

**DEPARTMENT OF MANAGEMENT**  
**END TERM EXAMINATION JAN- JUN 2023**

*P. Shaghai*

SEMESTER	II	DATE OF EXAM	25.5.2023
SUBJECT NAME	FINANCING AND BUSINESS DEVELOPMENT OF HEALTHCARE	SUBJECT CODE	MCH119B
BRANCH	BBA HCM	SESSION	I
TIME	9:00AM - 12:00PM	MAX. MARKS	80
PROGRAM	BBA	CREDITS	3
NAME OF FACULTY	DR. RASHI BANERJI	NAME OF COURSE COORDINATOR	DR. RASHI BANERJI

*All questions are compulsory.*

Q.NO.	QUESTIONS	MARKS	CO	BT
PART-A	1(A) What are the challenges for present day healthcare organizations?	5	CO1	1
	(B) How marketing for 'Generation X' is different from other generations?	5	CO1	3
	(C) Explain why managing relationships and building loyalty is important for hospitals in present times.	5	CO2	2
	(D) Elaborate on inbound content themes and channels	5	CO2	3
	Q2 Appraise the importance of HIPAA in protecting health information.	15	CO3	2
PART-B	Q3 Explain the media mix strategy of any hospital of your choice. Which type of media is most effective in terms of return on investments?	15	CO3	2
	Q4 Why EHR should be an integral part of present day hospitals? What is the importance of referral marketing in hospitals	15	CO4	4
	Q5 Give details of financial activities hospitals have to perform. Give some examples of expenses and revenues of hospitals.	15	CO4	3

\*\*\*\*\*

School of Management and Commerce  
"End Term Examination, May 2023"

*Handwritten signature*

SEMESTER	II	DATE OF EXAM	25.05.2023
SUBJECT NAME	Fundamentals of Logistics	SUBJECT CODE	MCH 117B
BRANCH	Global Operation management	SESSION	1
TIME	9:00am To 12:00pm	MAX. MARKS	80
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. Part D: All questions are compulsory

	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
P a r t A	1(A) What is the role of logistics in business?	5	C01	2	
	1(B) What are the characteristics of an organization with effective logistic competency?	5	C01	3	
P a r t B	Q2(A) Describe the factors affecting the selection of material handling equipment.	5	C02	2	
	2(B) How many types of conveyors can be used for material handling	5	C02	1	
P a r t C	Q3(A) XYZ Corporation is a multinational electronics manufacturer that operates several warehouses around the world to store its products. In an effort to improve its supply chain operations, the company implemented an efficient warehousing management system. The new system involved the integration of inventory management software, which helped track inventory levels, forecast demand, and manage stock levels. The system also included automated material handling equipment that reduced the time and effort required to move goods within the warehouse. How did an efficient warehousing management system help XYZ Corporation reduce costs and improve customer satisfaction?	15	C03	4	
	3(B) Anna has started her own catering business and needs to store various food items to use in her recipes. She wants to ensure that the food items	15	C03	3	

\*\*\*\*\*

Q4(A)

4(B)

remain fresh and safe for consumption. She has heard about the principles of storage and the various methods of storage, but she is not sure which ones to use for her business.  
As a consultant, how would you advise Anna on the principles of storage and the different methods of storage that she can use for preserving the food items in her catering business?

ABC Corp is a company that specializes in the production of electronic goods. The company is considering the use of a new type of packaging material for their products. The new packaging material is said to be environmentally friendly and more cost-effective than the current packaging material.  
Elaborate if it would be a good idea to switch to the new packaging material for ABC Corp .Give reasons.

A company specializing in the production of agricultural equipment is planning to expand its market reach to a neighboring country. The company is considering the different modes of transportation to transport its equipment to the new market. The company is torn between using road transportation or rail transportation. The company wants to make an informed decision about which mode of transportation to use.

What factors should the agricultural equipment company consider when deciding whether to use road or rail transportation to transport its equipment to the new market?

