customers based on the data above and your own understanding of how a customer may interact with the bank – both inside the branch and outside across promotion channels.
 2. Categorize these touch-points across phases of the customer journey.
 3. Discuss how the company may evaluate its performance and effectiveness at these touch-points (i.e. what is the KPI?). (15 marks)

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Q.5. [a] Predict the revenue for the year 2019 using the following data.

Use the three methods (2.5*3 marks = 7.5 marks):

- a) two-point moving average,
- b) three-point moving average and
- c) exponential smoothening (weights for three preceding years: 0.2, 0.3 & 0.5)

Year	Revenue (cr)
2013	320
2014	340
2015	310
2016	380
2017	405
2018	430

[b] A customer buys three different products in a year of Rs 7000, Rs 3000 and Rs 8,000 in a given year. The company raises the price of each product by 5% each year. The customer remains loyal to the company and continues to buy the product for the next 5 years. At the same time, due to increase in prices, the company is able to better serve its customers and the cost-to-serve gradually increases by Rs 500 each year. Cost to serve in the first year was Rs 4000 per customer. The company had spent Rs. 15,000 to first acquire this customer. Calculate the CLV of this customer if the discount rate is assumed to be 10%. Is this customer profitable? (7.5 marks)

Total No. of Pages: 02

IV SEMESTER

Roll No.....

BA Economics

END-SEMESTER EXAMINATION (SUPPLEMENTARY) Sept.-2019

BA 211: Intermediate Microeconomics 2

Time: 3:00 Hours

Max. Marks : 75

Note : Attempt any five questions:

Q-1. Explain first, second and third-degree price discrimination in detail. (15)

Q-2. Write a short note on: (15)

- A) Classical social welfare function.
- B) Walrasian Law in exchange market.
- C) Consumption Externalities.

Q-3. What do you mean by sequential games? How can Nash equilibrium be derived in an extensive sequential game of battle of sexes? In this context, describe subgame-perfect equilibrium. The pay of matrix is given below: (15)

		Player 2 (Husband)	
		Ballet	Boxing
Player 1 (Wife)	Ballet	2, 1	0, 0
	Boxing	0, 0	1, 2

Q-4. A monopolist can produce at constant average and marginal costs of $AC = MC = 5$. The firm faces a market demand curve given by $Q = 53 - P$.

- a. Calculate the profit-maximizing price-quantity combination for the monopolist. Also calculate the monopolist's profits.
- b. What output level would be produced by this industry under perfect competition (where price=marginal cost)?
- c. Calculate the consumer surplus obtained by consumers in case (b). Show that this exceeds the sum of the monopolist's profits and the consumer surplus received in case (a). What is the value of the "deadweight loss" from monopolization?

(15)

Q-5. The mixed-strategy Nash equilibrium in the Battle of the Sexes in the given table may depend on the numerical values for the payoffs. To generalize this solution, assume that the payoff matrix for the game is given by where

		Player 2 (Husband)	
		Ballet	Boxing
Player 1 (Wife)	Ballet	$K-1$	$0, 0$
	Boxing	$0, 0$	$1-K$

Where $K \geq 1$. Show how the mixed-strategy Nash equilibrium depends on the value of K . (15)

Q-6. Explain market failure due to adverse selection and free riding in public goods. Use examples. (15)

Note : First two questions are mandatory.
 Attempt any three out of remaining four questions.
 All questions carry equal marks.

Q1. (a) Consider Cobb-Douglas production function: $Y = K^\alpha L^{1-\alpha}$, with $\alpha = 0.3$. Assume that nominal interest rate $(i) = 10\%$, expected inflation $(\pi^e) = 2\%$, depreciation rate $(d) = 4\%$, $P = 1$ and $Y = 4000$.

- (i) Calculate the desired capital stock (K^*).
- (ii) Now suppose that Y is expected to rise to 5000. What is the corresponding desired capital stock?
- (iii) Suppose that the capital stock was at its desired level before the change in income was expected. Suppose further that speed of adjustment (λ) is 0.4 in the gradual adjustment model of investment. What will rate of investment be in the first year after expected income changes? In the second year? (2+2+3=7)

(b) Consider a Solow model with $n=3\%$, $g=2\%$, $\delta=3\%$, $s = 32\%$ and production function: $Y=K^{1/3}(EL)^{2/3}$.

- (a) Calculate steady state capital stock per effective worker (\hat{k}^*), steady state output per effective worker (\hat{y}^*).
- (b) Continue with (a), now suppose $E = 10$, calculate steady state capital per worker (k^*) and steady state output per worker (y^*).
- (c) Finally, calculate golden rule steady state (\hat{k}_G^*). And then calculate the golden rule level of consumption per effective worker (\hat{c}_G^*). (3+2+3=8)

Q2. (a) True or False. Explain?

- (i) According to Ricardian Equivalence, a tax cut today will expand economic activity provide there is no risk of corresponding tax increase in the future.
- (ii) If inflation targeting is successful, it will help in reducing the deviation of output from the natural level even despite the shortcomings.

As per New Keynesians, existence of menu cost makes it costly for the firm to change the price, thereby leading to price rigidity which creates business cycle.

(iv) As per Baumol and Tobin, transaction demand for money is a function of income but not interest rate.

(v) Consumption puzzle arose with respect to the Keynesian conjecture that marginal propensity to consume lies between zero and one.

