

**QUESTION PAPERS FOR END TERM THEORY
EXAMINATIONS**

November/ December-2023



M.Tech., MTPT, M.Sc., MBA, EMBA, M.Des.,

1st, 3rd & 5th SEMESTER

293

Roll no.....

Total no. of Pages:02

FIRST SEMESTER MBA

NOV -2023

END TERM EXAMINATION

COURSE CODE MBA 101

COURSE TITLE MANAGEMENT PROCESS AND ORGANISATIONAL
BEHAVIOUR

Time: 03:00 Hours

Max. Marks: 50

Note : ATTEMPT ANY FIVE QUESTIONSAll questions carry equal marks.
Assume suitable missing data, if any.

Q1. Examine the different types of organizational problems faced by managers. State the types of decisions required for solving them. [10] [CO 1]

Q2. An employee does an unsatisfactory job on an assigned project. Explain the attribution process that this person's manager will use to form judgments about this employee's job performance. [10] [CO 2]

Q3. 'Organisational politics is an obvious phenomenon.' Discuss the factors responsible for politics in organization. [10] [CO 4]

Q4. Pawan argues, "For every worker, there is one best motivational application to drive performance". Sara responds, "Nonsense- there is no best way to motivate anyone". Who is correct? Explain. [10] [CO 2]

Q5. Imagine that you have been as a Leader of a project and you are preparing for the first meeting, identify important actions you could take to help to set a positive influence on the team members. [10] [CO3]

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Q6. Impetus solutions manufactures automotive and vehicle parts in Cleveland. To increase the core functioning of manufacturing operations, it has decided to implement SAP in its IT operations. Its IT operations are carried out in India. The top management decided how this team should come into existence. Discussions were carried out. Few suggestions that came up were of outsourcing the SAP operations to another IT company, separate dedicated team in the organization. Pros and cons of these ideas were evaluated and the result was a separate team.

As the company is now entering into its SAP operations, it requires good quality of SAP HR, so that a separate work team is put into place. It has hired a few SAP human resources who have around four to five years of experience across the locations. It also appointed a separate leader to manage all the SAP resources. A few members of the manufacturing team should also be involved into it, so that proper business knowledge is there among the team members. A virtual team and cross-functional team were put into existence by hiring distributed workplace. The top management decided to start with the functioning of the SAP team. Coordination was carried over the teleconferences over the AT&T. The team started functioning, and all the activities and discussions were carried out virtually. A mid-year progress check (MYPC) was conducted, which found that the team was performing its operations well.

Questions:

1. Do you think going with the idea of virtual teams was correct? Discuss the complexities of a virtual team.
2. What other alternatives could you suggest to implement SAP operations in the company?

[10 [CO 1]

Total No. of Pages:2

Roll No.

3rd SEMESTER

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MBA

NOV-2023

END TERM EXAMINATION

MBAFM-213

Investment Banking & Financial Services

Max. Marks:50

Time: 3:00 Hours

Note :Answer any three of question no. 1,2, 3 & 4.
Question 5 is compulsory
Marks are indicated along with each question.
Assume suitable missing data, if any.

- Q.1 a) What is an Investment Strategy? Discuss some of the common investment strategies followed by investors. (CO3) (5 Marks)
b) Explain the protective covenants included in the indenture agreement? (CO4) (5Marks)
- Q.2 a) Write a short note on credit rating of corporates. (CO4) (5 Marks)
b) Explain term structure of interest rates. Explain how it varies with varying economic environment. (CO2) (5 Marks)
- Q.3 a) What is hedging? What are the risks that organisation can control using hedging? (CO5) (5 Marks)
b) Briefly explain the risks faced by investment banks? (CO5)(5 Marks)
- Q.4 a) Explain corporate actions and its impact on stock prices. (CO1)(5 Marks)
b) Key Financials for three companies is given below. Based on the data, calculate the key relative valuation ratios of P/E, P/B and EV/EBITDA and rank the companies based on the ratios. Which is the most appropriate ratio to compare the companies. (CO1) (5 Marks)

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(Unit INRcr, except mentioned if any)	A	B	C
Sales	20000	14000	6000
EBITDA Margin (%)	20	25	10
PAT Margin (%)	10	12	5
Return on Equity (%)	15	30	5
Debt	400	300	100
Interest Cost (%)	8	9	7
Cash	50	40	0
Outstanding Shares (Cr)	1.5	2	0.8
Dividend Per Share	100	60	40
Dividend Yield (%)	0.8	0.6	0.3

Q.5 Answer True or False with brief explanation. (2 Marks each)

- Bottom-up investing involves buying up stocks in particular economic sectors. (CO3)
- Moving average is a lagging indicator of price trend. (CO1)
- Current yield and Yield to Maturity for a bond are equal. (CO2)
- The only risk associated with owning a bond is that the issuer will not make all the payments. (CO2)
- Credit spread is the spread between coupon rate and yield on bond. (CO2)
- Valuation through EV/EBITDA does not take into account the capital structure of the company. (CO1)
- Companies conducting overseas capital market issues are not subject to foreign exchange risk, as they typically deal in their home currency. (CO3)
- Credit ratings are a static measure of credit worthiness and do not change over time. (CO4)
- Bond rating measures the risk of fluctuations in a bond's value resulting from interest rate changes. (CO4)
- Credit risk is the risk associated with potential losses from changes in market prices, such as stock or commodity prices. (CO2)

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Total no. of Pages: 02

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Roll No.....

THIRD SEMESTER (MBA)

End Sem Examination

Nov-Dec 2023

MBA-203 Corporate Governance and Social Responsibility

Time: 3 Hours

Max. Marks: 50

Attempt any FIVE questions. All questions carry equal marks. Assume suitable missing data, if any.

Question 1. Using suitable examples discuss how companies have created profitable business models catering to the people who are living at the subsistence levels. (10 Marks) CO-1,5,6

Question 2. Discuss the role of various entities in the Satyam's fraud. Whom do you think is the key culprit in the scam. Justify your answer with details. (10 Marks) CO-2,3,4,5,6

Question 3. Discuss how would you handle situations where your personal values conflict with your professional responsibilities? Also explain the concepts of Values and Ethics. (10 Marks) CO-1,3

Question 4. CSR provisions stated in Companies Act 2013 makes it mandatory for corporates to spend part of their profit on social causes and issues of larger social interest. Explain which companies are under the purview of the mandatory provision. Also discuss how to identify the activities where the CSR fund could be spent? (10 Marks) CO-2,3,5

Question 5. Elucidate the concept of an independent director, its role in a company as a conscious keeper for corporate governance. (10 Marks) CO-1,2,3,4

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Question 6. Explain the economic rationale for deciding CEO salaries in a country like India. What could be the possible parameters to ascertain the salaries? (10 Marks) CO-1,5,6

Question 7. Explain how a company's activities can be categorized in the triple bottom-line measures. Discuss the concept of triple bottom-line using a company's case study. (10 Marks) CO-1,3,5,6

Total No. of Pages: 02

ROLL NO.....

THIRD SEMESTER

MBA DSM

299

END TERM EXAMINATION

NOV/DEC-2023

MBAMK 215 Product and Brand Management

Time: 3:00 Hours

Max. Marks: 50

Note : Answer ALL questions.

All questions carry equal marks.

Assume suitable missing data, if any.

Q1. Go through the case and answer the questions that follow:

ABC Ltd. is world's leading Ayurvedic and Natural Health Care company with a heritage of over 150 years. The company is at a threshold of opportunities provided by a growing market of Indian consumers who are becoming health conscious and buying health supplements for better health. At a time when more and more Indians are looking for such products to protect their health, the company wondered if it should enter the nutraceutical product market specifically the health gummy/candy market as part of its brand expansion strategy.

- a) Should this new product be an extension of the company's famous parent brand or a new brand name? Why/Why not? (CO5) (5 Marks)
- b) What should be the segmentation and targeting strategies of the brand for the product? (CO2) (5 Marks)

Q2. Kotler's Product Level model helps businesses adapt to a wide range of customers whose preferences often change. Explain the different product levels with the help of an example. How can this model be beneficial for businesses in real life while launching a new product?

(CO1, CO2) (10 Marks)

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Q3. Online communities generate buzz and engagement for brands but at times they may become harbour for negative content pertaining to brand. Therefore, building a 'brand community' should not be a default strategy for branding but can be a useful micro tactic in some cases and some products. What are brand communities? When is building a brand community useful for a brand, when is it pointless, and when is it damaging? Explain with examples. (CO3, CO4) (10 Marks)

Q4. Write short notes on any two: (CO3, CO 4, CO5) (5X2=10 Marks)

- a) Brand Personality
- b) Brand Equity
- c) Brand Loyalty

Q5. Differentiate between: (any two) (CO4, CO5) (5X2=10 Marks)

- a) Advertising and Sales Promotion
- b) Brand Positioning and Brand Image
- c) Tangible and Intangible Elements of Brand Identity

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3rd SEMESTER

Roll no.....

MBA

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END TERM EXAMINATION

NOV/DEC-2023

MBA 205 - Applied Business Analytics and Intelligence

Time: 03:00 Hours

Max. Marks: 50

Note : Question 1 and 2 are mandatory. Choose 1 question from Q3 and Q4. Assume suitable missing data, if any.

Q. 1 Table Name – STUDENT

Student Id	Student Name	Marks	Subject
1	Akbar	10	Marketing
2	Birbal	20	Marketing
3	ChandraGupta	30	DBMS
4	Dhritrashtra	40	DBMS
5	Eklavya	50	DBMS
6	Fanish	60	Finance
7	Ganesh	70	Finance

[a] Write a query and its output to select students and their marks who scored more than the average of all students. [10][CO#4]

[b] Wrong entry done during inserting the record. ChandraGupta should have space and he scored 35 in DBMS. Write a query to update the name "ChandraGupta" to "Chandra Gupta" and mark 30 to 35. [10][CO#4]

Q. 2 A pharmaceutical company is developing a new drug, and the research team claims that the average recovery time for patients using the new drug is less than the current standard treatment, which has an average recovery time of 10 days. To test this claim, a sample of 50 patients is taken, and their recovery times are recorded. The sample mean recovery time is found to be 9.2 days with a standard deviation of 2.5 days.

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[a] State this scenario's null hypothesis (H_0) and the alternative hypothesis (H_1). [5][CO#2]

[b] Calculate the test statistic (Z) for this hypothesis test without using the Z table, considering a significance level of 0.05. At a 0.05 significance level, decide whether to reject the null hypothesis. [15][CO#3]

Q. 3 Provide a real-world scenario where Markov Chains could be effectively used for decision-making. [10][CO#1]

OR

Q. 4 What is supervised learning? Please provide an example of how it can be applied in a business context. [10][CO#2]

END TERM EXAMINATIONS

MBA-107

Marketing Management

Time 3:00 Hours

Max. Marks: 50

Note: Attempt any Five questions.
All questions carry equal marks.

1. Attempt any two of the following:

- a). Donald E. Petersen, chairman of the board of Ford Motor Company, remarked, "If we aren't customer-driven, our cars won't be either." To which marketing philosophy, would you relate this statement? {CO1}
- b). "Half of the amount spent on advertisement is waste, but we don't know which half". Comment. {CO1}
- c). What are the five-six emerging trends which you think are going to dominate the marketing landscape in next couple of years? {CO2}

2. Nestle India's Foray into Millets Based Category

Nestle India, a Swiss multinational, has recently extended its brand a+ into millets based Ready to Make (RTM) market. The company has introduced a+ masala (spice) millets containing bajra (pearl millet) in the select market of NCR and online. The brand extension is in line with the GOI emphasis on millets as a sustainable food option. The brand is offered in two variants: Tangy tomato and Veggie masala. The multi serve pack of 240 gm is offered at a price point of Rs.175 while the single unit pack of 40 gm is available at Rs. 30. The a+ promises to be rich with high fibre, lower calorie and free from added preservatives developed to deliver both taste and health benefits. The Indian Institute of Millets Research (IIMR) has provided the requisite technical support to develop the product. Both Nestle and IIMR are very excited about the millets as a superfood and its ability to provide high nutritional benefits to the consumers.

- a). Develop a suitable segment profile/ persona of the customers whom do you feel are the best target market for this kind of products. {CO2}
- b). How would you position such a brand? {CO2}

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3. Classify and describe different elements of promotional mix in terms of earned media, owned media and paid media. Develop suitable Integrated Marketing Communication campaign to promote the Bharat Atta (wheat flour) launched by Government of India at a subsidized price of 27.50 per kg. {CO1,2}
4. a) Differentiate between brand extension and product extension by giving an example from FMCG industry. What are the risks associated with product extension? {CO2}
- b) What are the stages of Product Life Cycle? What strategy would you like to use for a brand which in your opinion is in the maturity stage of PLC? {CO1}
5. What do you understand by 'omnichannel'? What are its advantages and disadvantages? Explain the brand which you consider is close to your perception/ idea of omnichannel. {CO1}
6. Write short note on any two of the following:
 - a). Psychological pricing {CO 2}
 - b). Niche marketing {CO2}
 - c). 4Cs of marketing {CO1}

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III SEMESTER

END TERM EXAMINATION

Roll no.....

MBA

NOV/Dec-2023

COURSE CODE MBA HR213

305

COMPENSATION MANAGEMENT

Time: 03:00 Hours

Max. Marks: 50

Note: All questions carry equal marks. Attempt any 5 questions from the following.

- Q.1 "Human Resource Department plays a crucial role in Wage and Salary administration of a firm"-Critically Evaluate the Statement. Discuss the factors responsible in deciding the Salary & Wage of an organization. [10][CO2,4]
- Q.2 You have just been employed as an HR manager in a new organization. You are directed with the task of evaluating the existing jobs in that organization. Recommend two methods you would use to fulfil the Job Evaluation process. [10][CO5]
- Q.3 Discuss the various steps involved in Compensation dashboard creation with appropriate metrics. [10][CO3,4]
- Q.4 The Managers of compensation and benefits play vital role in determining key aspects of decisions taken during strategy creation on compensation in a company. The key premise is that the way employees are compensated can be a source of sustainable competitive advantage. Two alternative approaches namely "best-fit approach and "best practices" approach are common and applied by compensation and benefits managers in their decision-making on strategy creation on compensation. Based on the above scenario, analyse the approach your company uses to pay staff. Infer its compensation strategy using five issues (objectives, alignment, competitiveness, employee considerations and management [10][CO1,4]

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- Q.5 Compensation management is a core function of the HR department. With the help of an illustration, explain the objectives of compensation management in an organization [10][CO3]
- Q6. "Fringe benefits are normally used as an informal way rather than an ethical motivation in an organization- Critically evaluate [10][CO2]

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III SEMESTER

END TERM EXAMINATION

Roll no.....
MBA

NOV/Dec-2023

COURSE CODE MBA HR213

307

COMPENSATION MANAGEMENT

Max. Marks: 50

Time: 03:00 Hours

Note: All questions carry equal marks. Attempt any 5 questions from the following.

