



MANAV RACHNA  
vidyanatariksha

# MANAV RACHNA UNIVERSITY

(FORMERLY MANAV RACHNA COLLEGE OF ENGINEERING  
NAAC ACCREDITED 'A' GRADE INSTITUTION)

Declared as State Private University under section 2f of the UGC act, 1956

## EXAMINATION CELL

T3 QUESTION PAPERS – MRU

MAY-2022 (4<sup>TH</sup>/6<sup>TH</sup>/8<sup>TH</sup>/10<sup>TH</sup>)SEM

JUNE-2022 (2<sup>ND</sup>)SEM

**DEPARTMENT OF MANAGEMENT AND COMMERCE**

"T3 Examination, June-2022"

<b>SEMESTER</b>	<b>II Semester</b>	<b>DATE OF EXAM</b>	<b>June 23, 2022</b>
<b>SUBJECT NAME</b>	<b>IFBM</b>	<b>SUBJECT CODE</b>	<b>MCH124B</b>
<b>BRANCH</b>	<b>BBA EFB</b>	<b>SESSION</b>	<b>II</b>
<b>TIME</b>	<b>12:30-3:30PM</b>	<b>MAX. MARKS</b>	<b>100</b>
<b>PROGRAM</b>	<b>BBA</b>	<b>CREDITS</b>	<b>3</b>
<b>NAME OF FACULTY</b>	<b>Dr. Yogita Sharma</b>	<b>NAME OF COURSE COORDINATOR</b>	<b>Dr. Yogita Sharma</b>

Note: Part A and Part B: All questions are compulsory. Questions will be of short answer type (4 QUESTIONS OF 5 MARKS EACH = 20 Marks).

Part C and Part D: All questions are compulsory. Questions will be of Descriptive answer type (4 QUESTIONS OF 20 MARKS EACH = 80 Marks).

Q.NO.	QUESTIONS	MAR KS	CO ADDRESSED	BLOOM'S LEVEL	PI
<b>PART-A</b>	<b>1(A)</b> Many businesses have changed significantly in last many decades but the three circle model of family business still exists since ages. Elaborate the statement citing relevant example from a corporate.	5	CO1	BT2	
	<b>1(B)</b> "You cannot expect a family to consistently produce talented entrepreneur's generation after generation". Do you agree with the statement? Justify the statement in favor or against.	5	CO1	BT3	
<b>PART-B</b>	<b>2(A)</b> The information of a family genogram acts as powerful criteria in helping the family leader's behavioral aspects and ultimately leads to a growth of family business. Critically evaluate the statement.	5	CO2	BT3	
	<b>2(B)</b> Life Cycle of a Family Business undergo various stages. Elaborate each one by citing the relevance of them, taking an example of a corporate.	5	CO2	BT3	
<b>PART-C</b>	<b>Q3</b> Once the governance bodies in Family Business are in place, the owner must define appropriate decision-making mechanisms. Some owners institute a system that requires the shareholders or family council to take into account inputs from key executives in the company before making a decision. Do you feel this is the right approach for Governance or there are challenges attached to it?	20	CO3	BT4	
	<b>Q4</b> Advisory Board and Board of Directors role is a major one in the proper functioning of an organization. How does it add to the creation of Family council of a company?	20	CO3	BT4	

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Q5	Despite the fact that business succession in family business is one of the significant factors, stills it is a challenge in recent time. What do you feel are the factors that act as block roads in easy succession process?	20	CO4	BT4
Q6	If you are planning to diversify in fashion garments, What are the factors that you need to consider formulation of roles and responsibilities for the person taking care of the ownership role in family business?	20	CO4	BT4

\*\*\*\*\* END \*\*\*\*\*



**DEPARTMENT OF MANAGEMENT & COMMERCE**
*"T3 Examination, June-2022"*

SEMESTER	II	DATE OF EXAM	23.06.2022
SUBJECT NAME	DESCRIPTIVE ANALYTICS	SUBJECT CODE	MCH132B
BRANCH	BBA - BA	SESSION	II
TIME	12:30 PM - 02:30 PM	MAX. MARKS	50
PROGRAM	BBA	CREDITS	3
NAME OF FACULTY	Dr. Animesh Singh	NAME OF COURSE COORDINATOR	

*Note Part A: All questions are compulsory. Questions will be of short answer type (2.5 Marks).*

*Part B: Questions will be of the descriptive type or numerical. Each question will be of 10 Marks.*

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
<b>PART-A</b>	<b>Q1</b> How would you summarize the importance of descriptive analytics in business? Give some examples also.	2.5	C01	BT2	
	<b>Q2</b> Illustrate the importance of Data visualization in analytics.	2.5	C01	BT3	
	<b>Q3</b> Discuss various measures of Shape and their role in decision making.	2.5	C02	BT2	
	<b>Q4</b> Write some important uses and limitations of the arithmetic mean.	2.5	C02	BT2	
<b>PART-B</b>	<b>Q5</b> a. Explain the Hypothesis process in detail b. A sample of 400 male students is found to have a mean height of 67.47 inches. Can it be reasonably regarded as a sample from a large population with a mean height of 67.39 inches and a standard deviation of 1.30 inches? Test at a 5% level of significance. (Std. Values	7+3	C03	BT4	

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of Z -1.96 or +1.96)

Q6

Explain Various Probability rules with the appropriate examples.

10

C03

BT3

Q7

A Data Analyst might be interested in whether any significant differences exist in satisfaction among individuals with different levels of education. After seeing the ANOVA result table answers the following questions.

10

C04

BT4

- Write Null and Alternative Hypothesis
- Fill all the Blanks in ANOVA Table
- Write the Decision Rule

#### SUMMARY

Groups	Count	Sum	Average	Variance
College graduate	8	30	3.75	0.785714286
Graduate degree	8	35	4.375	0.553571429
Some college	7	23	3.285714286	1.238095238

#### ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	4.500776	2	.....	.....	0.09318232	3.49282848
Within Groups	16.80357	.....	0.840178571			
Total	21.30435	22				

Q8

What is multiple regressions? How is it different from Bivariate regression? Discuss some uses of regression analysis in business decisions.

10

C04

BT3

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## DEPARTMENT OF MECHANICAL ENGINEERING

"T3 Examination, June-2022"

SEMESTER	II	DATE OF EXAM	23/06/2022
SUBJECT NAME	FUNDAMENTAL OF LOGISTICS	SUBJECT CODE	MCH 117B
BRANCH	BBA OM	SESSION	II
TIME	3 Hrs.	MAX. MARKS	100
PROGRAM	BBA	CREDITS	3
NAME OF FACULTY	MNDEEP BHADANA	NAME OF COURSE COORDINATOR	MANDEEP BHADANA

Note: Part A&B: Questions will be of 10 Marks each.

Part C&D: Each question will be of 20 marks. Attempt all questions.

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A&B	Q1 Differentiate between inbound and out bound logistics. Explain the objective and scope of logistics system in today's market.	10	CO1	L1	1.1
	Q2 Explain the objective and scope of Demand forecasting. Logistics play an important role in inventory ownership, how?	10	CO2	L2	1.2
PART-C	Q3 What is the role of material handling in logistics? Explain material handling and packaging with example. Write some equipment used for material handling with diagram.	20	CO3	L3	3.1
	Q4 What do you mean by warehousing? Write the objective of warehousing. Explain the storage principle in warehousing. Warehousing play an important role in logistics how?	20	CO3	L3	3.2
PART-D	Q5 Explain the concept of packaging in logistic. What is the objectives of packaging? Write various design consideration in packaging. Write different types of material used for packaging.	20	CO4	L4	4.1
	Q6 What is transportation system? Write different modes of transportation with example. Explain how transportation network help in transfer of goods and services effectively and efficiently in and outside the country.	20	CO4	L4	4.2

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**DEPARTMENT OF MANAGEMENT & COMMERCE**

 "T3 Examination, ~~JUNE~~ -2022"

SEMESTER	II	DATE OF EXAM	23.06.2021
SUBJECT NAME	FINANCING & BUSINESS DEVELOPMENT OF HOSPITALS	SUBJECT CODE	MCH119B
BRANCH	HEALTHCARE MANAGEMENT	SESSION	II
TIME	9.00 AM-12.00 PM	MAX. MARKS	100
PROGRAM	BBA HCM	CREDITS	3
NAME OF FACULTY	DR. PRIYANKA SINGH	NAME OF COURSE COORDINATOR	DR. PRIYANKA SINGH

Note: Part A : All questions are compulsory. Each question carry 5 marks each.