15

CO4

3

15

CO4

3



DEPARTMENT OF MANAGEMENT AND COMMERCE

"End-Term Examination, May-2023"

SEMESTER	II Semester	DATE OF EXAM	25.5.2023
SUBJECT NAME	(IFBM) <i>Introduction to Family Business Management</i>	SUBJECT CODE	MCH124B
BRANCH	BBA EFB	SESSION	<del>A</del> I <i>P. Singh</i>
TIME	09:00 AM - 12:00 PM	MAX. MARKS	80
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	PI
PART-A	1(A) How Three Circles model changed the way we understand family business now? Elaborate the statement with relevant example from any corporate.	5	CO1	BT2	
	1(B) Life Cycle of a Family Business understanding is highly critical while strategically moving to the next stage of the cycle. Elaborate the statement in light of its growth.	5	CO1	BT3	
PART-B	2(A) The knowledge of family genogram is a significant criteria in helping the family leader's behavioral aspects and ultimately leads to a growth of family business.	5	CO2	BT3	
	2(B) Leadership in a family business undergoes various ups and downs in different situations. Elaborate by citing the relevance of leadership, taking an example of a corporate.	5	CO2	BT3	
PART-C	Q3 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 or there are challenges attached to it?	15	CO3	BT4	
	Q4 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?	15	CO3	BT4	

\*\*\*\*\*

## PART-C

Q5

Despite the fact that business succession in family business is one of the significant factors, still it is been a challenge in recent time. What do you feel are the factors that act as challenging ones in succession process?

15

CO4

BT4

Q6

If you are planning to diversify in fashion watches, What are the factors that you need to consider formulation of transfer of power in family business?

15

CO4

BT4

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

\*\*\*\*\*

**DEPARTMENT OF .....**

*"End Term Examination, June-2023"*

<b>SEMESTER</b>	<b>IIInd</b>	<b>DATE OF EXAM</b>	<b>25<sup>th</sup> May 2023</b>
<b>SUBJECT NAME</b>	<b>SQL</b>	<b>SUBJECT CODE</b>	<b>MCH134B</b>
<b>BRANCH</b>	<b>Management</b>	<b>SESSION</b>	<b>1<sup>st</sup></b>
<b>TIME</b>	<b>9 AM-12 PM</b>	<b>MAX. MARKS</b>	<b>50</b>
<b>PROGRAM</b>	<b>BBA BA</b>	<b>CREDITS</b>	<b>3</b>
<b>NAME OF FACULTY</b>	<b>Ms. MANISHA</b>	<b>NAME OF COURSE COORDINATOR</b>	<b>Mr. Chand Saini</b>

*Note: Part A & B: All questions are compulsory. Questions will be of short answer type (5 Marks).  
Part C & D: Questions will be of descriptive type or numerical. Each question will be of 15 marks.*

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
<b>PART-A</b>	<b>Q1(A)</b> What are the different Database models? Explain in detail.	5	CO1	BT2	
	<b>Q1(B)</b> Explain the concepts of entities, attributes, and relationships, and how they are used to create an ER diagram.	5	CO1	BT2	
<b>PART-B</b>	<b>Q2(A)</b> Explain join in SQL. State the difference between the right join and the left join with example.	5	CO2	BT3	
	<b>Q2(B)</b> What are some of the problems caused by redundancy, and how can normalization help to eliminate these problems?	5	CO2	BT2	
<b>PART-C</b>	<b>Q3(A)</b> Explain the different states of Transactions (with a diagram).	7	CO3	BT4	
	<b>Q3(B)</b> What is concurrency control, and how is it implemented in database systems?	8	CO3	BT3	
<b>PART-D</b>	<b>Q4(A)</b> What is the architecture of NoSQL databases, and how does it differ from traditional relational databases?	7	CO1	BT4	
	<b>Q4(B)</b> Explain the different types of NoSQL databases, such as document-oriented, key-value, column-family, and graph, and give examples.	8	CO4	BT4 +BT3	
***** <b>END</b> *****					

\*\*\*\*\*





**MANAV RACHNA  
UNIVERSITY**

Declared as State Private University vide Haryana Act 26 of 2014

**SCHOOL OF MANAGEMENT & COMMERCE**

*"End-Term Examination, May-2023"*

*Handwritten signature*

SEMESTER	II	DATE OF EXAM	29.05.2023
SUBJECT NAME	Healthcare Economics	SUBJECT CODE	MCH127B
BRANCH	HCM	SESSION	Morning
TIME	9:00 AM - 12:00 PM	MAX. MARKS	80
PROGRAM	BBA	CREDITS	3
NAME OF FACULTY	Srishti Bathla	NAME OF COURSE COORDINATOR	Srishti Bathla