- Q.1 "Human Resource Department plays a crucial role in Wage and Salary administration of a firm"-Critically Evaluate the Statement. Discuss the factors responsible in deciding the Salary & Wage of an organization. [10][CO2,4]
- Q.2 You have just been employed as an HR manager in a new organization. You are directed with the task of evaluating the existing jobs in that organization. Recommend two methods you would use to fulfil the Job Evaluation process. [10][CO5]
- Q.3 Discuss the various steps involved in Compensation dashboard creation with appropriate metrics. [10][CO3,4]
- Q.4 The Managers of compensation and benefits play vital role in determining key aspects of decisions taken during strategy creation on compensation in a company. The key premise is that the way employees are compensated can be a source of sustainable competitive advantage. Two alternative approaches namely "best-fit approach and "best practices" approach are common and applied by compensation and benefits managers in their decision-making on strategy creation on compensation. Based on the above scenario, analyse the approach your company uses to pay staff. Infer its compensation strategy using five issues (objectives, alignment, competitiveness, employee considerations and management [10][CO1,4]

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- Q.5 Compensation management is a core function of the HR department. With the help of an illustration, explain the objectives of compensation management in an organization [10][CO3]
- Q6. "Fringe benefits are normally used as an informal way rather than an ethical motivation in an organization- Critically evaluate [10][CO2]

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Roll No.....

FIRST SEMESTER (MBA)

End Sem Examination

Nov-Dec 2023

MBA-109 Legal Aspects of Management

Time: 3 Hours

Max. Marks: 50

Attempt any FIVE questions. All questions carry equal marks. Assume suitable missing data, if any.

Question 1. Directors are appointed by the BODs. How far do you agree with the statement? Discuss the various ways by which the directors are appointed. (10 Marks) CO-1, 2, 3

Question 2. As a company Secretary, you are supposed to call an AGM. Discuss the various essentials of the AGM, you would consider during the preparation, conduct and concluding the meeting. (10 Marks) CO-1, 3, 4

Question 3. Agreement with or by minor is void-ab-initio. Evaluate the statement. Explain the legal rules regarding minor's agreements. (10 Marks) CO-1, 2, 3

Question 4. a) A agrees to buy from B a certain horse. It turns out that the horse was dead at the time of the bargain, though neither party was aware of the fact. Is this a valid contract? State the reasons also.

b) X proposes, by letter, to sell a house to Y at a certain price. What type of offer is this? (5*2=10 Marks) CO-2,4

Question 5. Rakesh wants to file a case against Turin Ltd. with a total compensation of Rs. 55 lakhs (including the cost of the goods). Discuss the Consumer redressal machinery under Consumer Protection Act and guide Rakesh which forum or commission to approach. (5*2=10 Marks) CO-2, 4, 5

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Question 6. Explain how a Bill of exchange is different from a Cheque. Also discuss the concept of a Negotiable Instrument.
(10 Marks) CO-1, 4

Question 7. Explain 'Dominant' position under Competition law. Also elucidate what constitutes as abuse of dominant position? Use suitable examples to justify.
(10 Marks) CO-3, 5

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III SEMESTER

Roll no.....

Master of Business Administration (MBA)

END TERM EXAMINATION

NOV-2023

COURSE CODE: MBAHR 217

COURSE TITLE: STRATEGIC HUMAN RESOURCE MANAGEMENT

Time: 03:00 Hours

Max. Marks: 50

Note: questions are compulsory.

Assume suitable missing data, if any.

- Q.1 In a real-world scenario, a company has recently implemented a performance management system, and employees are expressing dissatisfaction. Some complain that the system is time-consuming and lacks clarity. How would you address this situation as a performance management consultant?
[10 Marks] [CO5]
- Q.2 Imagine you are an HR manager tasked with conducting a needs assessment for a training program in a large manufacturing company. The organization is experiencing a decrease in overall productivity and increased error rates on the production line. Apply the three levels of needs assessment to identify the potential underlying issues and propose suitable training interventions.
[10 Marks] [CO3]
- Q.3 You are the training manager of a multinational corporation that has recently implemented a leadership development program for its mid-level managers. Apply the Kirkpatrick Model of Training Evaluation to assess the effectiveness of the program and propose improvements at each level.
[10 Marks] [CO 1]

3/2

Q.4 You are the HR manager of a growing technology company. The company is planning to implement a comprehensive strategy that includes training programs, performance management, and compensation adjustments. Explain the interrelationship among training, performance management, and compensation, and provide a detailed plan on how these elements can work together to enhance employee development and organizational success.
[10 Marks] [CO 6]

Q.5 As the HR director of a rapidly expanding international company, you are tasked with implementing a Strategic Human Resource Management (SHRM) approach using the multilevel model. Explain the key components of the multilevel model in the context of your organization and outline the steps you would take to apply this model for effective strategic human resource management.
[10Marks] [CO 2]

Q6 You are the HR manager of a fast-growing tech startup that specializes in developing innovative software solutions. The company is facing challenges in retaining top talent and maintaining a competitive edge in the industry. Apply the Resource-Based View (RBV) of Strategic Human Resource Management (SHRM) to analyze the situation and propose strategies to leverage the organization's resources for sustainable competitive advantage.
[10 Marks] [CO4]

END TERM EXAMINATION

Nov/Dec-2023

MBASC-221 SUPPLY CHAIN PLANNING AND EXECUTION

Time: 03:00 Hours

Max. Marks: 50

Note : Assume suitable missing data, if any.

Use of non-programmable scientific calculator is allowed.

1. You are crossing an Indian state to make deliveries, and have never been there before. You are using a map to try and make the distance travelled as short as possible. There are 5 intermediate towns, A, B, C, D and E, you may go through to cross the state, and the distances between the various locations are given below.

[CO#1,4] [1+5]

Town	A	B	C	D	E	Destination
Origin	40	60	50	---	---	---
A		10	---	70	---	---
B			20	55	40	---
C				---	50	---
D					10	60
E						80

- a) Draw the network diagram
b) Solve the problem optimally

2. The ABC decided to order men's shoes shown at a buyer's meeting in Delhi. The shoe will be part of the company's winter promotion and will be sold through nine retail stores. Because the shoe is designed for winter months, it cannot be expected to sell beyond the current season. So, ABC plans to hold a special clearance sale at the end of season to dispose of unsold stock at sale price of \$30.

Demand of shoes expressed in number of units follows,

$$f(x) = \begin{cases} \frac{1}{400}, & 300 \leq x \leq 700 \\ 0, & \text{all other } x \end{cases}$$

The supplier manufactures shoes at \$20 per unit and sells them to ABC at \$40 per unit. ABC retails the shoes for \$60 a pair.

[CO#2,3] [6]

- a) How many shoes should ABC order?

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- b) What is the profit of ABC?
- c) If the manufacturer and the ABC are vertically integrated (they are a single firm), how many shoes can be retailed?
- d) What is the supply chain profit when the manufacturer and ABC are a single firm?

3. Each unit of P is composed of one unit of Q , 2 units of R , and 1 unit of S . R is composed of 2 units of S and 3 units of T . Items P , R , S and T have on-hand inventories of 20, 10, 20 and 10 units, respectively. Item Q has a scheduled receipt of 10 units in period 1, and R has a scheduled receipt of 50 units in period 1. Lot-for-lot (L4L) lot sizing is used for items P and Q . Item R requires a minimum lot size of 50 units. S and T are required to be purchased in multiples of 100 and 50, respectively. Lead times are one period for items P , Q , and R , and two periods for items S and T . The gross requirements for P are 30 in period 2, 30 in period 5, and 40 in period 8. Find the planned- order releases for P , R , S and T . [CO#1,2] [8]

ATTEMPT ANY THREE OF THE FOLLOWING

- 4. What is the role of distribution network in supply chain? Elaborate on any one of the design options highlighting its advantages and disadvantages. [CO#1,2,4] [4+6]
- 5. What is the difference between intermodal and multimodal transportation? Elaborate on the importance of outsourcing parties such as 3PL, 4PL etc. in enhancing the effectiveness of transportation in a supply chain. [CO#2,4] [4+6]
- 6. What are the important components of *supply chain cost*? Elaborate on the criticality of correct *cost analysis* in evaluating sourcing decisions. [CO#3] [4+6]
[CO#1,2,3,4] [10]
- 7. Write short notes,
 - a) Sharing risks through buybacks
 - b) Sales and operations planning
 - c) Functions of logistics
 - d) CPFR

END

END TERM EXAMINATION

NOVEMBER-2023

MBAMK-213 CONSUMER BEHAVIOUR

Time: 03 Hours

Max. Marks: 50

Note: Answer Any Five Questions. Each question carries 10 Marks.
Assume suitable missing data, if any.

Use Case – A

Google is in advanced talks with Indian electronics manufacturer Dixon Technologies as well as with Bharat FIH, an arm of Taiwan's Foxconn, to set up production of its flagship smartphone Pixel-8 in India. Alphabet Inc's Chief Executive Sundar Pichai announced that his company's first Made-in-India Pixel devices will be rolled out in early 2024.

"Currently, our goal is to immerse Google researchers into Indian consumer lives to uncover unarticulated desires that might not surface in any other form of research and Google is emphasizing more on Primary Research in understanding the behavior of Indian customers," said, Sundar Pichai, Chief Executive, Alphabet Inc.

Experts suggested that nowadays technology companies like IBM, Microsoft and Hewlett Packard use anthropologist and ethnologist working alongside systems engineers and software developers.

Based on the assumed Use Case – A. Answer Q-1- and Q-2-

- Q-1- Why Alphabet Inc. is emphasizing on Primary Research in understanding the behavior of Indian customers? Explain with the support of suitable examples. [10 Marks][CO1, CO2]
- Q-2- What benefits Alphabet Inc. will be achieving from creating and maintaining a 'Community' of Pixel-8 smartphone Indian loyal customers in India? [10 Marks] [CO1, CO2, CO3]

Use Case – B-

Multi-business corporation Dharampal Satyapal Group, which owns the Rajnigandha, Pulse and Catch brands and several hotel properties, is planning to invest Rs 1,000 crore in the hospitality sector in India over the next five years, Vice Chairman Rajiv Kumar told recently.

"I think hospitality has a good future for the next 20-25 years. The number of rooms in India is much less compared to other global markets. India is becoming an investment hub and that is also giving a fillip to tourism. Revenge tourism has picked up and demand is all year round nowadays," said, Rajiv Kumar, Vice Chairman, Dharampal Satyapal Group. "We understand the importance of consumer behavior and we are further learning the distinct behavior of northeast

and north India people, as we are looking at locations for hotel additions in the northeast and north India. We wish to provide personalized services to Indian customers in the upcoming hotels and establish Dharampal Satyapal Group as one of the premium Luxury Hotel in India in the next five years," said, Rajiv Kumar, Vice Chairman, Dharampal Satyapal Group. The DS Group's portfolio of hotels includes The Manu Maharani in Nainital; Namah in Jim Corbett National Park; Radisson Blu hotel in Guwahati; Crowne Plaza in Jaipur; and the Holiday Inn Express in Kolkata.

Based on the assumed Use Case – B. Answer Q-3- and Q-4-

Q-3- Why Dharampal Satyapal Group is giving importance to 'Consumer Behavior' for launching new Hotels in India? Explain with the support of suitable illustrations. [10 Marks] [CO1, CO3]

Q-4 – Critically analyze and Briefly describe the probable benefits gained by Dharampal Satyapal Group for providing 'Personalized Services' in the upcoming premium Luxury Hotels in North-India? [10 Marks] [CO1, CO2, CO3]

Use Case – C-

Vietnamese Electric Vehicle (EV) maker VinFast Auto - a deemed Tesla rival that emerged as the world's third most valuable car maker last month-is mulling setting up a manufacturing unit in India. The plant is likely to come up in either Tamil Nadu or Gujrat. "The talks are in the preliminary stages, but VinFast Auto is very keen on setting up a manufacturing unit in India," one of the official person said. Founded in 2017, VinFast Auto Ltd. last month became the world's third largest automaker by market capitalization behind Tesla and Toyota with a valuation of \$191 billion. VinFast Auto Ltd. is a Vietnam-based multinational automotive company founded by Vin Group, one of the largest private conglomerates in Vietnam, that was founded by Pham Nhat Vuong. "Knowing Psychographic behavior is more important in today's globalised world and VinFast Auto will provide a customer centric EV in India," said, Thuy Le, CEO, VinFast Auto Ltd. VinFast is the only EV producer that offers a whole lineup of vehicles in every segment, from Mini-Cars to SUVs. "We will be launching EV-SUVs in India very soon and currently we are looking for 'Young Professionals' for successfully launching VinFast EV business in India," said, Thuy Le, CEO, VinFast Auto Ltd.

Based on the assumed Use Case – C. Answer Q-5- and Q-6-

Q-5- Why VinFast Auto Ltd. is giving importance to 'Psychographic Behavior' of Indian Customers? Explain with the support of suitable illustrations. [10 Marks] [CO1, CO3]

Q-6- What probable suggestions you will give as a 'Young Professional' to Ms. Thuy Le, CEO, VinFast Auto Ltd., for successfully launching EV-SUVs in India? [10 Marks] [CO1, CO2, CO3]

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5th/3rd Semester
MBA & B.Tech.

Roll No.....

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END TERM EXAMINATION

NOV/DEC-2023

MBASC-211

OPERATIONS ANALYTICS

Time: 3:00 HR

Max Marks:50

NOTE: Answer any five questions. All questions carry equal marks.

Assume suitable missing data if any.

Q1. An individual wishes to invest \$5000 over the next year in two types of investment: Investment A yields 5% and investment B yields 8%. Market research recommends an allocation of at least 25% in A and at most 50% in B. Moreover, investment in A should be at least half the investment in B. How should the fund be allocated to the two investments? [CO1,2,3] [10]

Q2. There are 5 jobs A, B, C, D, and E. these five jobs are to be assigned 5 workers 1,2,3,4, and 5. The processing time taken by each worker for each job is given below in the table. Write the LP model of the assignment problem. Solve the following Assignment Problem so that over all cycle time is minimum. Also find the total cycle time.

	1	2	3	4	5
A	20	18	23	16	20
B	50	17	20	15	11
C	60	40	30	8	7
D	18	28	19	60	70
E	9	20	10	40	55

Solve the problem using Hungarian Method.

[CO1,2,3] [10]

Q3. Consider the transportation problem in which two factories supply three stores with a commodity. The numbers of supply units available at sources 1 and 2 are 200 and 300; those demanded at stores 1,2, and 3 are 100,200, and 50, respectively. Units may be transhipped among the factories and the stores before reaching their final destinations. Find the optimal shipping schedule based on the unit costs in following Table.