Part B: All questions are compulsory. Each question carry 5 marks each. Questions will be of descriptive type or numerical.

Part C: All questions are compulsory. Each question carry 20 marks each. Questions will be of descriptive type.

Part D: All questions are compulsory. Each question carry 20 marks each. Questions will be of descriptive type.

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	Q1 Based on your understanding, explain the issues being faced by private health care and why do they need to market themselves?	5	CO1	BT 2	
	Q2 What are Customer Touch Points? Who are the customers in healthcare marketing? Explain.	5	CO1	BT 2	
PART-B	Q3 Explain the generational gap in healthcare consumers and the different strategies to attract them in your organisation.	5	CO2	BT 2	
	Q4 As a Marketing manager of a hospital, what are the do's and don'ts for marketing to physicians?	5	CO2	BT 3	
PART-C	Q5 Based on the discussion in class and your understanding, explain the 11-point process for shortlisting launch opportunity for New Hospital.	20	CO3	BT 3	

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P A R T-D	Q6	Explain the role of social media in today's day and age of hospital marketing. Write some of the ways in which you as marketing person will use social media to your organization benefit.	20	C03	BT 4
	Q 7	Based on the discussion in class and your understanding write a detailed note on Media Mix and importance of Media for a Hospital. Which do you think is a better advertising strategy and why?	20	C04	BT 4
	Q 8	What is inbound and outbound marketing? Explain. Which do you think is more effective and why? How can you as a marketing person create a compelling content for marketing of your hospital?	20	C04	BT 4
***** END *****					

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DEPARTMENT OF MANAGEMENT AND COMMERCE

"T3 Examination, JUNE- JULY, 2022"

SEMESTER	II	DATE OF EXAM	24.06.2022
SUBJECT NAME	MACRO ECONOMICS	SUBJECT CODE	MCH113B
BRANCH	BBA	SESSION	II
TIME	12:30 PM – 3:30 PM	MAX. MARKS	100
PROGRAM	BBA (EFB, FAA, OM)	CREDITS	3
NAME OF FACULTY	DR. PRIYANKA CHADHA	NAME OF COURSE COORDINATOR	DR. PRIYANKA CHADHA

Note: Part A: All questions are compulsory. Each question carry 5 marks each.

Part B: All questions are compulsory. Each question carry 5 marks each. Questions will be descriptive type or numerical.

Part C: All questions are compulsory. Each question carry 20 marks each. Questions will be descriptive type.

Part D: All questions are compulsory. Each question carry 20 marks each. Questions will be descriptive type.

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL
PART-A	Q1	5	CO1	BT1
PART-B	Q2	5	CO1	BT 1
PART-B	Q3	5	CO2	BT 2
PART-B	Q4	5	CO2	BT 3
PART-C	Q5	20	CO3	BT 2
PART-C	Q6	20	CO3	BT 3

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A R T -D	Q 7	"Funds entering a country from a foreign source are booked as credit and recorded in the BOP. Outflows from a country are recorded as debits in the BOP." In the light of the given statement briefly explain the concept of BOP.	20	CO4	BT 4
	Q 8	Differentiate the concept of Fiscal Policy and Monetary Policy.	20	CO4	BT 4



**DEPARTMENT OF MANAGEMENT & COMMERCE**
*"T3 Examination, JUNE -2022"*

SEMESTER	II	DATE OF EXAM	24.06.2022
SUBJECT NAME	Health Care Economics	SUBJECT CODE	MCH127B
BRANCH	HCM	SESSION	II
TIME	12.30 PM-03.30 PM	MAX. MARKS	100
PROGRAM	BBA HCM	CREDITS	3
NAME OF FACULTY	DR. POOJA KAPOOR	NAME OF COURSE COORDINATOR	DR. POOJA KAPOOR

*Note: : All questions are compulsory.*

Q.NO.	QUESTIONS	MAR KS	CO ADDR ESSE D	BLOO M'S LEVE L	P. I.
PA RT- A	Q1 Why healthcare economy is known to be massive?	5	CO1	BT 3	
	Q2 Explain the factors which impacts Health Care Economics.	5	CO1	BT 2	
PA RT- B	Q3 Discuss the determinants of individual and population health status.	5	CO2	BT 3	
	Q4 'The highest price elasticity estimates observed are for those demanding hospital outpatient services and for nursing home.' Explain.	5	CO2	BT 2	
PA RT- C	Q5 'Across the nation, there are meaningful differences in social and economic opportunities for residents in communities that have been cut off from investments or have experienced discrimination. These gaps disproportionately affect people of color – especially children and youth.' Discuss the Social & Economic Factors based on the Global County Health Rankings survey.	20	CO3	BT 3	
	Q6 India's healthcare system has been battling various issues, including the low number of institutions and less-than-adequate human resources for quite a while now. Essentially, a three-tier structure defined the Indian healthcare system — primary, secondary and tertiary care services. The Indian Public Health Standards (IPHS) states that the delivery of	20	CO3	BT 4	

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PART-D		<p>primary healthcare is provided to the rural population through sub-center, primary health centre (PHC), and community health center (CHC), while secondary care is delivered through district and sub-district hospitals. On the other hand, tertiary care is extended at regional/central level institutions or super specialty hospitals. <i>(source: the hindubusinessline)</i></p> <p>Discuss the issues and challenges with respect to the article above.</p>			
	Q 7	Discuss the role of economic evaluations in health care and the types of economic evaluations and their uses. What are the components of a complete economic evaluation?	20	CO4	BT 2
	Q 8	Evaluate the role of the efficiency and access to the healthcare system. Also, what are the drawbacks and benefits of the main reforms in the healthcare system?	20	CO4	BT 3
***** END *****					

*Signature*

## DEPARTMENT OF MANAGEMENT AND COMMERCE

"T3 Examination, JUNE- JULY, 2022"

SEMESTER	II	DATE OF EXAM	27.06.2022
SUBJECT NAME	Fundamentals of Design Thinking & Venture creation	SUBJECT CODE	MCH123B
BRANCH	BBA	SESSION	II
TIME	12:30 PM – 3:30 PM	MAX. MARKS	100
PROGRAM	BBA (EFB)	CREDITS	3
NAME OF FACULTY	Dr Manmeet Bali Nag	NAME OF COURSE COORDINATOR	Dr Manmeet Bali Nag

*Note Part A: All questions are compulsory. Each question carry 5 marks each.*

*Part B: All questions are compulsory. Each question carry 5 marks each. Questions will be of descriptive type or numerical.*

*Part C: All questions are compulsory. Each question carry 20 marks each. Questions will be of descriptive type.*

*Part D: All questions are compulsory. Each question carry 20 marks each. Questions will be of descriptive type.*

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM' S LEVEL
P A R T -A  P A R T -B  P A R T -C	Q1	How is Organizational fit important to Design Thinking Innovation	5	CO1	BT1
	Q2	Cite five examples of Design thinking in Indian settings?	5	CO1	BT 1
	Q3	How can Prototyping create an almost accurate version of Ideated product?	5	CO2	BT 2
	Q4	How is market research & testing integral to Design Thinking	5	CO2	BT 3
	Q5	Enlist & elaborate on features of Red & Blue ocean strategy. Which one is more suited towards early profitability	20	CO3	BT 2
	Q6	Project management is an integral part of any innovative process. Explain in detail in context of design thinking	20	CO3	BT 3