(vi) In the Solow model, technological progress can explain both consistently rising income and consistently rising standard of livings. (2×6=12)

(b) Define non-rivalry and non-excludability. Explain how an idea is non-rival and partially excludable goods. (3)

Q3. (a) Show how the Romer Model exhibits a scale effect in levels, that is, a larger economy will be richer economy. Explain how s_R affects the per capita output. (8)

(b) What do you understand by golden rule steady state? Suppose an economy is working above golden rule steady state. Show the transition paths of output, consumption and investment towards golden rule steady state. (7)

Q4. (a) Discuss the behaviour of income, consumption and saving according to the life cycle hypothesis of consumption. Explain how the marginal propensities to consume out of income and out of wealth vary with working life and life expectancy. (8)

(b) What is borrowing constraint? Distinguish between binding and non-binding borrowing constraints. Are there two consumption functions if binding and non-binding borrowing constraints exist? Note: use fisher model of consumption. (7)

Q5. (a) Critically examine the Real Business Cycle (RBC) theory given by Edward Prescott and also point out why it is critical for RBC model that the labour supply has a positive slope. (5)

There is a balanced budget before year 1. Taxes are cut in year 1 by Rs. 10. If the nominal interest rate is 10% and expected inflation is 5%, then show the path of taxes and debt if the government wants to stabilize the debt from year 3 on (assuming government expenditure remain unchanged). (4)

(c) Prove that in the Solow model, the increase in saving rate and depreciation rate has only the level effect but not the growth effect. (6)

Q6. (a) What are the problems associated with Asymmetric information? And also tell How do financial intermediaries address those problems? (6)

(b) What constitutes the Knife-Edge Instability problem in the Harrod model? Give a formal Proof and illustrate with an example. What would happen to instability if expectations are rational in the model? (6)

(c) What is investment tax credit? Why does a temporary investment tax credit have a larger effect on investment than a permanent one? (3)

← END →

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Roll No. _____

IV SEMESTER

B.A. (Hons.) Economics

SUPPLEMENTARY EXAMINATION September-2019

PAPER CODE: BA213 TITLE: Introductory Econometrics

Time: 3:00 Hours

Max. Marks: 75

Note : Answer any 5 out of 7 questions
 Question no. 1 is compulsory
 All questions carry equal marks.
 Assume suitable missing data, if any.

Q1. Discuss the assumptions of Classical Linear Regression Model. What are the properties of good estimators?

Q2. Write short note on the following:

- a) JB Statistics
- b) DW Statistics
- c) Adjusted R^2
- d) Gauss Markov Theorem
- e) Goodness of fit

Q3. Multicollinearity: what are its consequences, detection and remedies?

Q4 Heteroscedasticity: what are its consequences, detection and remedies?

Q5. Autocorrelation: what are its consequences, detection and remedies?

Q6.

6.1) (7.5 marks) The STATA regression result of the rate of growth of employment on the rate of growth of real GDP using a sample of 25 OECD countries

6.1.a) Calculate the corresponding F statistic and check that it is equal to 33.10, the value printed in the output.

6.1.b) Perform the F test at the 5 percent, 1 percent, and 0.1 percent significance levels. Is it necessary to report the results of the tests at all three levels?

Source	SS	df	MS	Number of obs = 25		
Model	14.5763023	1	14.5763023	F(1, 23) =	33.10	
Residual	10.1266721	23	.440290135	Prob > F =	0.0000	
				R-squared =	0.5900	
				Adj R-squared =	0.5722	
				Root MSE =	.66354	

	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	

g	.413737	.0651184	5.75	0.000	.3136561	.6658179
_cons	-.5458912	.2740387	-1.99	0.056	-1.112784	.0210011

6.2) (7.5 marks) Describe all the steps associated with RAMSEY'S RESET Test of model specification.

Q7

7.1) (5 marks) A three-variable regression gave the following results:

Source of variation	Sum of squares (SS)	d.f.	Mean sum of squares (MSS)
Due to regression (ESS)	65,965	—	—
Due to residual (RSS)	—	—	—
Total (TSS)	66,042	14	

No. of pages: 2

Supplementary Examination - September 2019

Roll No.

BA Economics - Semester IV

Subject: Human Resource Management

Subject Code- BA 214

Total Time: 3 hours

Max Marks: 75

This paper contains 7 questions. Q1 and Q2 are compulsory. Attempt any 4 from Q1 and any 3 from Q2. Attempt any 4 questions from Q3 to Q7.

Q1 Write short notes on the following

(4*5=20)

- (a) Voluntary Retirement Scheme
- (b) Workforce Diversity
- (c) Kaizen
- (d) HRIS
- (e) Grievance Handling and Redressal.

Q2 Differentiate between

(3*5=15)

- (a) Adjudication and Arbitration
- (b) Job Description and Job Specification
- (c) Job Enlargement and Job Enrichment
- (d) Training and Development

Q3. (a) List and briefly explain the various steps in a training program.

(5+5)

(b) Mention and justify various sources of recruitment for the below mentioned case

- (i) A CFO for heading a leading IT company
- (ii) Unskilled labour for a construction site

Q4 (a) Define performance management and discuss how it differs from performance appraisal?

(b) What is succession planning? Explain the need for succession planning. (5+5)

Q5 (a) Elucidate the roles a human resource professional has to perform in an organization.

(b) Critically analyze the "Harvard Model of HRM" with its relevance to HR managers.

Q6 (a) Briefly describe any two types of interview. When would they be used? (5+5)

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(b) Describe any four workplace health hazards and how to deal with them. What an employer can do to manage it?

Q7. Explicitly distinguish between the managerial On-the-Job and Off-the-Job training and development techniques with its advantages and disadvantages? (5+5)