[CO1,2,3,4] [10]

3/8

		Factory		Store		
		1	2	1	2	3
Factory	1	\$0	\$6	\$7	\$8	\$9
	2	\$6	\$0	\$5	\$4	\$3
Store	1	\$7	\$2	\$0	\$5	\$1
	2	\$1	\$5	\$1	\$0	\$4
	3	\$8	\$9	\$7	\$6	\$0

Q4. Solve the following problem.

Maximize $Z = 5X_1 + 4X_2$

Subjected to

$$X_1 + X_2 \leq 5$$

$$10X_1 + 6X_2 \leq 45$$

X_1 and X_2 Non-Negative Integers

[CO1,2,3,4] [10]

Q5. What do you understand by "Multiple criterion decision making (MCDM)" techniques? Discuss the step-by-step approach of using Analytic Hierarchy Process (AHP) Method for solving a problem. Explain with the help of assumed suitable business scenario of your choice.

[CO1,2] [10]

Q6. (a) A company manufactures two products, radios and transistors, which must be processed through assembly and finishing departments. Assembly has 90 hours available, finishing can handle up to 72 hours of work. Manufacturing one radio requires 6 hours in assembly and 3 hours in finishing. Each transistor requires 3 hours in assembly and 6 hours in finishing. If profit is Rs. 120 per radio and Rs. 90 per transistor, write the goal programming formulation of the problem for best combination of radios and transistors to realize profit of Rs. 2,100.

[CO1,2,3] [6]

Q6. (b) In a simplex table,

(i) How you will find that there are multiple solutions.

(ii) How you will find that there is no solution of the problem.

[CO1,2,3] [4]

Q7. Write the short notes on any four of the following.

(i) Primal-Dual relationship

(ii) Degeneracy in Transportation problem

(iii) PERT-CPM

(iv) Sensitivity Analysis

(v) Vogel's Approximation Method

(vi) Gomory's constraints

[CO1,2,3,4] [10]

-END-

Total no. of Pages: 02

Roll No. _____

V/ VI SEMESTER

3/9

B.Tech.

END TERM EXAMINATION

NOVEMBER-2023

COURSE CODE: ALS 2

COURSE TITLE: Action Learning Segment II

Time: 3:00 Hours

Max. Marks: 40

Note : All questions are compulsory.
Assume suitable missing data, if any.

Q.1 Zudox Ltd. is a fashion retail brand specializing in sustainable and ethically produced clothing. The brand has a strong commitment to environmental and social responsibility but is facing challenges in effectively communicating its values to consumers. Apply the 7 P's of marketing to suggest strategies for Zudox Ltd.. Consider how the product, pricing, place, promotion, people, processes, and physical evidence can be optimized to convey the brand's commitment to sustainability. Justify your recommendations based on the values of the target market and the competitive landscape in the sustainable fashion industry.
[15][CO 3]

Q.2 Healthify is founded by a team of health enthusiasts who have identified a gap in the market for personalized nutrition and fitness solutions. They aim to develop a comprehensive app that integrates meal planning, workout routines, and real-time health tracking. Apply the Lean Canvas model to assess the viability of this business concept.
[15][CO 2]

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Q.3 Attempt any one of the following (3A or 3B):

(3A) Neon Ltd. is a leading manufacturer of traditional home appliances such as refrigerators, washing machines, and ovens. The company has a strong presence in its domestic market but is looking for ways to stay competitive in the rapidly changing consumer electronics landscape. Using the Ansoff Matrix, analyze potential growth strategies for Neon Ltd. What options does the company have in terms of market and product expansion? Provide specific recommendations for each quadrant of the matrix, considering the challenges and opportunities in the consumer electronics industry. [10][CO 1]

OR

(3B) Comstars Ltd. is a global player in the automotive industry, primarily manufacturing traditional gasoline-powered vehicles. In light of the growing demand for electric vehicles (EVs) and the increasing emphasis on sustainable practices, Comstars Ltd. is evaluating its strategic options. Use the Ansoff Matrix to propose potential growth strategies for Comstars Ltd.. Analyse the opportunities and challenges in each quadrant of the matrix, providing specific recommendations. Consider factors such as the evolving automotive market, regulatory trends, and consumer preferences in your analysis. [10][CO 1]

Total No. of Pages: 3

Roll No.

1st SEMESTER

MBA

END TERM EXAMINATION

NOV-2023

MBA-103 Managerial Economics

Time: 3:00 Hours

Max. Marks:50

Note :Answer any three of question no. 1,2, 3 & 4.
Question 5 is compulsory
Marks are indicated along with each question.
Assume suitable missing data, if any.

- Q.1 a) Write a short note on reasons for market failure. (CO5) (5 Marks)
b) In a perfectly competitive market, firms are often considered price takers. How does this characteristic affect their ability to maximize profits? What role does marginal cost play in profit maximization in perfect competition? (CO4) (5 Marks)
- Q.2 a) Discuss the concept of price discrimination in the context of profit maximization. How does a monopolist use price discrimination to increase its profits, and what are the conditions that allow for successful price discrimination strategies? Provide examples to illustrate your points. (CO4) (5 Marks)
b) Discuss the concept of economies and diseconomies of scale in the long run. What factors contribute to economies of scale, and how do they affect a firm's cost structure and profitability? (CO3) (5 Marks)
- Q.3 a) Discuss how firms can effectively practice price discrimination to maximize profits while considering the reactions of competitors using the game theory concept. (CO4) (5 Marks)
b) What are the implications of prisoner dilemma on pricing in oligopolistic market structure? (CO4)(5 Marks)
- Q.4 a) Consider a situation in which a popular streaming service decides to introduce a new pricing model. The company offers different subscription plans at varying price points, each providing a different level of service and content access. Analyze the impact of this pricing strategy on consumer surplus. Discuss how consumers with different preferences and budget constraints might experience changes in their consumer surplus. (CO3)(5 Marks)

b) Consider a manufacturing company in the electronics industry that experiences a sudden increase in the price of a key raw material due to geopolitical events. Analyze how this unexpected change in input costs might impact the company's short-run and long-run cost curves. Furthermore, explore the strategic decisions the company might consider in the long run, such as investments in new technologies or changes in production processes, to adapt to the sustained increase in input costs. (CO3) (5 Marks)

Q.5 Answer True or False with brief explanation. (2 Marks each)

- a. In a competitive market, market equilibrium is achieved when the quantity demanded equals the quantity supplied, and there is no tendency for prices or quantities to change. (CO2)
- b. A technological advancement that reduces the cost of production for a good will result in an increase in supply, leading to a leftward shift in the supply curve and a new market equilibrium. (CO2)
- c. Constraints in economics refer to limitations and factors that restrict the choices available to individuals and businesses, such as budget constraints, time constraints, and technological constraints. (CO1)
- d. Opportunity cost is a measure of the monetary value of the next best alternative forgone when making a decision, and it is always equal to the explicit cost incurred in the chosen course of action. (CO1)
- e. The concept of cross-price elasticity of demand implies that substitute goods always have positive cross-price elasticities, but in reality, there are instances where substitutes may exhibit negative cross-price elasticities due to unique market dynamics and consumer behavior. (CO2)
- f. The Lerner Index, a measure of market power derived from elasticity, suggests that a higher elasticity of demand invariably leads to lower pricing power for firms, but in certain situations, firms with higher elasticity might strategically manipulate prices, challenging the straightforward correlation between elasticity and market power. (CO2)
- g. The principle of transitivity, a key assumption in indifference curve analysis, asserts that if a consumer prefers bundle A to bundle B and bundle B to bundle C, then the consumer may not prefer bundle A to bundle C. (CO2)

- h. In the case of perfect substitutes, the indifference curves are typically linear. (CO2)
- i. The Consumer Price Index (CPI) provides an accurate representation of the cost of living for all individuals within a given country, irrespective of income levels or demographic differences. (CO2)
- j. For a firm operating in a perfectly competitive market, marginal revenue is always equal to the average revenue, leading to a constant level of revenue per unit regardless of the quantity of output sold. (CO4)

END

Total no. of pages: 03

Roll no.....

THIRD SEMESTER
M.B.A.

END TERM EXAMINATION

Nov-2023

MBA201: STRATEGIC MANAGEMENT

Time: 3 Hours

Max Marks: 50

Note: All questions are compulsory. Assume suitable missing data, if any.

Q1. Write True/False/ fill in the blanks/give short answers/choose best option as per the question. [Each part: 1 Mark][10] [CO1, CO2, CO3, CO4, CO5]

[i] A strategic vision constitutes management's view and conclusions about the company's (a) long-term direction and what product-market-customer mix seems optimal (b) justification of why the business will be a moneymaker (c) long-term plan for outcompeting rivals and achieving a competitive advantage.

[ii] As per Porter's *Generic Competitive Strategies Framework*, 'Buyers do not care about brand' is a characteristic of ----- [Differentiator Strategy/ Focused Cost Strategy/Cost Leadership Strategy/ Focused Differentiator Strategy]

[iii] Strategic Alliances do not last long if they have -----agenda [Options: Global/ Extractive/ Venturing/ Local/Pre-Defined Profit Sharing]

[iv] When strategies fail, it is often because of (a) poor execution of the strategy (b) shortfalls exposed with the strategic management design process (c) inadequate support for the management team responsible for the planning process.

[v] As per Ansoff's 'Market X Product Expansion' matrix, the recommended strategy for 'Current Markets' and 'Current Products' is -----.

[vi] The primary reasons that companies opt to expand into foreign markets are to: (a) raise the entry barriers for industry newcomers, neutralize the bargaining power of important suppliers (b) broaden their product lines, avoid tariffs and trade restrictions, and escape dealing with strong labor unions (c) gain access to new customers, achieve lower costs, enhance the company's competitiveness, capitalize on core competencies, and spread business risk across a wider market base.

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[vii] The strategic options for expansion into foreign markets do *not* include (a) relying on home country governments to restrict imports via raising tariffs and local content requirements (b) establishing a subsidiary in a foreign market (c) employing a franchising strategy using local ownership.

[viii] When the pressure for local responsiveness is low and pressure for cost reduction is high, the recommended strategy is (a) Localization (b) Transnational (c) International (d) Global standardization

[ix] While most other brands focused on innovating in women's clothing, Bonobos focused on men's clothing which led to its success. The strategy adopted by Bonobos is termed as -----.

[x] Bumble dating site where women make first move turned out to be a disruptive product innovation. Bumble can be said to have opted for a (a) Defensive Strategy (b) Offensive Strategy

Q2. Explain any 3 of the following in brief:

[Each part: 5 Marks] [15] [CO1, CO2, CO6]

- [i] 'Emergent Strategy' concept given by Mintzberg with an illustrative example
- [ii] Three approaches for competing internationally supported with examples
- [iii] 'Diversification' strategic option with two examples
- [iv] Any 3 Principal Offensive Strategy Options with examples

Q3. Assume you are manufacturing healthcare devices in India. One of your successful products is Air Purifier. The product is fragile. Use CAGE framework to rank the following countries which you are considering for expansion: Bangladesh, Pakistan, China and Brazil. Explain with suitable reasons. [5] [CO5]

OR

"Successful strategy formulation is no guarantee for successful strategy implementation" Do you agree or disagree with the statement? Support your answer. [5] [CO4]

Q4. Explain significance of Competitive Profile Matrix in the context of Strategic Analysis. Based on your perception, prepare a competitive profile matrix for your business school and its two major competing schools. Include six factors. Justify weights given to any of the two factors. Justify ratings given to these factors across the 3 B-Schools as per your understanding / assumption. Based on your analysis, bring out two strategic recommendations for improving competitive position of your Business School (or chosen organization). [10] [CO1, CO2]

OR

Prepare Internal Factor Evaluation (IFE) and External Factor Evaluation (EFE) Matrices for your Business School. Include five factors. Justify weights given to any of the two factors in IFE Matrix. Justify ratings given to these factors in IFE matrix as per your understanding/ assumption. Based on your analysis, bring out two strategic recommendations for improving competitive position of your B-School.

Q5. Write short Notes on any two (Limit your answer to two pages for each part) : [10] [CO2, CO6]

- [i] McKinsey's 7 S Framework for introducing change in an organization with brief explanation of any one Hard S and one Soft S
- [ii] Key factors for success of a strategic alliance between two firms
- [iii] Corporate Value Chain Analysis Framework by Porter
- [iv] Components of Effective Strategy Implementation

(B) The Duo Growth Company just paid a dividend of Rs. 1 per share. The dividend is expected to grow at a rate of 25% per year for the next 3 years and then to level off to 5% per year forever. Assume that the appropriate market capitalization rate is 20% per year.

- What is your estimate of the intrinsic value of a share of the stock?
- If the market price of a share is equal to this intrinsic value, what is the expected dividend yield?
- What do you expect its price to be 1 year from now? Is the implied capital gain consistent with your estimate of the dividend yield and the market capitalization rate?

[CO2] [5 Marks]

Q.6 (A) Explain the basic assumptions on which technical analysis is based? How it is different from fundamental analysis? Shed light on how moving average indicators can help Traders in timing the market. [5 Marks]

(B) Here four industries and four forecasts for the macroeconomy. Match the industry to the scenario in which it is likely to be the best performer. Explain your answer with reasons.

Industry	Economic Forecast
(a) House construction	(i) Deep recession falling inflation, interest rates, and GDP
(b) Health care	(ii) Superheated economy, rapidly rising GDP, increasing inflation and interest rates
(c) Gold mining	(iii) Healthy expansion, rising GDP, mild inflation, low unemployment
(d) Steele production	(iv) Stagflation, falling GDP, high inflation

[CO2,3] [5 Marks]

Total No. of Pages: 4

Roll no.

III SEMESTER MBA.

END TERM EXAMINATION

Nov/Dec-2023

COURSE CODE: MBAFM211

INVESTMENT MANAGEMENT

Time: 03 Hour

Max. Marks: 50

Note: Attempt any 5 questions out of 6.

Assume suitable missing data, if any.

Q.1(A) You have just come across a new dataset that enables you to compute historical rate of returns on all Indian stocks listed in BSE since 1875. What are the advantages and disadvantages in using these data to help estimate the expected rate of return on Indian stocks over the coming years. [3 Marks]

(B) You have 50,000 to invest for the next year and are considering three alternatives.

- A money market fund with an average maturity of 30 days offering a current yield of 6% p.a.
- A one year saving deposit at a bank offering a interest rate of 7.5%
- A 20-year Indian G-Sec offering a yield to maturity of 9% per year.

[3 Marks]

(C) Suppose your expectations regarding the stock price of ABC Ltd. are as follows:

State of the Market	Probability	Ending Price (Rs.)	HPR (including dividends)
Boom	.35	140	44.5%
Normal growth	.30	110	14.0%
Recession	.35	80	-16.5%

Compute the mean and standard deviation of the HPR on stocks.