*Note: All questions are compulsory.*

Q.NO.		QUESTIONS	MA RKS	CO ADDR ESSED	BLOO M'S LEVEL
PART-A	Q1	In what situations does a healthcare system fail in times of crisis?	5	CO1	BT2
	Q2	Why has the need of Healthcare Insurance risen in the last decade?	5	CO1	BT3
PART-B	Q3	Discuss the determinants of individual and population health status?	5	CO2	BT2
	Q4	"The health workforce has a vital role in building the resilience of communities and health systems in the country." Comment	5	CO2	BT3
PART-C	Q5	Which sectors of our economy are struggling with healthcare problems in terms of healthcare economics? Explain in detail.	15	CO3	BT3
	Q6	There are many socio-economic factors that affect the status of healthcare in an economy. What all factors affect India's healthcare system? Explain in detail.	15	CO3	BT2
PART-D	Q7	The pharmaceutical industry has a significant impact on India's healthcare system. Do you concur? Explain considering the difficulties this industry is currently facing.	15	CO4	BT4

\*\*\*\*\*

	<b>Q8</b>	<p>(a) "The importance of Public Policy is to make the society lead to better life" Do you agree with this statement? What are the different healthcare public policies in India?</p> <p>(b) Discuss the role of economic evaluations and their uses. What are the components of a complete economic evaluation?</p>	15	CO4	BT4
--	-----------	--	----	-----	-----

\*\*\*\*\*



**MANAV RACHNA UNIVERSITY**  
**SCHOOL OF MANAGEMENT AND COMMERCE**  
"END Term Examination, Jan-June-2023"

*P. Shaghai*

SEMESTER	SECOND	DATE OF EXAM	29.05.2023
SUBJECT NAME	MANAGERIAL ECONOMICS	SUBJECT CODE	MCH128B
BRANCH	BUSINESS ANALYTICS	SESSION	1
DURATION	3 HOURS	MAX. MARKS	80
PROGRAM	BBA	CREDITS	3
NAME OF FACULTY	MR. NEERAJ CHOPRA	NAME OF COURSE COORDINATOR	MR. NEERAJ CHOPRA

**Instructions**

- 1) The paper contains three sections (Section-A, Section-B and Section-C).
- 2) It is mandatory to attempt all sections.
- 3) Attempt any 4 questions from Section-A.
- 4) Attempt any 3 questions from Section-B.
- 5) Section-C contains case study. Compulsory to attempt.

**Section-A**

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL
1	Briefly illustrate the term "Demand" with suitable example	4	CO1	BT1
2	Illustrate the concept of elasticity of demand with appropriate example.	4	CO1	BT1
3	Discuss the role and responsibilities of Managerial Economist in the current business environment.	4	CO1	BT1
4	Differentiate between law of demand and law of supply	4	CO1	BT1
5	Briefly explain the economic cycle	4	CO1	BT1
6	Discuss briefly the determinant of supply	4	CO1	BT1

**Section-B**

\*\*\*\*\*

7	Explain briefly the Monopolistic Competition	16	CO2	BT2
8	Discuss briefly the equilibrium of price and quantity with suitable example	16	CO2	BT2
9	Differentiate between positive and normative economics.	16	CO1	BT1
10	Briefly describe the fiscal policy	16	CO1	BT1
11	Discuss the opportunities provided by globalisation for Indians.	16	CO1	BT2
<b>Section-C</b>				
12	<p><b>Solve the case study and attempt all questions that follow:</b></p> <p>A restaurant owner named Jane wants to increase the production of her most popular dish. She decides to hire more cooks to make more her most popular dish. However, she realizes that after hiring a certain number of cooks, adding more cooks doesn't increase the production of her most popular dish anymore and, in fact, it leads to inefficiencies. She wonders why this is happening and consults an economist.</p> <p>Questions:</p> <p>a) How does the law of variable proportion apply to Jane's situation?</p> <p>b) Why does adding more cooks lead to inefficiencies after a certain point?</p>	16	CO2	BT2

\*\*\*\*\*



**MANAV RACHNA  
UNIVERSITY**

DEPARTMENT OF MANAGEMENT & COMMERCE  
"End Term Examination, June-2023"

*PS Shagha*

SEMESTER	II	DATE OF EXAM	29.05.2023
SUBJECT NAME	Macro Economics	SUBJECT CODE	MCH113B
BRANCH	BBA-FAA/GOM/EFB	SESSION	I
TIME	9:00AM - 12:00PM	MAX. MARKS	80
PROGRAM	BBA	CREDITS	3
NAME OF FACULTY	DR. Gurbir Singh Khera	NAME OF COURSE COORDINATOR	DR. Gurbir Singh khera

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.