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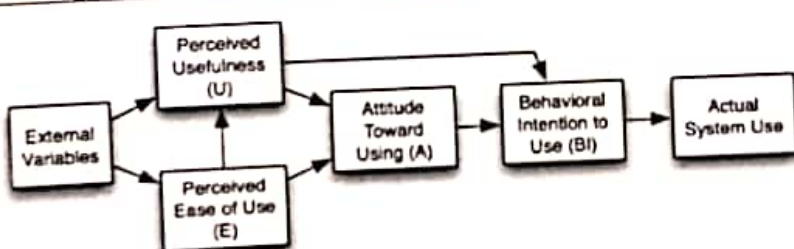
P A R T -D	Q 7	Toolkit of Design Thinking gives concrete shape to idea. Elaborate on the statement	20	C04	BT 4
	Q 8	Value chain analysis provides a competitive edge to an organization. Explain how	20	C04	BT 4



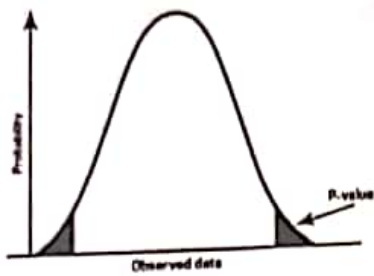
**DEPARTMENT OF MANAGEMENT**  
**"T3 Examination JUNE-2022"**

SEMESTER	II	DATE OF EXAM	27/06/2022
SUBJECT NAME	RESEARCH TECHNIQUES	SUBJECT CODE	MCH 131B
BRANCH	BBA BA	SESSION	AFTERNOON
TIME	12:30 AM -3:30 PM	MAX. MARKS	100
PROGRAM	BBA BA	CREDITS	3
NAME OF FACULTY	DR. RASHI BANERJI	NAME OF COURSE COORDINATOR	DR. RASHI BANERJI

Q.NO	QUESTIONS	MA RKS	CO	BT
1(A)	How marketing research help to identify the different types of markets? Elaborate the role of marketing research in identifying the target market with the help of a diagram?	5	CO1	1
1 (B)	Differentiate between case analysis and focus group interviews?	5	CO1	2
2 (A)	Define normality in terms of skewness with the help of graphs.	5	CO2	2
2 (B)	Explain the different steps and process of data cleaning. Why data cleaning is important for primary research?	5	CO2	2
Q3	Explain the different steps and process of data cleaning. Why data cleaning is important for primary research?	20	CO3	3
Q4	 <p>For the TAM model for smartphone usage create a research design. Mention the research objectives, research questions and hypothesis for the study. What test you would apply to judge the perception of adoption of mobile wallet usage with respect to gender and age? Give justifications for your choices.</p>	20	CO4	4

What do you understand by statistical power of test? Explain the significance of Type I and Type II error? What does the following graphs tells you about p value?



4

20

CO4

3

20

CO3

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**DEPARTMENT OF MANAGEMENT & COMMERCE**
*"T3 Examination, JUNE -2022"*

<b>SEMESTER</b>	<b>II</b>	<b>DATE OF EXAM</b>	<b>27.06.2022</b>
<b>SUBJECT NAME</b>	<b>COST ACCOUNTING</b>	<b>SUBJECT CODE</b>	<b>MCH122B</b>
<b>BRANCH</b>	<b>FAA</b>	<b>SESSION</b>	<b>II</b>
<b>TIME</b>	<b>12.30 PM-03:30 PM</b>	<b>MAX. MARKS</b>	<b>100</b>
<b>PROGRAM</b>	<b>BBA F AA</b>	<b>CREDITS</b>	<b>3</b>
<b>NAME OF FACULTY</b>	<b>DR. POOJA KAPOOR</b>	<b>NAME OF COURSE COORDINATOR</b>	<b>DR. POOJA KAPOOR</b>

*Note : All questions are compulsory.*
*Pooja*

Q.NO.		QUESTIONS	M AR KS	CO ADDR ESSED	BLOO M'S LEVEL	PI
PART-A	Q 1	What is Variable Overheads? Give two examples.	5	CO1	BT 3	
	Q 2	Calculate Prime Cost with the help of the data given: Stock of raw materials on 1st January 25,000 Stock of raw materials on 31st January 26,200 Purchase of raw materials 21,900 , Carriage on purchases 1,100 Sale of finished goods 72,300 , Direct wages 17,200 Non-productive wages 800, Direct expenses 1,200 Factory overheads 8,300 , Administrative overheads 3,200 , Selling overheads 4,200	5	CO1	BT 2	
	Q 3	What is cost volume profit analysis and contribution?	5	CO2	BT 3	
PART-B	Q 4	Calculate the number of units that must be sold to earn a profit of Rs. 90,000. FIXED FACTORY OVERHEADS COST—RS 60000, FIXED SELLING OVERGAEDS COST—RS 12000, VARIABLE MANUFACTURING COST PER UNIT RS 12,VARIABLE SELLING COST PER UNIT RS 3, SELLING PRICE PER UNIT RS 24	5	CO2	BT 2	

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Q  
5

i) XYZ Ltd. has to supply 240000 units of a component "Wizzo" annually for its valued customer Goenka. The company has been producing 20,000 units per month by having 12 runs per annum. Its new Finance Manager Arun says that the production should be brought down to 5000 units per batch and 48 batches should be run per annum. You are required to advise the company on the following issues give that the set up cost per batch is Rs. 75 per batch and Carrying Cost per unit is Rs 1 per annum. What is the Economic Batch Size? (10 marks)

ii) What are the main features of Job Costing? Describe Briefly the procedure of recording costs under job order costing? (10 marks)

20

CO3

BT 3

The product of a company passes through 3 distinct process. The following information is obtained from the accounts for the month ending January 31, 2021.

PARTICULARS	PROCESS A	PROCESS B	PROCESS C
DIRECT MATERIAL	7800	5940	8886
DIRECT WAGES	6000	9000	12000
PRODUCTION OVERHEADS	6000	9000	12000

3000 units @Rs 3 each were introduced to the process A. There was no stock of materials or work in progress. The output of each process passes directly to the next process and finally to finished stock a/c.

The following additional data is obtained:

PROCESS	OUTPUT	PERCENTAGE OF NORMAL LOSS TO INPUT	VALUE OF SCRAP PER UNIT (RS)
PROCESS A	2850	5%	2
PROCESS B	2520	10%	4
PROCESS C	2250	15%	5

Prepare Process Cost account, Normal Cost Account, and Abnormal Gain or Loss Account.

20

CO3

BT 4

PART-C

PART-D

Q  
7

Evaluate the reasons for the differences between cost and financial accounts maintained by an organization. Also, draft a format for reconciliation of financial and cost data sheet.

20

CO4

BT 3

Q  
8

Write short notes on:  
Cost Audit Program and LIFO and FIFO method of stock evaluation.

20

CO4

BT 2

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## DEPARTMENT OF MANAGEMENT & COMMERCE

"T3 Examination, June-2022"

SEMESTER	II	DATE OF EXAM	29.06.2022
SUBJECT NAME	FINANCIAL MANAGEMENT	SUBJECT CODE	MCH115B
BRANCH	FAA, BA, EFB, HCM, OM	SESSION	II
TIME	12:30 PM- 3:30 PM	MAX. MARKS	100
PROGRAM	BBA FAA	CREDITS	3
NAME OF FACULTY	DR. SHWETA GOEL	NAME OF COURSE COORDINATOR	DR. SHWETA GOEL

Note: Part A : All questions are compulsory. Each question carry 5 marks each.

Part B: All questions are compulsory. Each question carry 5 marks each. Questions will be of descriptive type or numerical.

Part C: All questions are compulsory. Each question carry 20 marks each. Questions will be of descriptive type.

Part D: All questions are compulsory. Each question carry 20 marks each. Questions will be of descriptive type.