[CO1] [4 Marks]

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Q.2 (A) On January 28, 2014, Maruti Suzuki informed the stock exchanges that the proposed plant in Gujarat will be made by Suzuki Motor Corporation of Japan, rather than by Maruti. On the date of announcement, Maruti price fell by 8.12 percent, when Sensex fell marginally to 20,721.17 points (from 20,899.03). The beta of Maruti is 1.28. Assume that on January 28, there was no other information about Maruti (or the automobile industry) that reached market. How would you interpret the reaction of the market here? [6 Marks]

(B) "If the business cycle is predictable, and a stock has a positive beta, the stock's returns also must be predictable." Explain. [CO1,2] [4 Marks]

Q.3 (A) Ms. Smita is required to make the following payments at the end of each year for next 6 years:

Year	Payment (Rs. Lakh)
1	26
2	20
3	17.25
4	16.05
5	19
6	18

She is planning to immunize his liability by investing in following Two bonds:

Bond X: 11% coupon Bond of FV Rs. 1000/- maturing after 5 years redeemable at 5% premium and currently traded at Rs.966.38/-

Bond Y: 13% coupon Bond of FV Rs.1000/- maturing after 3 years, redeemable at 5% discount and currently traded at Rs.988.66/-

Answer the following questions:

- a) If the interest rate is 12%, calculate the proportion of Funds to be invested in Bonds X and Y, so that Ms. Smita's payment is immunized.

- b) After one year if the interest rate changes to 14%, determine the adjustment to be made, so that Ms. Smita's portfolio remains immunized. [6 Marks]

(B) Assume that two firms issue bonds with the following characteristics. Both bonds are issued at par.

	ABC Bonds	XYZ Bonds
Issue Size	1.2 billion (Rs.)	150 million (Rs.)
Maturity	10 years	20 years
Coupon	9%	10%
Collateral	First mortgage	General debenture
Callable	Not callable	In 10 years
Call price	None	110
Sinking fund	None	Starting in 5 years

*Bond is extendable at the discretion of the bondholder for an additional 10 years

Ignoring the credit quality, identify four features of these issues that might account for lower coupon on ABC debt. Explain. Which bond would be attractive for the investors? [CO2,3][4 Marks]

Q.4 (A) Explain the Capital Asset Pricing Model (CAPM) and its assumptions. How does CAPM help in estimating the expected return on an investment? [5 Marks]

(B) What is yield curve? Explain its significance for bond portfolio manager? If pure expectation theory is correct, what does an upward sloping yield curve implies? [CO2] [5 Marks]

Q.5 (A)

- (i) A MF Corp. has an ROE of 16% and a plowback ratio of 50%. If the coming year's earnings are expected to be Rs. 2 per share, at what price will the stock sell? The market capitalization rate is 12%.

- (ii) What price do you expect MF shares to sell for in 3 years??

[5 Marks]

Q5. [I] Consider following training set Data taken from a customer database of a bank. A decision tree has to be prepared (using information gain as the attribute selection measure) for the concept 'Defaulter', i.e. for the last column which indicates whether a customer is likely to default. Calculate information gain with respect to only the first attribute, i.e. 'Educated'. Write steps for forming the tree.

(CO2) 6 Marks

Educated	Annual Income (> 10 Lakh)	Defaulter
T	False	Yes
T	True	Yes
T	True	Yes
T	False	No
T	True	Yes
F	False	No
F	False	No
F	False	No
T	True	No
T	False	No

[ii] Two B-Schools under same University are separately maintaining data in excel files. It has been decided to now maintain data in the form of a single database. What are the issues which are likely to be faced during data integration? Explain with illustrations.

(CO3) 4 Marks

Q6. Write short notes on any two of the following:

(CO1, CO4) 10 Marks

- Any one approach used for the development of recommended systems
- Key data related issues during data Pre-Processing stage of a data mining project
- Social Media Network Analytics
- Naïve-Bayes Algorithm
- Challenges in Text Mining

Roll No.

Total No. of Pages: 04

III SEMESTER
MBA

Nov-2023

END SEMESTER EXAMINATION
MBAAN211 Business Intelligence and Analytics

Max. Marks: 50

Time: 3:00 Hours

Note: Question 1 is compulsory and its each part is of 1 mark. Attempt any four from remaining five questions. Assume suitable missing data, if any. Use of calculator is allowed.

(CO1, CO2, CO3) 10 Marks

Q1. Fill in the blank/ choose correct option:

- Entropy (2,9) is ----- Entropy (9,2) is:
(a) Same as (b) less than (c) more than (d) none of these
- If the Karl Pearson covariance between two variables is positive then the Kar Pearson's Correlation between these variables is:
(a) Positive (b) negative (c) can be positive or negative (d) less than covariance
- If an itemset is frequent, then all of its subsets must also be frequent. (True/False)
- A model has always only controllable variables as inputs. (True/False)
- In the context of data pre-processing, the most appropriate activity where Principle Component Analysis is applicable is: (a) Data reduction (b) Data transformation (c) Data Cleaning (d) Data Integration
- Logistics regression method for classification is: (a) linear (b) non linear (c) gives precise results (d) unsupervised
- RMSE is a measure of : (a) how spread out the residual are (b) how concentrated is the data around the line of best fit (c) accuracy of the model (d) all of these
- Big Data comprise : (a) Structured data (b) Unstructured data (c) Both Structured and unstructured
- The dimension hierarchies are the paths for (a) drilling down (b) rolling up analysis (c) both
- Which of the following calculates the association between one independent and one dependent variable while keeping all other variables constant? (a) Rank correlation coefficient (b) Kendall's tau correlation (c) Multiple correlation (d) Partial correlation

Q2.[i] The following are sample tuples from employee database of a organization:

Name	Gender	Date of Birth	Joining Date	Skill	Experience (years)	Performance Score	Rank
Bhupender	M	01-07-1992	15-05-2017	Python	5	85	3
Somya	F	01-09-1993	12-08-2019	R	3	80	5
---	---	---	---	---	---	---	---

Specify attribute type for each attribute. Arrange the categories of attributes from weakest to strongest. Justify why in R language, data frame is suitable for storing this dataset and not the matrix. (CO3) 5 Marks

[ii] What is meant by 'Binning'. Suppose the data for analysis include the attribute 'age'. The age values are:

16, 15, 13, 70, 52, 46, 40, 36, 35, 35, 35, 35, 45, 33, 33, 30, 25, 25, 25, 25, 22, 22, 21, 20, 20, 19, 16.

Use smoothening by bin boundaries to smooth these data, using a bin depth of 3. (CO3) 5 Marks

Q3.[i] For six tourist places labelled T1, T2,T6. The likings of 5 Persons (P1,, P5) are given in the following Table: (CO2) 5 Marks

Tourist Place/ Person	T1	T2	T3	T4	T5	T6
P1	1	0	0	1	1	0
P2	1	0	1	1	1	1
P3	0	1	1	0	0	0
P4	1	0	0	1	1	0
P5	1	1	1	0	0	0

Where $a_{ij} = 1$, if Person i likes Place j
 $= 0$, otherwise

Use Jaccard coefficient to find Person who is closest to person P₅.

[ii] The average monthly expenditure (in thousands) on grocery items and entertainment by 10 individuals is as follows: (CO2)

Person ID	Grocery	Entertainment
1	15.2	29
2	12.15	12
3	13.1	20
4	13	22
5	15.5	30.5
6	12.1	14
7	12.4	13.2
8	10.8	17
9	12.5	14.8
10	11.5	15

Persons (represented by Person IDs) are grouped into 3 clusters: Cluster 1 = {1,5}; Cluster 2 = {2, 6, 7, 9, 10}; Cluster 3 = {3, 4, 8}. Consider a new Person who spends Rs. 15 Thousands each on grocery and entertainment. Use a suitable distance measure to determine to which cluster this new person belongs. (CO2) 5 Marks

Q4. [i] A sample sports items retail database has 5 transactions as shown below.

Shopping Basket	Bat	Wickets	Pads	Gloves	Ball	Headgear
1	1	1	0	0	0	0
2	1	0	1	0	1	1
3	0	1	1	1	1	0
4	1	1	1	0	1	0
5	1	1	0	1	1	0

Use Apriori method to find all the frequent patterns (Assume $minsup = 3$). (CO1) 6 Marks

[ii] Explain the difference between OLAP and OLTP using two examples. (CO4) 2 Marks

[iii] Illustrate any 2 diagnostics checks for Multiple Linear Regression. (CO1) 2 Marks

II. Prepare a statement giving the following information:

- Raw materials consumed
- Prime cost
- Factory cost
- Cost of goods sold
- Net profit

[Marks 10 (3+7); CO#4, #5]

Q. 7. In 2016, the following parties have to act based on their evaluation of DRL's financial statements:

- Maharashtra Bank is examining a request from DRL for long-term financing.
- Bharat Chemical Company is considering the supply of raw materials on credit to DRL.
- Arvind Shah is thinking whether to invest his retirement benefits in DRL's shares.

Industry averages for illustrative purposes for selected ratios are given below:

Profit margin	4.2%
Asset turnover	1.7 times
Return on assets	7.4%
Return on equity	21%
Earnings per share	4.21
Current ratio	1.46
Quick ratio	1.12
Debt-to-equity	2.3
Interest coverage ratio	4.13
Price-earnings ratio	27 times

Required

- Select two or three indicators that would be most relevant to the three decision makers. Give reasons also.
- Based on your analysis of the indicators, what would you recommend?
- High current ratio may also indicate lower efficiency in assets utilisation. Do you agree?
- How is common size financial statement useful in analysis?
- "The quality of analysis is dependent upon the quality of information depicted by the financial statements." Do you agree?

[Marks 10 (2*5); CO#3]

Total No. of Pages: 4

Roll no.....

I SEMESTER
MBA

END TERM EXAMINATION

November-2023

MBA-105

Financial and Cost Accounting

Time: 3 Hours

Max. Marks: 50

Note: Q. 1 is mandatory
Attempt any 4 questions from the rest.
All questions carry equal marks.
Assume suitable missing data, if any.

- Q.1 Peninsular Transport Company began its trucking operations on January 1, 20X9. The company's bank account showed a balance of Rs. 90,000 on December 31, 20X9, which was in agreement with the bank statement received on the same date. The company had Rs. 6,000 in cash, in the office and Rs. 4,000 worth of cheques received from customers.
- On December 31, accounts receivable outstanding amounted to Rs. 300,000. The company also had Rs. 30,000 worth of promissory notes, signed by the customers. Employees had drawn festival advances, which were outstanding and amounted to Rs. 6,000. Peninsular owed Rs. 3,60,000 to Southern Service Station as of December 31, 20X9. During the year, the Peninsular purchased stationery and office supplies costing Rs. 11,000, from Ramalinga & Sons for cash. The use of stationary and supplies during the year was estimated at Rs. 8,000. Peninsular purchased eight trucks during the year, each costing Rs. 4,00,000. They owed Rs. 20,00,000 to Southern Sales and Finance at the end of the year, on account of the trucks bought. The obligation was supported by a hire purchase agreement for the payment, at the rate of Rs. 50,000 per month. Depreciation was at Rs. 80,000 per truck for the year. Spare parts and tyres inventory amounted to Rs. 13,000.
- The company had rented, on a 30 years lease, a garage, an office space and a parking space at Rs. 1,00,000 a year, on the NH 47, within the city limits. Because of the real estate boom, Peninsular could easily sublet the premises for Rs. 10,00,000 a year. On January 1, 20X9, when Peninsular started operations, tenants had paid the first two years' rent in advance.
- On December 31, 20X9, Peninsular purchased a car for office use, which cost Rs. 1,00,000. The insurance and registration cost amounted to Rs. 8,000. The company had a bulk storage tank for diesel needed by its trucks. The tank was filled on 4 occasions, with 50,000 liters each. On December 31, the meter reading indicated that 1,80,000 liters had been used during the year. Average cost per liter of diesel was Rs. 3.00. Peninsular paid the employees' salary on the last day of each month. A bonus for the employees was due, amounting to Rs. 2,12,000 for the year 20X9, which will be paid along with the first salary in 20X0.

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The owners of Peninsular originally invested Rs. 6,00,000. The net income for 20X9 was Rs. 2,08,000. Drawings by the owners during the year amounted to Rs. 1,00,000.

Required:

Prepare a balance sheet as of December 31, 20X9, in a horizontal format. (No journal entries required.) [Marks 10; CO#1,#3]

Q. 2 A company, Kaushalya Infrastructures Limited entered into the following transactions:

(a) Cash received from customers.	(k) Converted debentures into equity shares.
(b) Purchased machinery.	(l) Earned a net profit.
(c) Paid income tax to government.	(m) Paid bonus to its employees.
(d) Purchased a certificate of deposit.	(n) Paid installments for the purchase of inventory.
(e) Issued equity shares at par.	(o) Repaid bank overdraft.
(f) Received cash on maturity of bills receivable.	(p) Retired a plant from use.
(g) Cash paid to its suppliers and vendors.	(q) Sold patents at a gain.
(h) Sold investments at a gain.	(r) Received dividend.
(i) Issued debentures in exchange for equipment.	(s) Made a down payment for the purchase of furniture.
(j) Received interest on short term investment.	(t) Paid interest on loans and debts.

You are required to:

I. Identify each transaction either as:

a) Operating activity, b) Investing activity, c) Financing activity, d) None of the above.

II. Also, state whether the transaction results in: a) an increase in cash; b) a decrease in cash, or c) no effect on cash. (prepare a neat table showing the above.)

III. Explain the significance of cash flow statement to an investor

[Marks 10 (4+4+2); CO#3]

Q. 3 a) A highly profitable firm can have a bad cash flow statement and the other way round – Do you agree to this statement? Discuss.

b) With Automation and AI Happening – are the days of Accountants numbered? Give arguments. [Marks 10 (5+5); CO#1]

Q. 4.a) What do you mean by a trial balance? What are its main uses? Why do you prepare a trial balance?

b) In the trial balance given below, some accounts have been included in the wrong column (debit or credit). As a result, the balance is not matching. You are required to identify the accounts and balance it. You would also need to find out the missing figure of retained earnings.

Accounts	Debits (in Rs.000')	Credits (in Rs.000')
Cash		75
Salaries Payable		9
Taxes Payable	30	
Accounts Receivable	165	
Inventory		210
Capital Stock	600	
Long-term Debt		340
Land	60	
Buildings (net)		600
Other Assets	20	
Accounts Payable		70
Dividends Payable	25	
Retained Earnings	???	
Totals	900	1304

[Marks 10 (5+5); CO#2]

Q. 5. a) Mizoram Handicrafts Ltd. purchased machinery worth Rs. 1,25,000 from Goa Filters Ltd. The payment was made as to Rs. 25,000 by way of a demand draft and the remaining amount, by the issue of equity shares of Rs 10 each. Make entries in the books of Mizoram Handicrafts Ltd.

b) Nachiket Ltd. purchased a machinery on April 1, 20X0, for Rs. 1,50,000. This machinery had a useful life of 10 years and after that, the scrap will be Rs. 10,000. Another machinery with a useful life of 8 years and with no salvage value was purchased for Rs. 1,00,000 on April 1, 20X0. Nachiket has its financial year ending of March-end.