Part C: All questions are compulsory. Each question carry 15 marks each. Questions will be of descriptive type.

Part D: All questions are compulsory. Each question carry 15 marks each. Questions will be of descriptive type.

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PAR T-A	Q1	5	CO1	BT 2	
	Q2	5	CO1	BT 3	
PAR T-B	Q3	5	CO2	BT 2	
	Q4	5	CO2	BT 2	
PAR T-C	Q5	15	CO3	BT 4	
	Q6	15	CO3	BT 5	
PAR T-D	Q7	15	CO4	BT 3	
	Q8	15	CO4	BT 3	

\*\*\*\*\*

*Phugli*

DEPARTMENT OF MANAGEMENT & COMMERCE

"End-Term Examination, May-2023"

SEMESTER	2 <sup>nd</sup>	DATE OF EXAM	31.05.2023
SUBJECT NAME	COST ACCOUNTING	SUBJECT CODE	MCH122B
BRANCH	BBA FAA	SESSION	FIRST
TIME	9 AM-12 NOON	MAX. MARKS	80
PROGRAM	BBA FAA	CREDITS	3
NAME OF FACULTY	DR POOJA KAPOOR	NAME OF COURSE COORDINATOR	DR POOJA KAPOOR

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

Part C and Part D: All questions are compulsory. Each question carry 15 marks each. Questions will be of descriptive type.

Q.NO.	QUESTIONS	MAR KS	CO ADD RES SED	BLO OM' S LEV EL	PI
PART -A	Q1 What is the role of Cost Accounting in Price Determination?	5	CO1	BT4	
	Q2 Assume that as an investor, you are planning to enter the construction industry as a panel formwork supplier. The potential number of forthcoming projects, you forecasted that within two years, your fixed cost for producing formworks is Rs. 300,000. The variable unit cost for making one panel is Rs. 15. The sale price for each panel will be Rs. 25. If you charge Rs. 25 for each panel, how many panels you need to sell in total, in order to start making money?	5	CO1	BT2	
	Q3 What is contribution? How contribution margin affects CVP analysis?	5	CO2	BT4	
PART -B	Q4 Ms. ABC furnishes the following data relating to the manufacture of a standard product during the month of April 2020:				
	Raw material consumed Rs. 15,000				
	Direct Labour charges Rs. 9,000				
	Machine hours worked 900	5	CO2	BT2	
	Machine hour rate Rs. 5				
	Administrative Overheads 20% on works cost				
	Selling Overheads Rs. 0.50 per unit				

\*\*\*\*\*



Unit produced 17,100  
Units sold 16000 at Rs. 4 per unit  
You are required to prepare a cost sheet from the above, showing:  
a) The cost per unit  
b) Cost per unit sold and profit for the period

Corel CO. LTD. Produces three products X, Y and Z. It provides the following information:

	X	Y	Z
DIRECT MATERIAL PER UNIT	RS 200	RS 360	RS 120
DIRECT LABOUR PER UNIT	RS 120	RS 160	RS 200
LABOUR HOURS PER UNIT	6	8	10
MACHINE HOURS PER UNIT	8	8	14
NO. OF PURCHASE ORDERS	1200	1800	2000
NO. OF MACHINE SET-UPS	260	240	300
OUTPUT (UNITS)	10000	30000	45000

**Production overheads split by departments:**

Dept. A Rs. 11,00,000– It is a labour intensive department.

Dept. B Rs. 15,00,000 – It is a machine intensive department.

Total Hours in Department A- 1,10,000

Total Hours in Department B – 3,00,000

**Production overheads split by activities:**

Ordering/receiving of material –Rs 14,00,000

Machine set-up -- Rs 12,00,000

No. of orders placed/received -- Rs. 5,000

No. of machine set-ups -- Rs. 800

You are required to prepare a statement of cost under:

a) Traditional Method

b) ABC Method

Comment on the comparative results.