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PA	Q1	5	CO1	BT 2	
RT-A	Q2	5	CO1	BT 3	
PA	Q3	5	CO2	BT 2	
RT-B	Q4	5	CO2	BT 4	
PA	Q5	20	CO3	BT 3	
RT-C					

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## DEPARTMENT OF MANAGEMENT & COMMERCE

"T3 Examination, June -2022"

SEMESTER	II	DATE OF EXAM	01.07.2022
SUBJECT NAME	HUMAN RESOURCE MANAGEMENT	SUBJECT CODE	MCH114B
BRANCH	FAA, EFB, OM, HCM	SESSION	Afternoon (II)
TIME	12.30-3.30 PM	MAX. MARKS	100
PROGRAM	BBA FAA, EFB, OM, HCM	CREDITS	3
NAME OF FACULTY	Srishti Bathla	NAME OF COURSE COORDINATOR	Srishti Bathla

Note: Part A & B : All questions are compulsory. Each question carry 5 marks each.

Part C & D: All questions are compulsory. Each question carry 20 marks each. Questions will be of descriptive type.

*P. Singh*

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART - A	Q1 How do organizations pay emphasis on career planning & development? Explain in brief.	5	CO1	BT 2	
	Q2 With the help of a organogram, explain the structure of an organization detailing the internal hierarchy.	5	CO1	BT 2	
PART - B	Q3 Define Job Analysis. Explain the different methods of Job Analysis.	5	CO2	BT 2	
	Q4 Define Human Resource Management and its functions. Explain how is it different from Talent Management.	5	CO2	BT 1	
PART - C	Q5 There is a employee working in ABT Ltd from the last 10 years. His performance is hampered because of some unknown reasons. As his superior, how will you appraise his performance and rectify the situation? Also explain all the methods of Performance Appraisal of your employees.	20	CO3	BT 3	
	Q6 Write short notes on any of the 4 from following (5 marks Each) a. SHRM b. Job Evaluation c. Career Planning & Development	20	CO3	BT 2	

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	<p>d. Behaviorally Anchored Rating Scale (BARS)</p> <p>e. Direct &amp; Indirect Compensation</p> <p>f. Graphic rating scale</p>													
Q7.	<p>What is the responsibility of the employer/organization towards their employees? Explain the objectives and importance of maintaining the employees. How will an organization ensure occupational health and safety, social security and welfare of its employees?</p>	20	C04	CO3										
Q8.	<p>What according to you is the objective of Job Evaluation? Given below is an example of one of the Job evaluation methods for determining the compensation of the each of the jobs. Identify the method and explain in detail with the help of example.</p> <table><tr><td>Degree A</td><td>Ability to follow verbal instructions for performing manual tasks</td></tr><tr><td>Degree B</td><td>Ability to read and write in English and do arithmetical calculations</td></tr><tr><td>Degree C</td><td>Ability to read/write in English, do arithmetical calculations involving use of fractions, decimals etc.</td></tr><tr><td>Degree D</td><td>Ability to read/write in English, do arithmetical calculations, proficiency in trade.</td></tr><tr><td>Degree E</td><td>Background education suitable for understanding all aspects of trade which may be considered equivalent to Industrial Training.</td></tr></table>	Degree A	Ability to follow verbal instructions for performing manual tasks	Degree B	Ability to read and write in English and do arithmetical calculations	Degree C	Ability to read/write in English, do arithmetical calculations involving use of fractions, decimals etc.	Degree D	Ability to read/write in English, do arithmetical calculations, proficiency in trade.	Degree E	Background education suitable for understanding all aspects of trade which may be considered equivalent to Industrial Training.	20	CO4	CO4
Degree A	Ability to follow verbal instructions for performing manual tasks													
Degree B	Ability to read and write in English and do arithmetical calculations													
Degree C	Ability to read/write in English, do arithmetical calculations involving use of fractions, decimals etc.													
Degree D	Ability to read/write in English, do arithmetical calculations, proficiency in trade.													
Degree E	Background education suitable for understanding all aspects of trade which may be considered equivalent to Industrial Training.													

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DEPARTMENT OF MANAGEMENT & COMMERCE

"T3 Examination, June-2022"

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SEMESTER	II	DATE OF EXAM	04.07.2021
SUBJECT NAME	HEALTHCARE COMMUNICATION	SUBJECT CODE	MCH126B
BRANCH	HEALTHCARE MANAGEMENT	SESSION	I
TIME	9.00 AM-12.00 PM	MAX. MARKS	100
PROGRAM	BBA HCM	CREDITS	3
NAME OF FACULTY	DR. PRIYANKA SINGH	NAME OF COURSE COORDINATOR	DR. PRIYANKA SINGH

*Note Part A : All questions are compulsory. Each question carry 5 marks each.*

*Part B: All questions are compulsory. Each question carry 5 marks each. Questions will be of descriptive type or numerical.*

*Part C: All questions are compulsory. Each question carry 20 marks each. Questions will be of descriptive type.*

*Part D: All questions are compulsory. Each question carry 20 marks each. Questions will be of descriptive type.*

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PA RT- A	Q1 Define Communication. How is it different in Healthcare? Explain the Healthcare communication functions on multiple levels.	5	CO1	BT 2	
	Q2 You see your friend smoking in the college campus, which theory of HC comes to play in this incident. Explain the theory in detail linking the incident.	5	CO1	BT 2	
PA RT- B	Q3 Explain Information Processing Theory using 5 heuristics techniques with examples.	5	CO2	BT 2	
	Q4 Explain the challenges of effective communication.	5	CO2	BT 3	
PA RT- C	Q5 Explain the core strategies of communication. Explain theories used in PERSUADE in detail.	20	CO3	BT 3	
	Q6 Explain the McGuire's hierarchy 12 steps for creating health communication messages in detail.	20	CO3	BT 3	

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<b>P A R T-D</b>	<b>Q 7</b>	What are the different traditional and modern media channels of Communication used? Explain. Explain the how is Media Channel Selection done?	20	C04	BT 4	
	<b>Q 8</b>	Explain the Planning Cycle of Health care Communication Strategies. Explain how a concept is developed and tested (different stages) from a material to message formation.	20	C04	BT 4	

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## DEPARTMENT OF MANAGEMENT AND COMMERCE

"T3 Examination, May-2022"

SEMESTER	IV	DATE OF EXAM	11/12/2022
SUBJECT NAME	MANAGEMENT OF BANKING & FINANCIAL INSTITUTIONS	SUBJECT CODE	MCH219B
BRANCH	BBA FAA	SESSION	Morning
TIME	09:00 AM – 12:00 PM	MAX. MARKS	100
PROGRAM	BBA FAA	CREDITS	3
NAME OF FACULTY	Dr. Pooja Kapoor	NAME OF COURSE COORDINATOR	Dr. Pooja Kapoor

Note: Part A and Part B: Questions will be of short answer type. Each question will be of 5 marks.  
Part C and Part D: Questions will be of descriptive type. Each question will be of 20 marks.

Q.NO.	QUESTIONS	M A R K S	CO AD DRE SSE D	BLOO M'S LEVE L	PI
PART - A	Q1 What are Local Area Banks? Give two examples. Also, explain how cooperative banks differ from commercial banks.	5	CO1	BT1	
	Q2 How do banks differ from Non-Banking Financial companies? What role do NBFCs play in our economy?	5	CO1	BT2	
PART - B	Q3 Analyze the non-deposit sources of a typical public sector bank. Which source is the most risky for the bank?	5	CO2	BT2	
	Q4 'Liability management plays a critical role in the risk -return profile of banks'. Explain.	5	CO2	BT4	
PART - C	Q5 Elaborate on the terms equipment leasing, hire-purchase, cite examples for each category. Discuss in detail the specialized Government undertakings established with a view to offer financial as well as technical assistance to the Indian industries.	20	CO3	BT3	
	Q6 Discuss in detail the important role played by SEBI in ensuring the investment protection measures. Also elucidate the framework for recognition and supervision of stock exchanges by SEBI.	20	CO3	BT3	

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Q7	i) Discuss the role of Insurance Regulatory and Development Authority (IRDA) of India. Also explain the current status of private Insurance companies in India. ii) List the differences between capital and money markets. Also elucidate the basic functions of currency markets.	20	CO4	BT2	
Q8	Identify and discuss the various methods of floating new issues. Also explain how private placement differs from public issue of shares. Briefly discuss how the Employee stock option plan (ESOP) is an opportunity to buy stocks at a pre-set price.	20	CO4	BT4	