Prepare the machinery account (ledger) for 3 years, on the basis of:

(a) Straight Line method

(b) Written down value method if the rate of depreciation is 10% per annum.

[Marks 10 (3+7); CO#2, #3]

Q. 6. The following information has been obtained from the ABC corporation for the period from June 1 to June 30.

Particulars	On June 1 (Rs.)	On June 30 (Rs.)
Cost of raw materials	60,000	50,000
Cost of work-in-process	12,000	15,000
Cost of stock of finished goods	90,000	1,10,000
Purchase of raw materials during June 2020		4,80,000
Wages paid		2,40,000
Factory overheads		1,00,000
Administration overheads (related to production)		50,000
Selling & distribution overheads		25,000
Sales		10,00,000

I. What is purpose of cost sheet for an organisation?

**III Semester
End Term Examination
Course Code – MBAFM-221**

**MBA (DSM)
Nov/Dec. - 2023
Project Appraisal and Finance**

Time: 03:00 Hours

Max. Marks: 50

**Instructions: Attempt Any five questions. All questions carry equal marks.
Assume suitable missing data, if any.**

Q1. A team of engineers has created a new concept for transforming discarded shipping containers into portable housing units and innovative office spaces. These engineers, well-versed in structural design, are enthusiastic about the architectural aspects of their concept but have reservations about the technical feasibility of converting shipping containers into functional living and working spaces. Given specific assumptions about the product and market, conduct a technical evaluation of the proposal and provide guidance to these aspiring entrepreneurs on whether they should pursue this venture.

[10M] [CO1]

Q2. a) List the key criteria that a corporate bank would analyze when evaluating a project from both financial and economic angles before granting a loan. Specify any necessary assumptions if applicable.

b) What is Simulation Analysis, and how does it differ from Sensitivity Analysis? Which of these methods is considered more scientifically robust for project appraisal?

[5+5=10M] [CO2]

Q3. a) "Market analysis serves as the logical starting point for feasibility analysis because the economic foundation of a project is fundamentally dependent on product demand." Explain.

b) What is domestic Price Numeraire method and how it is used to estimate?

i. A shadow exchange rate

ii. A shadow wage rate

[5+5=10M] [CO2]

Q4. a) What is investment taking decision process for public sector project in India?

b) What are the principles and the values of 'Social Impact Assessment' for sustainable development?

[5+5=10M] [CO2]

Q5. Why is commercial profitability not always an accurate indicator of social benefits, and how does the UNIDO approach measure social costs and benefits in relation to the aggregate consumption objective of a proposed project?

[10M] [CO3]

Q6. a) Describe Simulation Analysis in details.

b) Explain with examples NPV and IRR conflict for mutually exclusive projects.

[5+5=10 M] [CO4]

Q7. Write short notes on any two.

a. Project selection under risk

b. Decision Tree Approach

c. Efficiency and Equity in project appraisal

[5+5=10M] [CO4]

Total No. of Pages :03

Roll No.....

Ist Semester

MBA

END TERM EXAMINATION

Nov- 2023

MBA-111

DECISION SCIENCES

Time: 3:00 HR

Max Marks:50

NOTE:

1. Answer any five questions. All questions carry equal marks.
2. Statistical tables are allowed.
3. Assume suitable missing data if any.

Q1. Major cities around the world compete with each other in an effort to attract new businesses. Some of the criteria that businesses use to judge cities as potential locations for their headquarters might include the labor pool; the environment, including work, governmental, and living; the tax structure, the availability of skilled/educated labor, housing, education, medical care; and others. Suppose in a study done several years ago, the city of Delhi received a mean rating of 3.51 (on a scale of 1 to 5 and assuming an interval level of data) on housing, but since that time, considerable residential building has occurred in the Delhi area such that city leaders feel the mean might now be higher. They hire a team of researchers to conduct a survey of businesses around the world to determine how businesses now rate the city on housing (and other variables). Sixty-one businesses take part in the new survey, with a result that Delhi receives a mean response of 3.72 on housing with a sample standard deviation of 0.65. Assuming that such responses are normally distributed, test to determine if the mean housing rating for the city of Atlanta by businesses has significantly increased at 5% level of significance. [CO1,2,3] [10]

Q2. According to data released by the ABC Pollution Control Board, the mean PM_{2.5} (particulate matter) for the city XYZ, in 1999 was 46. Suppose that because of efforts to improve air quality in XYZ, increases in modernization, and efforts to establish environmental-friendly businesses, city leaders believe rates of particulate matter in XYZ have decreased. To test this notion, they randomly sample 12 readings over a one-year period with the resulting readings shown

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below. Do these data present enough evidence to determine that PM2.5 readings are significantly less now at 5% level of significance in the city XYZ? Assume that following readings are normally distributed

31 44 35 53 57 47 32 40 31 38 53 45

[CO1,2,3] [10]

Q3. x is uniformly distributed over a range of values from 8 to 21.

- What is the value of $f(x)$ for this distribution?
- Determine the mean and standard deviation of this distribution.
- Probability of $(10 \leq x \leq 17)$
- Probability of $(x \geq 7)$

[CO1,2,3,4] [10]

Q4. (a) Prof. Mishra recorded the speeds of cars driving past his house, where the speed limit read 20 miles per hour. Suppose that these recordings follow an approximately normal distribution. The mean of 100 readings was 23.84 miles per hour, with a standard deviation of 3.56 miles per hour.

- What is the probability that a car goes with a speed of more than 25 mph?
- What is the probability that a car goes with a speed of 17 mph or less?

(b) A sample of five data entry clerks employed in Tax office revised the following number of records: 73, 98, 60, 92, and 84. Find the mean, median, standard deviation, and coefficient of skewness using Pearson's method.

[CO1,2,3,4] [6+4]

Q5. Solve the following problem using simplex method.

Maximize $Z = 5X_1 + 4X_2$

Subjected to

$$X_1 + X_2 \leq 5$$

$$10X_1 + 6X_2 \leq 45$$

$$X_1, X_2 \geq 0$$

[CO2,3] [10]

Q6. There are 5 jobs A, B, C, D, and E. these five jobs are to be assigned 5 workers 1,2,3,4, and 5. The processing time taken by each worker for each job is given below in the table. Write the LP model of the assignment problem. Solve the following Assignment Problem so that over all cycle time is minimum. Also find the total cycle time.

	1	2	3	4	5
A	11	17	8	16	20
B	9	7	12	6	15
C	13	16	15	12	16
D	21	24	17	28	26
E	14	10	12	11	13

Solve the problem using Hungarian Method.

[CO1,2,3] [10]

Q7. Write the short notes on any four of the following.

- Multiple Solution both in graphical and simplex method
- Degeneracy in Transportation problem
- Poisson Distribution
- Binomial Distribution
- Simple Linear Regression
- Non-Parametric Testing

[CO1,2,3] [10]

-END-

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Total no. of Pages: 1

Roll no.....

3rd SEMESTER
MBA

END TERM EXAMINATION

NOV/DEC-2023

MBAAN-213 Data Analytics in Finance

Time: 03:00 Hours

Max. Marks: 50

Note : Attempt Four questions. Q. 1 is mandatory.
Assume suitable missing data, if any.

Q.1 Suppose Bank nifty is trading at 43500. Today is Expiry. What trade may take you to do in case your view is

- a) Bank Nifty may expire at 43500
- b) Bank Nifty may expire at above 43800
- c) Bank Nifty may expire below 43200
- d) Bank Nifty may expire between 43200 and 43800

Explain the risk and reward involved in each case

[20 Marks][CO#4]

Q.2 What are the advantages and disadvantages of an option seller?

[10 Marks][CO#2]

Q.3 What are the advantages and disadvantages of an option buyer

[10 Marks][CO#2]

Q.4 Discuss Black-Scholes model

[10 Marks][CO#3]

Q.5 What are the similarities and differences between trading and gambling? In your view, is trading gambling? [10 Marks][CO#1]

Total no. of Pages:01

Roll no.....

THIRD SEMESTER MBA

END TERM EXAMINATION

Nov/Dec-2023

COURSE CODE MBAHR211

COURSE TITLE Industrial Relation & Labor Legislation

Time: 03:00 Hours

Max. Marks: 50

Note : ATTEMPT ANY FIVE QUESTIONS

All questions carry equal marks.

Assume suitable missing data, if any.

- Q.1 Bring out clearly the nature, scope and importance of industrial relations in the context of the present-day industrial set up. [10] [CO1]
- Q.2 What is meant by retrenchment? Discuss the conditions precedent to retrenchment of workmen as provided in the Industrial Dispute Act, 1947. [10] [CO2]
- Q.3 Examine various schemes of employee participation in management in India. Discuss in detail the objectives and functions of joint councils and shop councils. [10] [CO3]
- Q.4 Discuss the nature of industrial conflicts. What measures would you suggest for the attainment of industrial peace in the country? [10] [CO4]
- Q.5 What is wage period? By what time the wages should be paid under the Payment of Wages Act? What is the maximum extent to which deductions can be made in a particular wage period under Section 3 of the Act? [10] [CO1]
- Q.6 Sheila took her maternity leave but forgot to let her employer know her intention to return to work. She thought her employer knew she was returning since she called into work about 2 months before and was sure she told them she would be coming back. When she did return however, her employer told her that she had been replaced and refused to take her back. The employer said the proper written notice of the intention to return had not been given in writing. Sheila was very upset but what are her rights? Elucidate with reference to The Maternity benefit Act, 1961. [10] [CO 4]

Total No. of Pages-02

EMBA (Third Semester)

Roll no.....

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END TERM EXAMINATION

NOVEMBER-2023

COURSE CODE - EMK-01

COURSE TITLE – INTERNATIONAL MARKETING MANAGEMENT

Time: 03 Hours

Max. Marks: 50

Note: Answer Any Five Questions. Each question carries 10 Marks.
Assume suitable missing data, if any.

Use Case – A

Haathi Chaap was founded in Delhi by entrepreneur Mahima Mehra and her business partner Vijendra Shekhawat in 2003. For the first four years, they exported their paper to Germany. In 2007, it was launched in India. Haathi Chaap is a brand of paper manufactured in Rajasthan, India, out of elephant dung. The name comes from 'Haathi', meaning 'Elephant' in 'Hindi' and 'Chaap' which means 'Press' or 'Imprint'. Experts suggested that elephant dung paper was probably first made in Thailand.

"Currently, We are customizing marketing mix for launching 'Haathi Chaap' in Japan (..as Japan is a quality conscious and culture sensitive market..) and We are also looking for 'Advisors' for guiding us in entering the United States market in the Signature-Elephant Style" said, Vijendra, Founder.

We make one of the most regenerative papers in the world. It's 100% natural, chemical-free, and doesn't require a single tree to be cut down. We're also passionate about employing local underprivileged women. Providing them with opportunities and the means to support their families helps the whole community, and we can all look forward to a better future together. Our Products are Notepads, Wine and Gifts Bags, Coasters, etc.

Based on the assumed Use Case – A. Answer Q-1- and Q-2-

- Q-1- Critically analyze and briefly describe why the founders are customizing 'Marketing Mix' for launching 'Haathi Chaap' products in the Japanese market?
[10 Marks] [CO1, CO2, CO4]
- Q-2- What suggestions you will give as an 'Advisor' to Mr. Vijendra Shekhawat, Founder, for successfully entering the United States market with the various products of 'Haathi Chaap'?
[10 Marks] [CO1, CO2, CO3]

Use Case – B-

Vellvette Lifestyle Pvt. Ltd., which owns and operates beauty brand Sugar Cosmetics, has entered into a joint venture with actor Kareena Kapoor Khan for its skincare brand Quench Botanics. "We want to bring Sugar Cosmetics products and services to the new women customers putting up at Tier2 and Tier3 locations of India and Moreover, Sugar Cosmetics will be launching products in the huge African Market in next two years, as we are working on the international 'African-Market Strategy' with Redseer Strategy Consultants," Vineeta Singh, Co-founder & CEO, Sugar Cosmetics, said in an interview.

Brand Sugar largely sells coloured cosmetics such as Lipsticks, Eye Shadow Sticks, and Cream Concealers. It competes with (local and international) brands such as Lakme and Maybelline. Quench's portfolio, on the other hand, focuses on creams, skin patches and serums or more skin care products. India's Beauty and Personal Care (BPC) market is set to touch \$30 billion by 2027, consulting firm RedSeer said in a report last month. Sugar started out as a direct-to-consumer beauty brand in 2015. Online sales aside, it is currently present at more than 45,000 retail points across 550 cities. It draws 50% of its sales from online commerce.

Based on the assumed Use Case – B. Answer Q-3- and Q-4-

Q-3- Develop and Design a marketing plan for successfully launching Sugar Cosmetics products for new women customers putting up at Tier2 and Tier3 locations of India, with the support of suitable illustrations. [10 Marks][CO2, CO3, CO4]

Q-4 – Suppose You are the representative of Redseer Strategy Consultants and You have to provide suitable suggestions to Ms. Vineeta Singh, Co-founder & CEO, Sugar Cosmetics for launching various Beauty and Personal Care products in South Africa Market, in today's highly competitive business environment. [10 Marks] [CO1, CO2, CO4]

Use Case – C –

Mumbai-based boAt manufacturers most of its devices in India through a joint venture with Noida-based Dixon Technologies. It has already attained 20-25% local value addition. boAt is known for its audio focused electronic gadgets like Wireless Speakers, Earbuds, Wired and Wireless Earphones and Headphones, Home Audio Equipment's, Premium Rugged Cables and other Technological Accessories.

"We wish to take boAt innovative products to the people of 'Mini-India' in Canada and we are looking for 'Strategic Partners' in this long journey," said Sameer Mehta, Co-Founder, boAt Lifestyle. Earphones, Smart Watches, Air Pod, Bluetooth Speakers and Many more are the products through which boAt has touched consumer's heart.

"We are also brainstorming between - Ethnocentric and Polycentric – Orientation Approach – may be adopted by boAt, on the international Canadian voyage, as we have requested learned consultant Accenture to suggest feasible guidance for the same," said Sameer Mehta, Co-Founder, boAt Lifestyle.

Based on the assumed Use Case – C. Answer Q-5- and Q-6-

Q-5- Why boAt is looking for Strategic Partners for brining innovative products to the people of 'Mini-India' in Canada? [10 Marks] [CO1, CO2, CO3]

Q-6- Which 'Orientation Approach' will be most beneficial for boAt on the proposed international Canadian voyage? Explain with suitable examples.