15

CO3

BT4

\*\*\*\*\*

P A R T- D	Q6	A) Explain the concept of 'Inventory Control'. State the techniques of Inventory Control. B) About 50 items are required every day for a machine. A fixed cost of Rs. 50 per order is incurred for placing an order. The inventory carrying cost per item amounts to Rs. 0.02 per day. Compute Economic Order Quantity (EOQ).	10+05	CO3	BT3																													
	Q7	Discuss the reasons for overheads being analyzed into fixed and variable components. How should overheads be classified? To what extent will you include overhead charges in your valuation of (a) work-in-progress, and (b) finished goods?	15	CO4	BT2																													
	Q8	A) Why the use of Cost audit in cost accounting is considered an essential part of cost determination and what are the various techniques of cost auditing?  B) The net profits of XYZ Limited according to financial accounts were 84,377 while profits shown by cost accounts were 106,200 for the same year. <b>Prepare reconciliation statement to reconcile both the profits from the following information:</b>  <table><tr><td>I</td><td>Depreciation charged in financial accounts</td><td>5600</td></tr><tr><td></td><td>while recovered in cost accounts</td><td>6250</td></tr><tr><td>ii</td><td>Works overheads under absorbed in cost accounts</td><td>1560</td></tr><tr><td>iii</td><td>Office overheads over-recovered in cost accounts</td><td>850</td></tr><tr><td>iv</td><td>Interest on loans (credit) not included in cost accounts</td><td>4000</td></tr><tr><td>v</td><td>Loss due to obsolescence charged in financial accounts</td><td>2850</td></tr><tr><td>vi</td><td>Bank interest and dividends received</td><td>375</td></tr><tr><td>vii</td><td>Income-Tax paid</td><td>20150</td></tr><tr><td>viii</td><td>Loss due to depreciation in inventories charged in financial accounts</td><td>3375</td></tr><tr><td>ix</td><td>Stores adjustment credited in financial accounts</td><td>237</td></tr></table>	I	Depreciation charged in financial accounts	5600		while recovered in cost accounts	6250	ii	Works overheads under absorbed in cost accounts	1560	iii	Office overheads over-recovered in cost accounts	850	iv	Interest on loans (credit) not included in cost accounts	4000	v	Loss due to obsolescence charged in financial accounts	2850	vi	Bank interest and dividends received	375	vii	Income-Tax paid	20150	viii	Loss due to depreciation in inventories charged in financial accounts	3375	ix	Stores adjustment credited in financial accounts	237	(05+10)	CO4
I	Depreciation charged in financial accounts	5600																																
	while recovered in cost accounts	6250																																
ii	Works overheads under absorbed in cost accounts	1560																																
iii	Office overheads over-recovered in cost accounts	850																																
iv	Interest on loans (credit) not included in cost accounts	4000																																
v	Loss due to obsolescence charged in financial accounts	2850																																
vi	Bank interest and dividends received	375																																
vii	Income-Tax paid	20150																																
viii	Loss due to depreciation in inventories charged in financial accounts	3375																																
ix	Stores adjustment credited in financial accounts	237																																

\*\*\*\*\*

**MANAV RACHNA UNIVERSITY**  
**DEPARTMENT OF MANAGEMENT & COMMERCE**  
"End Term Examination, May-2023"

SEMESTER	II	DATE OF EXAM	31.05.2023
SUBJECT NAME	DATA CLEANING USING R	SUBJECT CODE	MCH135B
BRANCH	BA	SESSION	I
DURATION	1.30hrs.	MAX. MARKS	50
PROGRAM	BBA	CREDITS	3
NAME OF FACULTY	Dr.VANI CHAWLA	NAME OF COURSE COORDINATOR	Dr.VANI CHAWLA

*Note: Part-E: Attempt any one question between question 5(B) and 5(C)*

Q.NO.	QUESTIONS	MARKS	CO ADDRESS ED	BLOOM'S LEVEL	PI
PART-A	1(A) Differentiate between data cleaning and data wrangling with neat figure.	4	C01		
	1(B) Why to learn R programming language? Explain any two data types used in R programming language	5	C01		
PART-B	Q2(A) Explain how to add, remove or modify the whitespaces	4	C02		
	2(B) What do you understand by pattern matching in strings? Write the functions of str_detect(), str_count()	4	C02		
PART-C	Q3(A) Explain Ordering levels, Revalue levels ,Dropping Factor Levels	5	C03		
	3(B) What do you understand by Factors in R programming language? Explain its attributes with neat figure	6	C03		
PART-D	Q4(A) What do you understand by attributes in matrix? How can we add attributes in matrices. What is dim names() function.	5	C04		
	4(B) What are the various data structures of R programming language? Explain each with an example and syntax used.	6	C04		