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**DEPARTMENT OF MANAGEMENT & COMMERCE**
*"T3 Examination, MAY- JUNE, 2022"*

SEMESTER	IV	DATE OF EXAM	25.5.2022
SUBJECT NAME	SERVICE MARKETING	SUBJECT CODE	MCH213B
BRANCH	BBA	SESSION	1
TIME	9:00 AM – 12:00 PM	MAX. MARKS	100
PROGRAM	FAA	CREDITS	3
NAME OF FACULTY	DR. PRIYANKA CHADHA	NAME OF COURSE COORDINATOR	DR. PRIYANKA CHADHA

*Note: Part A: All questions are compulsory. Each question carry 5 marks each.*

*Part B: All questions are compulsory. Each question carry 5 marks each. Questions will be of descriptive type or numerical.*

*Part C: All questions are compulsory. Each question carry 20 marks each. Questions will be of descriptive type.*

*Part D: All questions are compulsory. Each question carry 20 marks each. Questions will be of descriptive type.*

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PA RT- A	Q1	Briefly explain the concept of service sector in the growth phase.	5	CO1	BT2
PA RT- B	Q2	Mention any five characteristics of service.	5	CO1	BT 1
PA RT- B	Q3	Identify and explain the additional two dimensions in services marketing.	5	CO2	BT 2
PA RT- B	Q4	Briefly explain the role of strategies and tactics in service marketing.	5	CO2	BT 2
PA RT- C	Q5	"By shifting demand and capacity an organization seeks to shift customers away from periods in which demand exceeds capacity." In the view of above statement explain the concept of demand and supply in capacity planning.	20	CO3	BT 3

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PART-D	Q6	Explain the concept of Internal marketing in the view of effective management of service. Differentiate between External marketing of services vs Internal orientation of service strategy.	20	CO3	BT 2	
	Q7	"Gap exposes the weakness in employee performance." Identify the gap of quality highlighted in the above statement. Briefly explain the Quality gap highlighted and also mention the strategies for closing the gap.	20	CO4	BT 4	
	Q8	"Consulting in India is a growing and increasingly professionalized field of endeavor." Briefly explain why marketing of management consultancy service is essential and what is needed under the identified service."	20	CO4	BT 4	
***** END *****						

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**DEPARTMENT OF MANAGEMENT & COMMERCE**

*"T3 Examination, May-2022"*

SEMESTER	4th	DATE OF EXAM	27 May 2022
SUBJECT NAME	Performance & Compensation Management Systems	SUBJECT CODE	: MCH216 B
BRANCH	BBA - FAA	SESSION	I
TIME	09:00 AM-12:00 PM	MAX. MARKS	100 Marks
PROGRAM	BBA- FAA	CREDITS	
NAME OF FACULTY	Dr.Parul Jhajharia	NAME OF COURSE COORDINATOR	Dr.Parul Jhajharia

*Note: Part A: All questions are compulsory.*

		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1(A)	Explain the objectives and importance of Performance Management System in detail.	5	1&2	2	
	1(B)	Discuss the Victor Vroom's theory of Motivation with a suitable example.	5	2	2	
PART-B	Q2(A)	-As a consultant explain the process and importance of Behaviorally Anchored Rating Scale.(BARS) method of Performance appraisal with a suitable corporate example.	5	4	4	
	2(B)	Prepare KRA's & KPA's of the following roles as Head- HR. A) School Principal (B) Purchase Manager	5	3	4	
	Q3(A)	Elaborate the bottlenecks and strategies for the effective implementation of PMS as an HR Professional that you face in a company	20	3&4	4	
	3(B)	Elucidate the concept of Talent Management and draw a proper diagram to explain the same. As an HR Professional what would be your Talent Retention Strategies in order to reduce the attrition rate in your company	20	5	4	

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PART-C	Q4(A)	As an entrepreneur ,you want to decide on the Point Method of Job Evaluation in your company .Explain the Process & Method of Unskilled & Skilled workers in your company in detail	20	3&4	6	
	4(B)	As an HR Manager of a newly established company, design a detailed Compensation structure with the detailed Process for 100 Employees with 20 senior management,30 Middle level employees and 50 workers in a factory.	20	4&5	6	
***** END *****						

## DEPARTMENT OF MANAGEMENT & COMMERCE

"T3 Examination, May-2022"

SEMESTER	IV	DATE OF EXAM	30.05.2022
SUBJECT NAME	CORPORATE ACCOUNTING	SUBJECT CODE	MCH235B
BRANCH	FAA	SESSION	I
TIME	9.00 AM-12.00 PM	MAX. MARKS	100
PROGRAM	BBA FAA	CREDITS	3
NAME OF FACULTY	DR. SHWETA GOEL	NAME OF COURSE COORDINATOR	DR. SHWETA GOEL

*Note: Part A : All questions are compulsory. Each question carry 5 marks each.*

*Part B: All questions are compulsory. Each question carry 5 marks each. Questions will be of descriptive type or numerical.*

*Part C: All questions are compulsory. Each question carry 20 marks each. Questions will be of descriptive type.*

*Part D: All questions are compulsory. Each question carry 20 marks each. Questions will be of descriptive type.*

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PA RT-A Q1	What is Syndicate Underwriting? Explain Underwriting commission and legal provisions.	5	CO1	BT 1	
Q2	What is underwriting? Explain SEBI's guidelines for underwriting. Explain types of underwriters and their responsibilities.	5	CO1	BT 2	
Q3	What are the factors influencing the valuation of Goodwill? Explain the characteristics between purchased goodwill and self-generated goodwill.	5	CO2	BT 2	
PA RT-B Q4	From the figures given below, calculate goodwill according to the capitalization of super profit method, Actual Average Profit= Rs. 72,000 Normal Rate of Return= 10% Assets= Rs. 9,70,000 Liabilities= Rs. 4,00,000	5	CO2	BT 4	
PA RT-C Q5	A company issued 11,000 fully paid up shares of Rs. 100 each for purchase of the following assets and liabilities from Rohit Bros.	20	CO3	BT 4	

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<b>C</b>		Land & Building    Rs.76,00,000 Plant                  Rs. 3,50,000 Stock                 Rs. 4,50,000 Creditors            Rs. 1,00,000 You are required to pass the necessary journal entries with working notes.			
	<b>Q6</b>	X LTD. issued 10,000 shares of Rs. 100 each. On application Rs.20, all Rs.40, first all Rs.20, second call Rs.20. All the shares were duly subscribed and paid. Except the following, X applied for 200 shares failed to pay allotment money. Y applied for 300 shares failed to pay first call. Pass the necessary journal entries with working notes.	20	CO3	BT 4
	<b>Q 7</b>	What do you understand by debentures? Explain the types of debentures. How do we make the accounting for issue of debentures?	20	CO4	BT 3
	<b>Q 8</b>	In February, 2021, A Ltd. Offered for subscription of 1,000 14% debentures of Rs. 1,000 each at the issue price of 94%, payable Rs. 50 per debenture on application, Rs. 500 on allotment, and the balance on 1st May, 2021. The issue was fully taken up. Journalize the transactions.	20	CO4	BT 4

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MANAV RACHNA  
[विविधता-संश्लेषण]

MANAV RACHNA  
UNIVERSITY

[FORMERLY MANAV RACHNA COLLEGE OF ENGINEERING  
NAAC ACCREDITED 'A' GRADE INSTITUTION]

Declared as State Private University under section 21 of the UGC act, 1956

DEPARTMENT OF MANAGEMENT & COMMERCE

"T3 Examination May-2022"

SEMESTER	IV	DATE OF EXAM	1/06/2022
SUBJECT NAME	CSR & Sustainable Development	SUBJECT CODE	MCH 236B
BRANCH	BBA-FAA	SESSION	MORNING
TIME	9PM-12PM	MAX. MARKS	100
PROGRAM	BBA	CREDITS	3
NAME OF FACULTY	Dr Manmeet Bali Nag	NAME OF COURSE COORDINATOR	Dr Manmeet Bali Nag