[10 Marks] [CO1, CO2, CO4]

Total No. of Page:01

Roll no.....

THIRD SEMESTER
EMBA

END TERM EXAMINATION

NOV/DEC-2023

ESCM02 INTERNATIONAL LOGISTICS MANAGEMENT

Time: 03:00 Hours

Max. Marks: 50

Note: Attempt any Five questions.
All questions carry equal marks.
Assume suitable missing data, if any.

- Q.1 What are the inventory carrying cost and ordering cost and what are their roles in inventory management? [10 Marks][CO4]
- Q.2 How coordination can be used as an instrument of effective international logistics management action? Discuss the various techniques through which the coordination can be achieved? [10 Marks][CO5]
- Q.3 Define Benchmarking? What are various kinds of challenges faced during the process of Benchmarking? [10 Marks][CO6]
- Q.4 What is Customer Profitability Analysis? Why it has gained importance in the recent times. Is it ethical to deny a customer that is not profitable? [10 Marks][CO3]
- Q.5 Explain briefly various contracts under Incoterms? Do you think that arbitration is better than litigation? Discuss briefly. [10 Marks][CO4]
- Q.6 What is the difference between outsourcing and business process outsourcing? What are the benefits of logistics outsourcing? [10 Marks][CO2]
- Q.7 Write notes on the following:-
a) Artificial Intelligence
b) Integrated Logistics Services
c) E-Commerce
d) Supply Chain Models. [10 Marks][CO1]

END TERM EXAMINATION

November-2023

COURSE CODE EMK-04

COURSE TITLE Advertising and Brand Management

Time: 3:00 Hours

Max. Marks : 50

Note : Attempt any *five* questions.
All questions carry equal marks.
Assume suitable missing data, if any.

Q.1

- a) Describe Media and Media Planning.
- b) Briefly describe the evolution of media and list down media categories and marketing channels.

[10][CO 1]

Q2

- a) Provide a detailed account of the Media Planning Framework describing its key steps and processes.
- b) Describe the challenges involved while crafting a Media Strategy

[10][CO 1]

Q3

- a) Caps and Crown is a new entrepreneurial venture by Haifa, who has just qualified as a dentist and has hired Joseph as a consultant for its Media and Advertising. Refer to this case discussed in class and suggest how Joseph should segment the dental market in the Bengaluru market
- b) What mode of marketing communications should Joseph choose once the segment is defined

[10][CO 1]

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Q.4

- a) Describe how Influencer marketing works in social media strategy with two examples.
- b) Explain the role of social credibility and source effects in the context of influencer marketing.

Q.5

In November 2018, Five Guys, a fast-casual burger and fries restaurant based in the United States, faced an important decision regarding its future promotional strategy. Suggest an optimum promotional strategy highlighting the rationale for the suggested strategy component.

[10][CO 1]

Q.6 Out of the following project assignments, pick anyone and explain the critical issues in the project and suitable media and advertising strategy.

- a) Jack- Daniel RTD launch in India.
- b) Transition of Air India Media strategy post-acquisition of the public sector airlines by Tata
- c) Media strategy for Marketing Coal
- d) Promotion and Media strategy for milk variant A2

Q.7 Globally, the loyalty and Mobile Reward Industry is rising at unprecedented rates. Referring to the Drop Technologies Inc. case, explain the following.

- a) *Paid advertising* and *Referral strategy* used by Drop Technologies
- b) How Drop Technologies used the influencer's marketing to increase customer acquisition

Total no. of Pages:2

Roll no.....

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III SEMESTER

EMBA

END TERM EXAMINATION Nov/Dec-2023

COURSE CODE: ESCM-05

COURSE TITLE: Supply Chain Management & CRM

Time: 03:00 Hours

Max. Marks: 50

**Note: Attempt any five questions
Assume suitable missing data, if any.**

- Q.1** (a) Discuss the concept of supply chain and supply chain management (SCM) with suitable examples. How supply chain management is importance of survival of an organization? [5] [CO1]
(b) Which are the critical decision-making areas in the supply chain? [5] [CO1]
- Q.2** (a) "Distribution Channels not only meet customers' needs but also provide competitive edge." In view of this discuss the role played by distribution channels in supply chain management. [5] [CO2]
(b) Discuss the Strategic Importance of Logistics/Supply Chain Network Design [5] [CO2]
- Q.3** (a) What do you understand collaborative process in SCM? Briefly discuss concept of Collaborative Planning, Forecasting, and Replenishment (CPFR). [5] [CO3]
(b) Conduct a comparative study of efficient and responsive supply chains with suitable examples. [5] [CO3]
- Q.4** (a) What do you understand by inventory control? Discuss in detail various functions of inventory. [5] [CO4]
(b) Factory uses annually 24000 units of raw material which Costs Rs 1.25 per unit. Ordering cost is Rs 25 per order and carrying cost is 6% per year of unit price. Find EOQ and total inventory cost including cost of material. The factory works for 320 days a year. If the procurement time is 10 days find ROL, the maximum and average inventories. [5] [CO4]
- Q.5** (a) 'Decisions on transportation modes are crucial to organization'. Explain. What are the various factors affecting the freight cost? [5] [CO5]
(b) Discuss the different networks in transportation services. [5] [CO5]

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- Q.6 (a) 'Performance measurement system tracks the health of supply chain of a company'. Explain. [5] [CO5]
(b) Explain what is benchmarking and its role in achieving supply chain competency. [5] [CO5]
- Q.7 (a) "Proactive business organizations rely on building strong relationships with their customers." Critically analyse this statement focussing on changing customer expectations. [5] [CO6]
(b) Elucidate the concept of CRM. Discuss various technologies employed for efficient CRM [5] [CO6]

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III Semester
End Term Examination
Course Code – EFM-06

EMBA (DSM)
Nov/Dec. - 2023
Futures, Options and Risk Management

Time: 03:00 Hours

Max. Marks: 50

Instructions: Attempt Any five questions. All questions carry equal marks. Assume suitable missing data, if any. Use of Scientific calculator and tables are allowed.

Q1. (a) Suppose that the standard deviation of quarterly changes in the prices of a commodity is Rs. 8, the standard deviation of quarterly changes in the futures price on the same commodity is Rs.10, and the coefficient of correlation between the two changes is 0.8. What is the optimal hedge ratio for a 3-month contract? What does it mean?

(b) "selling a call option is identical to buying a put option." Do you agree? Explain.

[6+4=10M] [CO1]

Q2. (a) You would like to speculate on the rise of certain stock; you have Rs. 7000 to invest. The current price of the stock is Rs.40. A 3-month call with a strike price of Rs. 45 rupees costs Rs.7. Identify two alternative investment strategies, one in the stock and the other in an option on the stock listing out the potential gains and losses from each?

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(b) Does a perfect hedge always succeed in locking in the current spot price of an asset for a future transaction? Explain your answer.

[5+5=10M] [CO2]

Q3. (a) Suppose that a March call option to buy a share for \$50 costs \$2.50 and is held until March. Under what circumstances will the holder of the option make a profit? Under what circumstances will the option be exercised? Draw a diagram illustrating how the profit from a long position in the option depends on the stock price at maturity of the option.

(b) The price of a non-dividend-paying stock is \$19 and the price of a 3-month European call option on the stock with a strike price of \$20 is \$1. The risk-free rate is 4% per annum. What is the price of a 3-month European put option with a strike price of \$20?

[5+5=10M] [CO2]

Q4. You believe that the price of a stock will increase in near future. Briefly discuss all the strategies that you can use in this situation.

[10M] [CO2]

Q5. Call options on a stock are available with strike prices of \$15, \$17, and \$20, and expiration dates in 3 months. Their prices are \$4, \$2, and \$2, respectively. Explain how the options can be used to create a butterfly spread. Construct a table showing how profit varies with stock price for the butterfly spread. Also show your answer graphically.

[10M] [CO2]

Q6. Suppose that the 6-month, 12-month, 18-month, and 24-month OIS zero rates (with continuous compounding) are 3.8%, 4.3%, 4.6%, and 4.75%, respectively. Suppose further that the six-month LIBOR rate is 4% with semiannual compounding. The forward LIBOR rate for the period between 6 and 12 months is 5% with semiannual compounding. The forward LIBOR rate for the period between 12 and 18 months is 5.5% with semiannual compounding. Compute the forward LIBOR rate for the 18- to 24-month period. Given the two-year swap rate is 5%.

[10M] [CO3]

Q7. Explain with suitable examples how floating/fixed assets/liabilities can be transformed.

[10M] [CO3]

Total No. of Pages 2

Roll no.....

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3rd SEMESTER
MBA (Exe) 2022-2024

FINAL EXAMINATION

Nov-Dec -2023

COURSE CODE EIT 07 COURSE TITLE E-Governance

Time: 3 Hours

Max. Marks: 50

Note: Question 1 & 2 carries 10 marks each with choice in Question No 2 (Part A).

Rest questions (3 to 7) carry 10 marks each (Part B).

Attempt both questions of Part A and any 3 out of Part B.

Part A (Attempt two question, choice in Q 2)

1. Explain the relationship between emerging technologies and public policy with focus on digital payment system like UPI with linkages to unique identification Aadhaar. What are the challenges and security risks for such payment system while scaling up for developing and highly populated country like India. [10]

2. (i) Evaluate the UPI payment system in terms of digital maturity pillar and rank it in terms of assessment visualisation of digital maturity and beneficiary's maturity by comparing with three other E-services in Indian context. [10]

Or

2. (ii) From the case identify select factors affecting success of mobile money services on categories like socio economic factors, government regulation, existing level of ICT advancement, payment ecosystem, potential demand supply etc. [10]

Part B (Attempt any Three)

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- Q.3 Discuss the environmental factors- social, political, legal and environmental context, influencing the adoption of E-Governance in India taking Aadhaar class case study as reference point.
[10]
- Q.4 Discuss the rationale and utility of PPP in an E-Governance project, from the perspectives of 'sharing of risk, strategic control and aspirations'. Evaluate the performance of any E-governance project executed on PPP mode. [10]
- Q.5 Formulate and apply the criteria for measuring E-Governance success in the overall assessment framework of service maturity level with suitable examples. [10]
- Q.6 Discuss the role of government in leveraging E-Governance in India by suitable ICT adoption by quoting success stories of few mission mode project of Central/State Governments. [10]
- Q.7 Discuss the principles, approach and methodology of implementation of E- Kranti as a tool to achieve final seamless stage of E-Governance. Critically examine its overall outcome. [10]

III SEMESTER

EMBA

END TERM EXAMINATION

Dec -2023

COURSE CODE : EFM 08

COURSE TITLE_: Project Appraisal and Finance

Time: 3:00 Hours

Max. Marks : 50

Note :

- Question 1 & 2 are compulsory unless Option given in Question
- Attempt any 3 from Remaining 4 Questions
- Assume suitable missing data, if any.
- Individual Calculator is Allowed.
- Give practical examples where necessary or required
- Please ask Invigilator to call Examiner for any doubts

Q.1 Explain the Market Approach to Business Valuation by elaborating on key considerations to be used while using Market Approach.

- a) Explain the Comparable Transaction method (CTM) and key issues/ considerations (any 5) to be looked into in CTM along.
- b) What are the steps to be followed in CTM method?

[5+5+5] [CL 7]

Q.2 Matrix Limited had set up a project 4 years ago. The project has a remaining life of 6 years. The cash flow forecast for the balance life is as follows:

Year	1	2	3	4	5	6
Cash flow forecast (₹ in million)	30	35	45	50	30	25

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- The salvage value of the project if terminated immediately is Rs120 million. A third party has offered to buy the project for Rs175 million in .
- The discount rate is 10 percent.

What should Matrix decide ?

[5][CL 4 #]

OR

Q.2 Give any 5 Requirements for a Good PPP project explaining the requirements with examples where suitable

[5][CL 3 #]

Q.3 Futura Limited is considering a capital project about which the following information is available.

- The investment outlay on the project will be Rs200 million. This consists of Rs150 million on the plant and machinery and Rs 50 million on net working capital. The entire outlay will be incurred in the beginning.
- The life of the project is expected to be 7 years. At the end of 7 years, fixed assets will fetch a net salvage value of Rs 48 million whereas net working capital will be liquidated at its book value.
- The project is expected to increase the revenues of the firm by Rs250 million per year. The increase in costs on account of the project is expected to be Rs100 million per year (This includes all items of cost other than depreciation, interest, and tax). The tax rate is 30 percent.
- Plant and machinery will be depreciated at the rate of 25 percent per year as per the SL method.

(a) Estimate the post-tax cash flows of the project.

(b) Calculate the IRR of the project.

[5+ 5][CL 4 &5 #]

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Q 4 a) Rao Corporation has a target capital structure of 60 percent equity and 40 percent debt. Its cost of equity is 18 percent and its pre-tax cost of debt is 13 percent. If the relevant tax rate is 35 percent, what is Rao Corporation's WACC?

Q 4 b) Unix Limited's equity beta is 1.2. The market risk premium is 7 percent and the risk-free rate is 10 percent. Unix has a debt equity ratio of 2:3. Its pre tax cost of debt is 14 percent. If the tax rate is 35 percent, what is the WACC?

[5+ 5][CL 6&7 #]

Q 5 The balance sheet of Swaraj Limited at the end of year n (the year which is just over) is as follows:

Liabilities		Assets		(₹ in millions)
Share capital	5	Fixed assets	11	
Reserves and surplus	4	Investments	0.5	
Secured loans	4	Current assets	11.5	
Unsecured loans	3	Cash	1	
Current liabilities	6	Receivables	4	
Provisions	1	Inventories	6.5	
	23		23	

The projected income statement and the distribution of earnings is given below:

	(₹ in millions)
Sales	25
Cost of goods sold	19
Depreciation	1.5
Profit before interest and tax	4.5
Interest	1.2
Profit before tax	3.3
Tax	1.8
Profit after tax	1.5
Dividends	1.0
Retained earnings	0.5

During the year $n+1$, the firm plans to raise a secured term loan of Rs1 million, repay a previous term loan to the extent of Rs 0.5 million. Current liabilities and provisions would increase by 5 percent. Further, the firm plans to acquire fixed assets worth Rs1.5 million and raise its inventories by Rs0.5 million. Receivables

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are expected to increase by 5 percent. The level of cash would be the balancing amount in the projected balance sheet.

Given the above information, prepare the following:

- (i) Projected cash flow statement
- (ii) Projected Balance Sheet

[5+ 5][CL 8&9 #]

Q 6 a)

Elaborate on any 5 benefits of PPP using the

- Delhi Aiport PPP model or
- Agra express way model

Answer in 150 – 200 words

Q 6 b)

Elaborate on any 3 drawbacks of PPP using the Sasan UMPP or Mundhra UMPP project or Lanco Anpara Projects

Answer in 150 – 200 words

[5+ 5][CL 2 #]

- ii. Write an SQL query to display a list of all students with their corresponding course names. The output should include the student's first name, last name, and the course name.