<b>PART-E</b>	<b>Q5(A)</b>	Explain the basic four fundamental functions of data tidying that tidyr provides. Explain any three with example	6	C05		
	<b>Q5(B)</b>	Explain the functions: select(),filter( ),mutate ().	5	C05		
		<b>OR</b>				
	<b>Q5(C)</b>	What are dplyr and tidyr? How can we do Pivoting from long to wide format?	5	C05		
***** <b>END</b> *****						

\*\*\*\*\*



DEPARTMENT OF MANAGEMENT AND COMMERCE  
"End Term Examination, May/June 2023"

*P. Shaghai*

SEMESTER	2 Semester	DATE OF EXAM	31/05/2023
SUBJECT NAME	Fundamental of Design Thinking & Venture Creation	SUBJECT CODE	MCH123B
BRANCH	BBA EFB	SESSION	I
TIME	9:00AM - 12:00PM	MAX. MARKS	80
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 4 QUESTIONS OF 5 MARKS EACH =20 Marks).

Part B: All questions are compulsory. Questions will be of Descriptive answer type (4 QUESTIONS OF 15 MARKS EACH =60 Marks).

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	P
PART-A	1(A) What is design thinking, and how does it differ from traditional problem-solving approaches?	5	CO1	BT2	
	1(B) What is the role of prototyping in the design thinking process?	5	CO2	BT2	
	1(C) What are the differences between a startup and a traditional business?	5	CO3	BT2	
	1(D) How does design thinking help to identify customer needs and preferences?	5	CO4	BT2	
PART-B	Q2 How can market research be used to identify and assess new venture opportunities, and what are the most effective methods for conducting the market research? Give example.	15	CO3	BT3	
	Q3 What are the most common challenges to innovation and entrepreneurship, and how can these be overcome through the use of design thinking and other tools? Give example.	15	CO4	BT3	
	Q4 What is customer co-creation and what is the role and importance of Customer co-creation in design of new product and services?	15	CO4	BT3	
	Q5 How can design thinking be used to create a culture of innovation within an organization, and what are the key factors that contribute to its success? (explain using example like Apple co. any other successful global business organization)	15	CO3	BT3	
***** END *****					

\*\*\*\*\*

DEPARTMENT OF MANAGEMENT & COMMERCE

"End Term Examination, June-2022"

*Shaghen*

SEMESTER	II	DATE OF EXAM	2.6.2023
SUBJECT NAME	FINANCIAL MANAGEMENT	SUBJECT CODE	MCH115B
BRANCH	FAA, BA, EFB, HCM, GOM	SESSION	I
TIME	9:00AM - 12:00PM	MAX. MARKS	80
PROGRAM	BBA	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 15 marks each. Questions will be of descriptive type.*

*Part D: All questions are compulsory. Each question carry 15 marks each. Questions will be of descriptive type.*

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	Q1 What do you understand by present value of annuity? Determine the present value of Rs. 10,000 each paid at the end of each of the next six years. Assume a 7 per cent of interest annually. (PVFA $7\%, 6 = 4.767$ )	5	C01	BT 3	
	Q2 Explain the financial Management Decisions? With Example?	5	C01	BT 2	
PART-B	Q3 Assume a Project needs initial investment of Rs. 2,40,000 now and is expected to generate year-end cash inflows of Rs. 9,00,000; Rs. 7,00,000; Rs. 5,00,000 Rs. 4,00,000 and in years 1 to 4. The opportunity cost of capital is 8%. Calculate its NPV.	5	C02	BT 3	
	Q4 Explain the concept of time value of money in detail?	5	C02	BT 4	
PART-C	Q5 (i) Evaluate the need of cash management with help of diagram and the motives for holding cash. (ii) Annual demand of a product is 50,000	7.5+7.5	C03	BT 3	