Note: All questions are compulsory

Q.NO.	QUESTIONS	MARKS	CO ADDRESS ED	BT
P A R T - A	Q1 Sustainable Development & CSR are aligned with each other. Explain this statement	5	C01	BT1
	Q2 17 SDGs prescribed by UN are markers of sustainability. Explain?	5	C01	BT1
P A R T - B	Q3 Marginalized groups are socially excluded in India. How should CSR empower them?	5	C02	BT2
	Q4 Liberalization & Globalization impact the nature of CSR? Give your opinions	5	C02	BT2
P A R T - C	Q5 Organizational functioning & stakeholders' participation in CSR is of utmost importance. How does this get enabled in corporate	20	C03	BT3
	Q6 WIPRO & TATA have been at the forefront of CSR & charity, generating goodwill & profits for their respective organizations. How does this model work towards achieving Sustainable goals & Community Development	20	C03	BT3
P A R T - D	Q7 OECD Guidelines for Multinational Companies comply towards sustainability & CSR assessment. Explain in detail	20	C03	BT4
	Q8 Standards and Codes (ISO - 14001, OHSAS - 18001- SA - 8000.& their significance in Corporate CSR is immense. How ?	20	C03	BT4

## DEPARTMENT OF Management and Commerce

"T3 Examination, May-2022"

SEMESTER	IV	DATE OF EXAM	03.06.2022
SUBJECT NAME	Supply Chain Management	SUBJECT CODE	MCH 215B
BRANCH	FAA	SESSION	1
TIME	9:00 am To 12:00 pm	MAX. MARKS	100
PROGRAM	BBA	CREDITS	3
NAME OF FACULTY	Vandna Zutshi Bhat	NAME OF COURSE COORDINATOR	Vandna Zutshi Bhat

Note: Part A: All questions are compulsory.  
Part B: All questions are compulsory.  
Part C: All questions are compulsory.

*Pangth*

	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
Part A	1(A) State the difference between Supply chain Management and Material management.	5	CO1	2	
	1(B) How can globalization influence Supply Chain Management?	5	CO1	3	
Part B	Q2(A) Differentiate between functional product and innovative product.	5	CO2	2	
	2(B) What type of supply chain would you suggest to make supply chains more efficient? Why?	5	CO2	4	
Part C	Q3(A) Firm A is the manufacturer of smart phones. The company is eyeing to introduce a new phone model with innovative feature which enables the user to project images in 3D. Suggest the supply chain method which will enable the Firm to capture the market quickly.	20	CO3	4	

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3(B)

Firm A and Firm B are competing for the same market .Firm As core strength is in manufacturing while Firm B has an exceptional Distribution network. How can the two firms capture the market and stay ahead of their competitors

20

CO3

4

Q4(A)

Company A is looking to upgrade its supply chain network over a period of next 5 years. Suggest the futuristic trends in Supply chain that the company has to look into in order to stay relevant in future business scenario

20

CO4

4

4(B)

In your opinion what forces lead to increase in global logistics.What are the risks associated while carrying out Global logistic Process?

20

CO4

4



DEPARTMENT OF MANAGEMENT

"T3 Examination, MAY-2022"

SEMESTER	VI	DATE OF EXAM	20/05/2022
SUBJECT NAME	FINANCIAL SERVICES	SUBJECT CODE	MCH321B
BRANCH	FAA	SESSION	MORNING
TIME	9:00-12:00	MAX. MARKS	100
PROGRAM	FAA	CREDITS	3
NAME OF FACULTY	DR. RASHI BANERJI	NAME OF COURSE COORDINATOR	DR. RASHI BANERJI

Q.NO.	QUESTIONS	MAR KS	CO ADDRE SSED	BLOO M'S LEVE L
Q1(A)	Distinguish between money market and capital market. As a retail investor which market you would be investing in?	5	CO1	L1
Q1(B)	Elaborate the different foreign exchange instruments and participants.	5	CO1	L2
Q2(A)	What are the advantages and disadvantages of VC Financing? As a start up owner would you prefer VC financing for your venture?	5	CO2	L1
Q2(B)	If Manav Rachna University has to come up with an IPO, what process it would have to follow?	5	CO2	L2
Q3	Explain the type and importance of depository participants. How they have enabled Indian capital market to progress to T-2 Rolling Settlement? What do you understand by t+2 Rolling Settlement?	20	CO3	L3
Q4	Elaborate SEBI's power on advertisement and insider trading related to capital markets. Appraise how SEBI has been successful in building up investor's confidence and development of capital markets.	20	CO3	L4
Q5	Design an investment plan for a 30 year old self employed person with an annual income of 15 lakhs. What mutual fund would be suitable to him in terms of objective, growth, income potential and stability? Refer to the chart and suggest which mutual fund is more suitable?	20	CO4	L4

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### Mutual Fund Performance Evaluation

Comparative Performance of Funds (India)



Appraise the different types of credit rating agencies in India. Analyze why financial services sector is dependent on credit rating agencies and why they are integral part?

Q6

20

CO4

L2

**DEPARTMENT OF MANAGEMENT & COMMERCE**

*"T3 Examination, May-2022"*

SEMESTER	VI	DATE OF EXAM	24.05.2022
SUBJECT NAME	BUSINESS ANALYTICS	SUBJECT CODE	MCH318B
BRANCH	FAA	SESSION	I
TIME	9:00AM -12:00 Noon	MAX. MARKS	100
PROGRAM	BBA	CREDITS	3
NAME OF FACULTY	Dr. Animesh Singh	NAME OF COURSE COORDINATOR	

*Note: Part A: All questions are compulsory. Questions will be of short answer type (5 Marks).*

*Part B: Questions will be of descriptive type or numerical. Each question will be of 20 Marks.*

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	Q1 Illustrate some important applications of Analytics in Business in business.	5	CO1	BT2	
	Q2 "A data dashboard is a data-visualization tool that illustrates multiple metrics and automatically updates these metrics as new data become available" Elaborate this statement with an example.	5	CO1	BT3	
	Q3 List out various measures of dispersion and explain their importance.	5	CO2	BT1	
	Q4 Define skewness and its importance in explaining the structure of the dataset.	5	CO2	BT1	
PART-B	Q5 "Data Science is the domain that helps the organization to adopt new strategies to explore the world using data" Explain this statement and also discuss the differences between: 1. Data Science and Data Analytics	20	CO3	BT4	

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## 2. Data Mining and Statistics

Q6	"Big Data Analytics helps companies to achieve competitive advantage" demonstrate this statement with appropriate industry examples	20	CO3	BT3
Q7	Critically analyze the applications of analytics in the Retail and Marketing field by citing appropriate examples.	20	CO4	BT3
Q8	<p>A multinational hotel chain has been implementing analytics digital marketing to its customers. However, the responses to the digital campaigns have not been favorable, and the revenue generation has not been as expected. Currently, they are trying to solve this problem by focusing on similar campaigns that use the same promotional content and changing these campaigns to suit the specific tastes of the consumers in each nation.</p> <ol style="list-style-type: none"><li>1. Discuss how business analytics can be utilized by the hotel management in this scenario.</li><li>2. What is the data required to facilitate good decisions?</li><li>3. Explain some important applications of social media analytics.</li></ol>	20	CO4	BT4



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## DEPARTMENT OF MANAGEMENT & COMMERCE

"T3 Examination, May-2022"

SEMESTER	VI	DATE OF EXAM	05.05.2022
SUBJECT NAME	FINANCIAL MODELING	SUBJECT CODE	MCH336B
BRANCH	FAA	SESSION	1
TIME	9 A M- 12 PM	MAX. MARKS	100
PROGRAM	BBA FAA	CREDITS	3
NAME OF FACULTY	DR. SHWETA GOEL	NAME OF COURSE COORDINATOR	DR. SHWETA GOEL

Note: Part A : All questions are compulsory. Each question carry 5 marks each.