Table. V: Students

StudentID	FirstName	LastName	CourseID
201	Ajay	Singh	301
202	Yug	Kumar	302
203	Dinesh	Jain	301
204	Sumit	Dravid	303

Table. VI: Courses

CourseID	CourseName	Instructor
301	Mathematics	Dr. Jay
302	English Literature	Dr. Sahi
303	Computer Science	Dr. Deelip

- [b] Let, you want to test its effectiveness of a newly developed online learning platform in improving student test scores. The expected average score improvement using traditional methods is 15 points. After implementing the new learning platform in a pilot study, a sample of 35 students shows an average score improvement of 18 points with a standard deviation of 5 points. To assess the effectiveness of the new learning platform, you decide to perform a z-test. Perform the following tasks: Formulate the null hypothesis (H_0) and the alternative hypothesis (H_1). Calculate the z-test statistic based on the sample data. Make a decision on whether to reject or fail to reject the null hypothesis. [The critical z-value for a 95% confidence level in a two-tailed test is approximately ± 1.96] [1+2+2] [CO2]

- 5[a] Let, you're given the task of segmenting guests based on their spending patterns using k-means clustering. The data consists of amounts spent by guests in two categories: dining and spa services. The spending data is represented as points: (2,3), (4,5), (6,7), and (8,9), where each point (x, y) indicates spending in thousand of rupees on dining (x) and spa services (y). Your goal is to classify these guests into two clusters ($k=2$) to understand their spending behaviors. Perform at least one iteration of the k-means algorithm on the given guest spending data with the initial centroids (2,3) and (6,7). [1+1+1+1] [CO2]

- [b] Discuss the effect of initialization of clusters centers in k-means algorithm. Also, describe smart initialization with k-means++ algorithm. [2+3] [CO2]

—Best of Luck—

Total No. of Pages: 04

THIRD SEMESTER

Roll No.

EMBA

END SEMESTER EXAMINATION Nov-Dec, 2023

EIT-11 DATA ANALYTICS

Time: 3:00 Hours

Max. Marks: 50

Note: Answer ALL questions.
Assume suitable missing data, if any.
CO# is course outcome(s) related to the question.

- 1[a] Consider yourself as a data analyst in the XYZ Corporation. The corporation is facing significant challenges in market segmentation and customer retention. The management of XYZ asked to analyse the problem and give the solution. Explain basic six steps of the data analytics in the context of above problem. [5] [CO2]

- [b] Analyze the following five business cases. In each case, only one type of thinking is predominantly required: analytical thinking, critical thinking, creative thinking, or versatile thinking. Identify and justify (Maximum THREE sentences) the type of thinking most suitable for each case.

Case I: A technology firm is facing a decline in sales due to emerging competitors. The firm needs to analyze sales data, market trends, and competitor strategies to identify the root causes of the decline and potential areas for improvement.

Case II: An advertising agency has been tasked with rebranding a product that has been struggling in the market. The agency needs to come up with an innovative and unique marketing campaign that differentiates the product from its competitors.

Case III: A healthcare company is deciding whether to invest in a new line of medical equipment. The decision requires a thorough examination of the risks and benefits, including potential financial, ethical, and operational impacts. [5] [CO2]

2. Answer any TWO of the followings

- [a] Suppose, you are analyzing customer purchasing behavior for a new line of personal care products. The marketing team has provided you with data from a recent promotional campaign, which includes information on 20 customers. The dataset consists of the following two variables: Age: Customer age in years, Gender: Customer gender, Purchase Amount: Amount spent on products, Coupon Used: Whether the customer used a promotional coupon, Number of Purchases: Total number of product purchases during the campaign. The sample data (20 customers) for Age and Coupon Used are given as:

[1+2+1+1] [CO2]
[52, 63, 24, 43, 45, 41, 32, 46, 38, 39, 36, 40, 10, 34, 24, 33, 40, 39, 45, 35] and [No, No, No, No, Yes, Yes, No, Yes, No, Yes, No, Yes, No, No, No, No, No, No, Yes, No].

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- Identify the data type for each of the variables listed.
- Calculate the mean and sample standard deviation for the Age variable.
- Determine the mode for the Coupon Used variable.
- Discuss the implications of your findings to the promotional campaign. Limit your justification to no more than four sentences.

- [b] As a climate data analyst, you are studying the relationship between average monthly temperatures and average monthly rainfall in a specific region over a period of one year. The following table presents the observed data:

[5] [CO2]

Table I: Climate Data

Month	Jan	Feb	March	April	May	June	July	Aug	Sep	Oct	Nov	Dec
Temp	15	16	18	20	22	25	26	28	24	20	18	16
Rain	200	180	160	140	120	100	80	60	90	110	150	190

- Calculate the covariance between the average monthly temperatures and the average monthly rainfall.
 - Compute the correlation coefficient to assess the strength and direction of the relationship between these two climate variables.
- [c] As a data analyst for a consumer electronics company, your role involves analyzing the sale prices of a flagship smartphone model over the past year. You have gathered a sample dataset that represents the sale prices of 22 units. The data (in thousands of rupees) is as follows:
[35,37,34,36,38,35,34,32,36,37,35,33,34,31,39,37,75,36,35,34,33,38,35,37,34,36,38,35,34,32,36,37,35,33,34,31,39,37,75,36,35,34,33,38]
- Given the characteristics of this dataset, determine whether the range or the interquartile range (IQR) is a more suitable measure of data dispersion.
 - Justify your choice by explaining how the selected measure provides a clearer understanding of the variability in the smartphone's sale prices. Limit your justification to no more than five sentences.
 - Calculate the chosen measure of dispersion and interpret how it reflects the sale price trends of this smartphone model, considering the presence of an outlier in your dataset.
- [5] [CO2]
3. Answer any TWO of the followings
- [a] As a Data Analyst in a real estate firm, your objective is to analyze the relationship between the size of houses (measured in square meters) and their selling prices (in lakhs of rupees). You have been provided with a dataset detailing recent house sales in a specific locality, which includes the following data.

[5] [CO1]

Table II: House Sales Data

House ID	1	2	3	4	5
Size	140	165	185	200	230
Selling Price	75	90	105	120	135

- Outline the steps you would undertake to conduct a linear regression analysis on this data, including any initial checks or data preparation.
 - Predict the nature of the relationship (positive or negative) between house size and selling price based on the given data, and provide a rationale for your prediction.
- [b] You are a Data Analyst working on a classification problem using the K-Nearest Neighbors (KNN) algorithm. You have a small dataset of individuals categorized into two groups based on their income levels: High (H) and Low (L). The dataset, along with two features - Age and Savings (in thousands), is as follows:

[5] [CO1]

Table III: Income Classification

Individual	1	2	3	4	5	6
Age	25	30	22	35	28	32
Savings	15	30	10	35	20	25
Income Level	L	H	L	H	L	H

Your task is to classify a new individual (Individual 7) with an Age of 26 and Savings of 18 into the correct income level using the KNN algorithm. Using K=3, determine the three nearest neighbors to Individual 7. Based on the income levels of these three nearest neighbors, predict the income level of Individual 7.

- [c] Suppose, you are working on a project to understand the relationship between the number of hours studied and the scores obtained in a test. You have collected data from a group of students which is presented below:

Table IV: Study Hours and Test Scores

Student	A	B	C	D	E
Hours Studied	2	3	4	5	6
Test Score	50	60	70	80	90

Perform a simple linear regression analysis with 'Hours Studied' as the independent variable and 'Test Score' as the dependent variable. Based on your analysis:

[5] [CO1]

- Write the linear regression equation.
 - Predict the test score for a student who studies for 7 hours.
- 4[a] Consider the following two database tables representing information about employees and departments in a company.

[3+2] [CO1]

- Identify and label the primary key(s) and foreign key(s) in each of the two tables and explain the basis for your choices.

Total no. of Pages:01

I SEMESTER
EMBA

Roll no.....

END TERM EXAMINATION

Nov/Dec-2023

COURSE CODE EMBA101

MANAGEMENT PROCESS AND ORGANISATIONAL
BEHAVIOUR

Time: 03:00 Hours

Max. Marks: 50

Note: All questions carry equal marks. Attempt any 5 questions from the following.

- Q.1 What can be the various strategies to manage conflict in the organisation. Explain with appropriate examples [10][CO2,4]
- Q.2 Discuss the role of attitude surveys and exit interviews in motivating the employees at work. Substantiate your answer with appropriate theories of motivation [10][CO5]
- Q.3 'Organisational control interferes with the freedom of organisational members.' Comment [10][CO3,4]
- Q.4 In a global business context, how do cultural intelligence, emotional intelligence and adaptability contribute to one's effectiveness as a team member. Explain in context of Big Five personality traits. [CO1,4]
- Q.5 In a managerial role, what strategies can be applied to balance maintaining stability (unfreezing) and driving innovation (changing) in the team/organisation. [10][CO3]
- Q6. "Management is a distinct process, consisting of planning, organising, actuating and controlling performance to determine and accomplish objectives by use of people and resources". In light of the statement, explain the meaning and function of management. State in brief the significance of management. [10][CO2]

Total no. of Pages:02

Roll no.....

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**FIRST SEMESTER
MBA(Executive)**

END TERM EXAMINATIONS

Nov-Dec-2023

EMBA-103

Marketing Management

Time 3:00 Hours

Max. Marks: 50

Note: Attempt any *Five* questions
All questions carry equal marks.

1. Attempt any two of the following:
 - a) For what kind of product/service category, personal selling as an element of promotional mix is more suitable? {PO1}
 - b) What is environmental scanning? How does marketing environment analysis help marketing strategy formulation? {PO1}
 - c) "Marketing is all about creating mind share, wallet share and market share". Comment? {PO2}
2. Nestle India, a Swiss multinational, has recently extended its brand a+ into millets based Ready to Make (RTM) market. The company has introduced a+ masala (spice) millets containing bajra (pearl millet) in the select market of NCR and online. The brand extension is in line with the GOI emphasis on millets as a sustainable food option. The brand is offered in two variants: Tangy tomato and Veggie masala. The multi serve pack of 240 gm is offered at a price point of Rs.175 while the single unit pack of 40 gm is available at Rs. 30. The a+ promises to be rich with high fibre, lower calorie and free from added preservatives developed to deliver both taste and health benefits. The Indian Institute of Millets Research (IIMR) has provided the requisite technical support to develop the product. Both Nestle and IIMR are very excited about the millets as a superfood and its ability to provide high nutritional benefits to the consumers.
Develop a suitable communication/promotion campaign for the above brand in terms of creating suitable mix of owned, earned and paid media. {PO2}

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3. "Positioning connects brand offering with target market". Explain citing examples one each from FMCG industry and service sector. Also provide a successful case of repositioning of a brand in recent times.
4. Differentiate between product extension and brand extension with suitable examples. What strategic framework would you like to suggest to a product which is in introduction stage of its life cycle?
5. "A strong distribution channels provides sustainable competitive advantage which a competitor cannot copy easily in short run". Comment.
6. What is pricing threshold concept? Give a recent example of a brand, where according to you have resorted to "pricing competition to capture value". Justify your choice.

Total No. of Pages - 1

Roll No. _____

First SEMESTER

B.Tech./B.Des./BBA/BAE/M.Sc./M.Des./M.Tech./MBA/Ph.D/ B.Tech. (Eve)

END TERM EXAMINATION

Nov-2023

COURSE CODE - EMBA 104 COURSE TITLE – Managerial Economics

Time: 3:00 Hours

Max. Marks: 50

Note : All questions are compulsory.
All questions carry equal marks.
Assume suitable missing data, if any.

Q.1 Define:

- a) GDP
- b) GNP
- c) NNP_{FC}
- d) Factor Incomes
- e) Net Factor Income from Abroad

[2*5= 10] [CO1]

Q.2 Attempt both parts:

- a. Define the functions of RBI
- b. Define increasing returns to scale.

[5*2 = 10][CO3]

Q.3 Define Law of Variable Proportions

[10] [CO2]

Q.4 Define three different elasticities of demand with appropriate examples.

[10] [CO4]

Q.5 Define:

- a) Explicit costs
- b) Implicit costs
- c) Fixed costs
- d) Variable costs

[2.5 * 4 = 10] [CO2 & 5]

Total No. of Pages (03)

Roll No.

FIFTH SEMESTER

EMBA

END-TERM EXAMINATION

November-2023

EMBA-105 Quantitative Techniques

Time: 3:00 Hours

Max. Marks: 50

Note: Answer any FIVE questions.
Assume suitable missing data, if any.
Use of Statistical Table is permitted.

1. Convert the Following LPP into Dual Form

[10](CO1)

Max $z = 4x_1 + 2x_2 + 3x_3 + 5x_4$

Subject to $4x_1 - 6x_2 - 5x_3 - 4x_4 \geq -20$

$3x_1 + 2x_2 - 4x_3 - x_4 \geq 10$

$-8x_1 - 3x_2 + 3x_3 + 2x_4 = 20$

x_1, x_3 are unrestricted, and $x_2, x_4 \geq 0$.

Q2. A manufacturer wants to ship 26 loads of his product as shown below. The matrix gives the kilometres from sources of supply to the destinations. The shipping cost is Rs. 10 per kilometre. Find the optimum shipping schedule and total minimum transportation cost.

[10](CO2)

	D1	D2	D3	D4	D5	Supply
S1	5	8	6	6	3	9
S2	4	7	7	6	5	8
S3	8	4	6	6	4	9
Demand	4	6	6	6	8	

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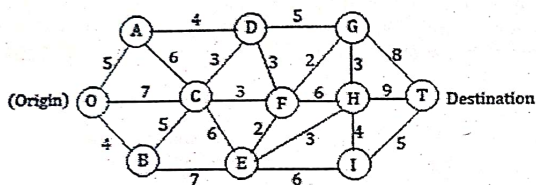
Q3. A marketing manager has five salesmen and five sales districts. Considering the capabilities of the salesmen and the nature of districts, the marketing manager estimates that the time required for each salesman in each district would be as follows:

[10](CO3)

Salesmen	Districts				
	A	B	C	D	E
1	32	38	40	28	40
2	40	26	28	21	36
3	41	29	34	32	37
4	25	38	42	38	35
5	29	33	40	35	39

Find the assignment of salesmen in the different districts to minimize the time required to visit these five districts.