Part B: All questions are compulsory. Each question carry 5 marks each. Questions will be of descriptive type or numerical.

Part C: All questions are compulsory. Each question carry 20 marks each. Questions will be of descriptive type.

Part D: All questions are compulsory. Each question carry 20 marks each. Questions will be of descriptive type.

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PAR T-A	Q1 "VLOOKUP is an essential tool in excel". How? Elaborate the differences between VLOOKUP and HLOOKUP with help of suitable example.	5	CO1	BT 1	
	Q2 Explain the types and uses of Financial Models.	5	CO1	BT 2	
PAR T-B	Q3 How does conditional formatting helps in removing duplicates values?	5	CO2	BT 2	
	Q4 Explain Discounted Cash Flow (DCF) model in detail with the help of data given on next page.	5	CO2	BT 4	
PAR T-C	Q5 Explain What if analysis and Data tables with the help of excel sheet given on the next page.	20	CO3	BT 4	
	Q6 How do we build Financial Model for evaluating Forecasted Cash Flow using various investment projects.	20	CO3	BT 3	
PAR T-D	Q7 Explain the NPV, IRR and MIRR functions of Capital Budgeting with syntax. What are the features and significance of these models?	20	CO4	BT 3	
	Q8 'Moving averages can be used for measuring the trend of any series'. Explain the above statement in the light of data given on next page. How does moving average method work in Excel?	20	CO4	BT 4	

\*\*\*\*\* END \*\*\*\*\*

### Annexure for Q. 4 DISCOUNTED CASH FLOW VALUATION

Market Assumptions		Valuation Model						
Risk Free Rate	3.50%	Calculation Year	Year	Growth Rate (Self Decided)	Future Cash Flow (1)	Terminal Value (2)	Total Cash Flow (1+2)	PV
Risk Premium	6.00%							
Equity Assumptions								
Beta	1	2019	0	8.00%	200		200	197.26
Cost of Equity	9.50%	2020	1	8.00%	216		216	194.54
Market Value of Equity (Self Decided)	2,500	2021	2	8.00%	233.28		233.28	191.89
		2022	3	8.00%	251.94		251.94	189.24
		2023	4	8.00%	272.10		272.10	186.67
		2024	5	8.00%	293.87		293.87	2079.35
		2025	6	3.00%	302.68	3,281.68	3,584.36	
Debt Assumptions								
Pre-Tax Cost of Debt	5.00%						Future Firm Value	3038.992
Effective Tax Rate	30.00%							
After-Tax Cost of Debt	3.50%						Debt Value	
Market Value of Debt (Self Decided)	0						Equity Value	3038.992
Firm Assumptions							Shares Outstanding	50
Firm Value	2,500							
Debt-to-MV Ratio	0						Intrinsic Value Per Share	60.78
WACC	9.50%							
Initial Cash Flow	200							
Long-Term Growth Rate	3.00%							

### Annexure for Q. 5 WHAT IF ANALYSIS

Annexure for Q. 5 WHAT IF ANALYSIS

C8

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✓

fx

$=B4*(1-C4)$

A

B

C

D

E

1

**Book Store**

2

3

4

5

6

7

8

9

10

11

total number of books	% sold for the highest price
100	60%

number of books	unit profit
60	\$50

highest price	40
lower price	

total profit	\$3,800
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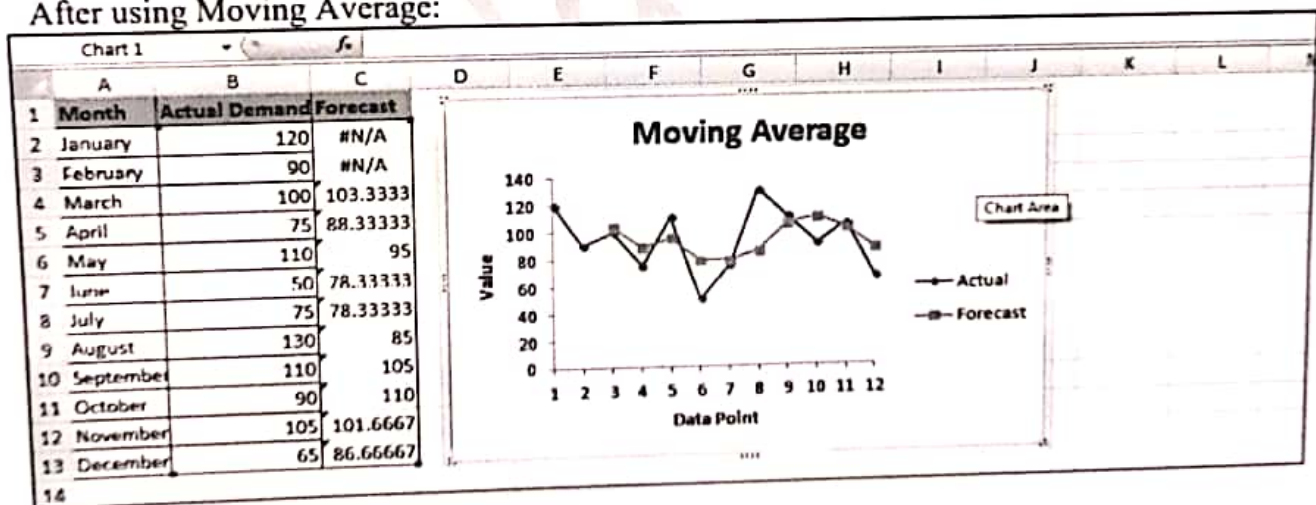
### Annexure for Q. 8- Moving Average

- After selecting moving average it will open another dialogue box named Moving Average (where you have to select the given actual demand of all the 12 months in the input cell, mention the interval, setting the output range where the forecast will occur and can check the chart output as we need graphical representation according to the question).

The screenshot shows the 'Moving Average' dialog box with the following settings:

- Input Range:** \$B\$2:\$B\$13
- Labels in First Row:** ☐
- Interval:** 3
- Output Range:** \$C\$2
- New Worksheet Ply:** (empty)
- New Workbook:** (empty)
- Chart Output:** ☒
- Standard Errors:** ☐

- After using Moving Average:



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**DEPARTMENT OF MANAGEMENT & COMMERCE**  
"T3 Examination May -2022"

SEMESTER	VI	DATE OF EXAM	30/05/2022
SUBJECT NAME	CSR & Business Ethics	SUBJECT CODE	MCH319B
BRANCH	BBA	SESSION	I
TIME	9 AM - 12:00	MAX. MARKS	100
PROGRAM	BBA	CREDITS	3
NAME OF FACULTY	Dr.Parul Jhajharia	NAME OF COURSE COORDINATOR	Dr.Parul Jhajharia

*Note: All questions are compulsory*

Q.NO.	QUESTIONS	MARKS	CO ADDRESSSED	BT
PART - A				
Q1	CSR leads to community development? Describe briefly	5	CO1	2
Q2	Explain Carrol's Model of CSR in detail with a suitable example.	5	CO1	2
PART - B				
Q3	Elaborate on the difference between CSR V/s Corporate Philanthropy	5	CO2	2
Q4	Whistle Blowers face life threatening situations in their life! Explain the concept and discuss the Government Protection Mechanism for the same.	5	CO2	4
PART - C				
Q5	"Consumer is the King of the Market." How does the Consumer Protection Law take care of the consumers in India. Discuss in detail	20	CO3, 4	4

	Q6	What do you think is the key to the success of a business entity in the long run? Does it have anything to do with ethics? Make a comparative study of any two companies as to why one failed and other succeeded in the market. Explain with the help of its policies, code and culture in detail.	20	C03, 4	4
P A R T - D	Q7	(a) What are Business ethics? Explain its relevance and the principles. Also mention its determinants. (b) If given responsibility, how can you shape an individual into a responsible citizen? Give your opinion.	20	C03, 4	3
	Q8	(a) A 'business' is basically set up to earn profits. Do you agree? Give your opinion on this in regard to Altruism. (b) Is CSR and CSP the same thing? Are these terms different from Corporate Governance? Elucidate with suitable example	20	C03, 4	4



DEPARTMENT OF MANAGEMENT AND COMMERCE

"T3 Examination, May-2022"

SEMESTER	VI Semester	DATE OF EXAM	May 31, 2022
SUBJECT NAME	E-Commerce	SUBJECT CODE	MCH316B
BRANCH	BBA FAA	SESSION	I
TIME	9:00AM-12:00 Noon	MAX. MARKS	100
PROGRAM	BBA	CREDITS	3
NAME OF FACULTY	Dr. Yogita Sharma	NAME OF COURSE COORDINATOR	Dr. Yogita Sharma

Note: Part A and Part B: All questions are compulsory. Questions will be of short answer type (4 QUESTIONS OF 5 MARKS EACH = 20 Marks).