4. Find the shortest path of the network shown in the following Figure using Dijkstra Algorithm. [10](CO4)



5. (a) What do you mean by hypothesis testing? Explain the terms Type-I & Type-II errors. [5](CO6)

(b) A manufacturer claims that its rechargeable batteries are good for an average of more than 1500 charges. A random sample of 100 batteries has a mean life of 1505 charges and a standard deviation of 12. Is there enough evidence to support this claim at $\alpha = 0.01$? [5](CO6)

6. Write the Notes of the following topics: [5×2=10]

- (a) Primal and Dual Form of Linear Programming (CO1)
- (b) Degeneracy in Linear Programming (CO1)
- (c) Transportation and Assignment Problems (CO2)
- (d) Correlation and Regression Analysis (CO5)

Total No. of Pages: 02

Ist Semester
EMBA

Roll No.....

END TERM EXAMINATION

NOV/DEC-2023

EMBA-106 PRODUCTION & OPERATIONS MANAGEMENT

Time: 3:00 HR

Max Marks:50

NOTE: Answer any five questions. All questions carry equal marks.
Assume suitable missing data if any.

Q1. The monthly demand for a product for last 6 month is as follows.

Month	Jul	Aug	Sep	Oct	Nov	Dec
Demand	5300	4900	5400	5700	6300	6000

What would be forecast for January next year using single exponential smoothing? The smoothing constant is 0.3 and the forecast for the month of July was 5000 units. Calculate MAD, and MAPE for this forecasting method. [CO1,2,3] [10]

Q2. A certain item costs Rs 235 per ton. The monthly requirement is 5 tons and each time the stock is replenished, there is a setup cost of Rs. 1000/-. The cost of carrying inventory has been estimated at 10 % of the value of the stock per year. What is optimal order quantity? If lead time is 1 week, determine the reorder point in terms of quantity. [CO1,2,3] [10]

Q3. What are competitive priorities? Why a trade off is necessary between different competitive priorities? Explain how a firm can compete on the basis of cost with specific reference to its operations. You may use an example of consumer goods company for explaining the answers. [CO1,2,3] [10]

Q4. Product A is made of 3 units of B and 2 units of C. B is made of two units of D and 3 units of E. C is made of 2 units of D and 2 units of F. Lead time for A is one week, B two weeks, C three weeks, D two weeks, E one week and F two weeks.

(i) Draw the bill of materials.

(ii) If 100 units of A are needed in week 16, develop a planning schedule when each item should be ordered and in what quantity? [CO1,2,3] [10]

Q5. Describe the push/pull views of a supply chain. Discuss the scenarios in which Push/Pull or combination of both may be utilized. Consider the purchase of a can of a soda at convenience store. Describe the various stages in the supply chain and the different flows involved.

[CO1,2,4] [10]

Q6. (a) What are the key advantages and disadvantages of chase strategy and level production strategy? Compare them for an automobile manufacturing company like Tata Motors. [CO1,2] [5]

(b) Discuss the role of seven quality control tools in the productivity of a manufacturing organization. [CO1,2] [5]

Q7. Write the short notes on any four of the following.

- (i) Product layout Vs. Process Layout
- (ii) Just In Time
- (iii) Cost reduction Vs. Customer service
- (iv) Material Requirement Planning (MRP)
- (v) ABC/VED analysis
- (vi) Qualitative Forecasting

[CO1,2,3] [10]

-END-

END TERM EXAMINATION

NOV/DEC - 2023

EMBA 107 Computer Applications in Management

Time: 3 Hours

Max. Marks: 50

Note: Answer any five questions.
Assume suitable missing data, if any.

- Q 1. Explain the purpose of the following Excel shortcuts: Ctrl+W, Ctrl+O, Alt+H, Ctrl+S, Ctrl+C, Ctrl+V, Ctrl+Z, Ctrl+X, Alt+N, Ctrl+B. [10]
- Q 2.(a) Differentiate between absolute and relative referencing in Excel. Illustrate a scenario where using absolute referencing is crucial and explain why.
(b) Explain the purpose of the Excel functions such as LEFT, RIGHT, MID, LEN, SEARCH, CONCATENATE, UPPER, and LOWER in Excel. [10]
- Q 3. For the given table 1, using INDEX and MATCH functions, create a formula to retrieve the emails based on the Emp ID provided in a separate table in another excel sheet. [10]
- Q 4. What are pivot tables. For a given table 1, describe a scenario where you might use a pivot table with this employee data. What would be the row and column labels, and what kind of information would you summarize? [10]
- Q 5. For the given table 1,
(a) Suggest a suitable chart type to represent the distribution of employees across different departments. What columns would you select for the chart data?
(b) Why might it be important to protect certain columns, such as "Emp ID" or "Hire Date," from accidental changes? How would you apply worksheet protection in Excel? [10]
- Q 6.(a) Outline the specific steps you would take to record and run a macro to automate the repetitive tasks such as formatting, sorting, and filtering in given table 1.

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- (b) Discuss the role of the SUBTOTAL function in data analysis. Provide examples of when you would use SUMIFS and COUNTIFS functions and their significance in generating meaningful reports. [10]

Q7. What is IBM SPSS. Explain its various measurement scales. Write steps to choose Statistics and graphs based on the data. [10]

Table 1

Emp ID	Last Name	First Name	Dept	E-mail	Phone Ext	Location	Hire Date	Pay Rate
1054	Smith	Howard	AT	howards	148	Building 1	16-Apr-91	\$ 11.25
1056	Gonzales	Joe	AT	joeg	121	Building 1	25-Oct-79	\$ 12.25
1067	Scote	Gail	AT	gails	123	Building 1	20-Sep-87	\$ 14.55
1075	Kane	Sheryl	AD	sherylk	126	Building 2	07-Aug-92	\$ 11.25
1078	Hapsbuch	Kendrick	AC	kendrickh	101	Building 2	01-Apr-86	\$ 10.20
1152	Henders	Mark	AD	markh	118	Building 2	21-Jan-90	\$ 12.25
1196	Atherton	Katie	HR	katiea	289	Building 3	01-Apr-98	\$ 9.95
1284	Bellwood	Frank	MK	frankb	124	Building 1	04-Jan-85	\$ 12.30
1290	Cooper	Linda	AD	lindac	113	Building 1	03-Jan-85	\$ 13.25
1293	Cronwith	Brent	HR	brentc	205	Building 3	14-Sep-84	\$ 10.20
1299	Simpson	Sandrae	MF	sandraes	127	Building 1	21-Dec-89	\$ 12.20
1302	Sindole	Randy	MK	randys	139	Building 1	06-Aug-84	\$ 1
1310	Smith	Ellen	MF	ellens	137	Building 1	04-Oct-86	\$ 11.50
1329	Vuanuo	Tuome	AC	tuomev	151	Building 2	22-Feb-89	\$ 10.35
1333	Szcznyck	Tadeuz	HR	tadeuzs	122	Building 3	16-Apr-90	\$ 10.15
1368	Wu	Tammy	AD	tammyw	132	Building 2	11-Mar-83	\$ 12.25
1509	Kegler	Pam	AT	pamk	135	Building 1	19-Jun-85	\$ 13.25
1516	Bell	Tom	AC	tomb	105	Building 2	06-Mar-85	\$ 9.50
1529	Kellerman	Tommie	MK	tomk	129	Building 1	28-Jan-87	\$ 11.30
1656	Kourios	Theo	MF	theok	149	Building 1	14-Dec-87	\$ 12.35
1672	Dixon-Waite	Sherrie	MF	sherried	114	Building 1	16-Apr-90	\$ 11.90
1673	Boughton	Frank	AD	fboughton	112	Building 2	25-Mar-92	\$ 11.85
1676	Miller	Janet	MK	janetm	115	Building 1	26-Oct-81	\$ 10.75
1721	Alstain	Isolde	HR	isoldea	102	Building 3	06-Aug-90	\$ 9.75
1723	Sammler	Mark	MK	marks	145	Building 1	10-Feb-78	\$ 13.95
1758	Brwyne	Melia	AC	meliab	107	Building 2	18-Mar-82	\$ 11.20
1792	Barton	Eileen	AT	eileenb	111	Building 1	24-Dec-90	\$ 10.30
1814	Al-Sabah	Daoud	HR	daouda	103	Building 3	04-Mar-89	\$ 12.25
1908	Zostoc	Melissa	AT	melissaz	152	Building 1	15-May-84	\$ 10.25
1931	Mueller	Ursula	AC	ursulam	110	Building 2	20-Jun-89	\$ 9.85

Total no. of pages: 03

Roll no.....

THIRD SEMESTER
M.B.A. (E)

END TERM EXAMINATION

Nov-2023

EMBA301: STRATEGIC MANAGEMENT

Time: 3 Hours

Max Marks: 50

Note: All questions are compulsory. Assume suitable missing data, if any.

Q1. Write True/False/ fill in the blanks/give short answers/choose best option as per the question. [Each part: 1 Mark][10] [CO1, CO2, CO3, CO4, CO5]

[i] Well-conceived visions are _____ and _____ to a particular organization and they avoid generic, feel-good statements that could apply to hundreds of organizations (a) widespread; unique (b) recurring; customary (c) distinctive; specific (d) customary; familiar

[ii] As per Porter's *Generic Competitive Strategies Framework*, 'Standardized Products' is a characteristic of ----- [Differentiator Strategy/ Focused Cost Strategy/Cost Leadership Strategy/ Focused Differentiator Strategy]

[iii] Strategic Alliances last long if they have -----agenda [Options: Global/ Extractive/Venturing/ Local

[iv] When strategies fail, it is often because of (a) poor execution of the strategy (b) shortfalls exposed with the strategic management design process (c) inadequate support for the management team responsible for the planning process.

[v] As per Ansoff's 'Market X Product Expansion' matrix, the recommended strategy for 'New Markets' and 'New Products' is -----.

[vi] 'Beat a competition' is a characteristic of (a) Blue Ocean Strategy (b) Red Ocean Strategy (c) Flowing Stream Strategy

[vii] The strategic options for expansion into foreign markets do *not* include (a) relying on home country governments to restrict imports via raising tariffs and local content requirements (b) establishing a subsidiary in a foreign market (c) employing a franchising strategy using local ownership.

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[viii] When the pressure for local responsiveness is high and pressure for cost reduction is low, the recommended strategy is (a) Localization (b) Transnational (c) International (d) Global standardization

[ix] While most other brands focused on innovating in women's clothing, Bonobos focused on men's clothing which led to its success. The strategy adopted by Bonobos is termed as -----.

[x] P&G, the maker of Folgers and Millstone coffee, worked with coffee appliance makers Mr. Coffee, Krups and Hamilton beach to market a single serve coffee making system called Home Café. This is an example of (a) Franchising (b) Licensing Arrangement (c) Value chain partnership (d) Mutual Service Consortium

Q2. Explain any 3 of the following in brief:

[Each part: 5 Marks] [15] [CO1,CO2,CO6]

[i] 'Re-engineering' OR 'Re-structuring' strategic action with an illustrative example

[ii] Any three options for entering and competing in international markets supported with examples

[iii] 'Integration' strategic option with two examples

[iv] Any 3 Principal Offensive Strategy Options with examples

Q3. "Inadequate strategy formulation may cause challenges during strategy implementation" Do you agree or disagree with the statement? Support your answer with arguments and example. [5] [CO4]

Q4. Explain significance of Competitive Profile Matrix in the context of Strategic Analysis. Based on your perception, prepare a competitive profile matrix for your (or any other) organization and its two major competitors. Include six factors. Justify weights given to any of the two factors. Justify ratings given to these factors across the 3 organizations as per your understanding / assumption. Based on your analysis, bring out two strategic recommendations for improving competitive position of your (or chosen) organization. [10] [CO1, CO2]

OR

Prepare Internal Factor Evaluation (IFE) and External Factor Evaluation (EFE) Matrices for your (or any other) organization. Include five factors. Justify weights given to any of the two factors in IFE Matrix. Justify ratings given to these factors in EFE matrix as per your understanding/ assumption. Based on your analysis, bring out two strategic recommendations for improving competitive position of your (or chosen) organization.

Q5. Write short Notes on any two (Limit your answer to two pages for each part) : [10] [CO2, CO6]

[i] 'Diamond Framework' framework in the context of strategizing for expanding into international markets.

[ii] Advantages of decentralized organizational structure in the context of strategy execution

[iii] Corporate Value Chain Analysis Framework by Porter

[iv] McKinsey's 7 S Framework for introducing change in an organization with brief explanation of the most important component as per you.

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Roll No.

7th/5th 3rd Semester
MBA/B.Tech(odd)

END TERM EXAMINATION

Nov/Dec-2023

MBAMK211- Digital Marketing Strategy

Time: 3:00 Hours

Max. Marks: 50

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

Q.1 Choose one company each in the following industry verticals:

- a) Automobiles
- b) Information Technology

Prepare a chart to compare the online marketing mix used by each of the companies in formulating, shaping, and promoting the online offer.

[10] [CO2]

Q.2 How is online consumer behaviour different from traditional consumer behaviour? Comment on online segmentation and behaviours that have changed because of online interactions.

[10] [CO3]

Q.3 What is implied by the statement that digital strategy is not about technology? What are its implications, both from the point of view of a company's top management and from the point of view of functional areas?

[10] [CO4]

Q.4 Attempt any TWO of the following

[5+5]

a) Explain with examples the concept of Online Value Proposition. [CO1]

b) The traffic building goals of any organization should aim at – maximizing short-term/long-term profit, minimizing cost-per-action (subject to volume targets), maximizing actions, subject to spending capacity. Comment [CO2]

c) Choose any online food delivery app and lay out the key criteria of the six brand elements (Keller's CBBE model) you feel they have used to develop their brand building activities. [CO2]

Q.5 Discuss with suitable examples any two of the following:

[5+5]

a) marketing gamification

[CO1]

b) search engine optimization

[CO1]

c) digital marketing revenue models

[CO1]

Total no. of Pages: 01

Roll no.....

III Semester
EMBA

End Term Examination
Course Code: EMBA-303
Time: 3:00 Hours

November-2023
Course Title: I T Management
Maximum Marks: 50

Note: Attempt any 5 Questions.
All Questions carry equal marks (10 marks each).
Assume suitable missing data, if any. Write your answer precisely.

- Q 1. Briefly discuss generic process of developing new web portal of [CO#2]
any organization with an example.
- Q 2. Briefly describe any two of the following terms with an [CO#1]
example each:
a. Component Based Development
b. Prototyping methodology
c. Joint Application Design
- Q 3. Discuss Agile methodology of software development along [CO#2]
with the roles, artefacts and its events.
- Q 4. Briefly describe structured Business Process Management [CO#3]
approach with an example.
- Q 5. Discuss any five key components of e-commerce platform with [CO#4]
an example each of its function.
- Q 6. Discuss the purpose and key characteristics of Enterprise Data [CO#4]
Warehouse with example.
- Q 7. Discuss the implementation/ deployment strategies of newly [CO#1]
developed system to replace old system with suitable example.