Part C and Part D: All questions are compulsory. Questions will be of Descriptive answer type (4 QUESTIONS OF 20 MARKS EACH = 80 Marks).

Q.NO.	QUESTIONS	MAR KS	CO ADDRESSED	BLOOM'S LEVEL	P
PART-A	1(A) What is the relevance of staying up to date about the recent trends in e-commerce industry? Where are these trends applicable?	5	CO1	BT2	
	1(B) What is the major way that one can adopt to get the existing customer do a repeat purchase in e-commerce?	5	CO1	BT2	
PART-B	2(A) What are some of the payment methods that can ease and enhance a customer's shopping experience in e-commerce industry?	5	CO2	BT2	
	2(B) Quite a few e-commerce companies take ample of time in the early days to succeed or they might encounter failure? What factors help some online social networking companies to prosper today?	5	CO2	BT3	
PART-C	Q3 There are various E-business models that are prevalent in the market, for a company who is in cosmetic industry which model do you think is better and why?	20	CO3	BT3	
	Q4 If you are planning to diversify in handcraft segment, What are the factors that you need to consider while entering into M-Commerce?	20	CO3	BT4	
PART-D	Q5 Epestsupply was a pioneer in offering online purchasing of professional pest control products and today their name and website are globally recognized, with customers in over 35 International Countries. Their pest control experts are licensed, seasoned professionals and certified entomologists who can help with almost any pest, termite, lawn, weed or wild animal problem. If a customer faced a problem after using their services,	20	CO4	BT4	

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Which act can they use to make a case against them and how?

**Q6**

A reputed e-retail store in branded bottles is facing stiff competition in the market because of new companies entering in same business. As marketing manager, what are you required to do to sustain in market and also by safeguarding yourself by security and legal issues?

20

CO4

BT4

\*\*\*\*\*

**END**

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DEPARTMENT OF MANAGEMENT

"T3 Examination, MAY-2022"

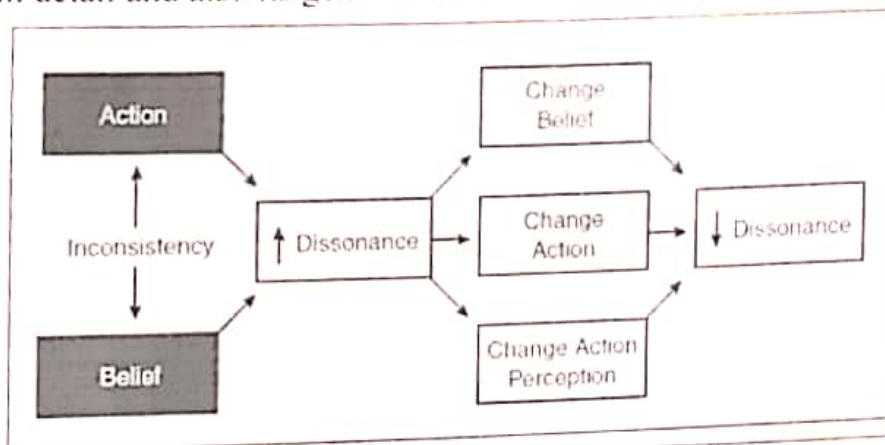
SEMESTER	VI	DATE OF EXAM	2/06/2022
SUBJECT NAME	BEHAVIOURAL FINANCE	SUBJECT CODE	MCH320B
BRANCH	FAA	SESSION	MORNING
TIME	9:00 AM-12:00 PM	MAX. MARKS	100
PROGRAM	FAA	CREDITS	3
NAME OF FACULTY	DR. RASHI BANERJI	NAME OF COURSE COORDINATOR	DR. RASHI BANERJI

Q.NO.	QUESTIONS	MAR KS	CO ADDRE SSED	BLOO M'S LEVE L
	With two alternatives: a. 50% chance of winning Rs. 1000 b. Sure shot gain of Rs. 500			
Q1(A)	What option you would choose and justify how psychology plays a part in your decision making.	5	CO1	L4
Q1(B)	Elaborate the concept of utility maximization. Is it a rational way of decision making?	5	CO1	L2
Q2(A)	Elaborate Prospect Theory of mental accounting. Give its mathematical formula and graphical representation. Explain why losses loom larger than gains?	5	CO2	L1
Q2(B)	Explain the concept of Mental Accounting. How it act as a 'self control' strategy and explain why it is illogical?	5	CO2	L2
Q3	"This is the affliction in which investors hold losing investments in the hope that they get back what they lost. This behavior has seriously negative consequences by depressing portfolio returns" the above statement indicates which bias. Give its general and technical description on investment decision making.	20	CO3	L3

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The following diagram is representation of which bias. Explain in detail and also its general and technical description?

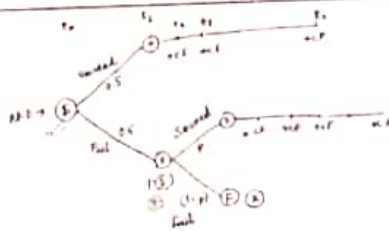


20

CO3

L4

**Q4**



What type of decision making is shown in the above diagram?  
When investors are prone to this kind of decision making?

20

CO4

L4

Q5

Explain Myers Briggs Type Indicator psychographic model in detail? Give its applicability in financial decision making.

20

C04

14

Q6

DEPARTMENT OF MANAGEMENT & COMMERCE

"T3 Examination, June 2022"

SEMESTER	6	DATE OF EXAM	04-June-2022
SUBJECT NAME	DIGITAL MARKETNG	SUBJECT CODE	MCH- 317B
BRANCH	FAA	SESSION	I
TIME	9am -12pm	MAX. MARKS	100
PROGRAM	BBA	CREDITS	3
NAME OF FACULTY	Dr. Subodh	NAME OF COURSE COORDINATOR	Dr. subodh

Note: Part A : All questions are compulsory. Questions will be of short answer type (5 Marks each)

Part B: All questions are compulsory. Questions will be of descriptive type (20 marks each)

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1(A) Elaborate what is Search Engine Results Page and its importance?	5	CO1	BT2	
	1(B) How can social media marketers use social entertainment to meet their branding objectives?	5	CO1	BT1	
	1(C) What the ways in which you can make money on social media? Explain in detail.	5	CO2	BT2	
	1(D) Explain what is a <b>banner advertisement</b> its use in Social Media Marketing?	5	CO2	BT3	
PART-B	Q2 How one can create a <b>personal brand</b> using the social media channels? Explain the process to create a personal brand and advantage of having a personal brand identity on Social Channels?	20	CO3	BT4	
	Q3 How does <b>Infosys</b> or any other company use social media to hire fresher's from university campuses across India? Elaborate role of social media channels in creating brand those students from colleges/universities see it as dream company to join as a fresher	20	CO3	BT3	
	Q4 How taxi aggregators use social media to their advantage in customer acquisition? Explain using Uber/ Ola as an example?	20	CO4	BT4	
	Q5 A flight is delayed by Indigo and customer posts negative comments on social media for this Indigo. In this case what are the ways in which <b>Indigo</b> will deal with negative posts on social media by customer? How customers are responded when they do a positive comments post? How does that help in customer acquisition and customer retention?	20	CO4	BT3	