\*\*\*\*\*

P A R T- D		units, holding cost is Rs. 8,000, cost per order is Rs. 50. Calculate Economic Order Quantity.																
	Q6	<div>Calculate the net operating cycle with the help of following information: Sales Rs. 90,000; Cost of Goods Sold Rs. 65,000</div> <table><tr><td>Particulars</td><td>Opening Balance (Rs.)</td><td>Closing Balance (Rs.)</td></tr><tr><td>Inventory</td><td>9,500</td><td>12,500</td></tr><tr><td>Accounts Receivables</td><td>10,000</td><td>18,000</td></tr><tr><td>Accounts Payable</td><td>10,000</td><td>8,000</td></tr></table> <div>(ii) Define Inventory Management and its types with Objectives?</div>	Particulars	Opening Balance (Rs.)	Closing Balance (Rs.)	Inventory	9,500	12,500	Accounts Receivables	10,000	18,000	Accounts Payable	10,000	8,000	7.5+7.5	CO3	BT 4	
	Particulars	Opening Balance (Rs.)	Closing Balance (Rs.)															
	Inventory	9,500	12,500															
Accounts Receivables	10,000	18,000																
Accounts Payable	10,000	8,000																
Q7	<div>(i) Explain the Determinants of Capital Structure?</div> <div>(ii) Explain Net Operating Income Approach of capital structure.</div>	7.5+7.5	CO4	BT 4														
Q8	<div>Calculate the degree of operating leverage, degree of financial leverage and degree of combined leverage for the following firm:</div> <div>Output (in Units) 15,000</div> <div>Fixed Cost Rs. 14,000</div> <div>Variable cost per unit Rs. 1.5</div> <div>Interest on borrowed funds Rs. 8,000</div> <div>Selling Price per unit Rs. 5</div>	15	CO4	BT 4														
***** <b>END</b> *****																		

\*\*\*\*\*





**MANAV RACHNA  
UNIVERSITY**

Declared as State Private University vide Haryana Act 26 of 2014

**DEPARTMENT OF MANAGEMENT AND COMMERCE**  
*"T3 Examination, May-2023"*

*P. Singh*

SEMESTER	II	DATE OF EXAM	5.06.2023
SUBJECT NAME	Human Resource Management	SUBJECT CODE	MCH114B
BRANCH	BBA	SESSION	I
TIME	3 HRS	MAX. MARKS	80
PROGRAM	EFB/FAA/BA/HCM/GOM	CREDITS	4
NAME OF FACULTY	MINAKSHI SHARMA	NAME OF COURSE COORDINATOR	MINAKSHI SHARMA

*Note: All questions are compulsory.*


	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
Q.1	Explain the nature and scope of HRM.	5	1	1	
Q.2	Differentiate between Strategic Human Resource Management and Traditional HRM.	5	1	1	
Q.3	What do you mean by job description. How is it different from job specification?	5	2	3	
Q.4	Explain the process of selection in detail.	5	2	2	
Q.6	Explain the on-the-job training and off-the-job training methods. Also discuss the advantages and disadvantages of each method.	15	3	2	
Q.7	Explain the role of performance appraisal in today's organization. Discuss any 3 methods of performance appraisal.	15	4	3	
Q.8	Explain the role of compensation management in a firm. Also elaborate various components of compensation.	15	4	3	
Q9	Explain the concept of employee welfare in an organization. Cite examples from any organization of your choice.	15	4	3	

\*\*\*\*\*



**DEPARTMENT OF MANAGEMENT & COMMERCE**

*"End Term Examination, June-2023"*

SEMESTER	II	DATE OF EXAM	06.06.2023
SUBJECT NAME	DESCRIPTIVE ANALYTICS	SUBJECT CODE	MCH132B
BRANCH	BBA - BA	SESSION	I
TIME	9:00 AM – 11:00 AM	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
PART-A	Q1 How would you summarize the importance of descriptive analytics in business? Give some examples also.	2.5	CO1	BT2	
	Q2 Illustrate the importance of Data visualization in analytics.	2.5	CO1	BT3	
	Q3 Discuss various measures of location and their role in decision-making.	2.5	CO2	BT2	
	Q4 Write some important uses of standard deviation in data analysis.	2.5	CO2	BT2	
PART-B	Q5 <ul style="list-style-type: none"> <li>a. Explain the Hypothesis Testing process in detail</li> <li>a. 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</li> </ul>	7+3	CO3	BT4	

\*\*\*\*\*

		at a 5% level of significance. (Std. Values of Z -1.96 or +1.96)				
	Q6	Explain different types of probability distribution with appropriate examples	10	CO3	BT3	
	Q 7	How Would you differentiate between ANOVA and Chi-Square test? Justify your answer with an appropriate example.	10	CO4	BT4	
	Q8	How correlation is different from regression. Discuss some uses of regression analysis in business decisions.	10	CO4	BT3	

\*\*\*\*\*



**MANAV RACHNA  
UNIVERSITY**

Declared as State Private University vide Haryana Act 26 of 2014

**SCHOOL OF MANAGEMENT & COMMERCE**

*"END TERM Examination, May 2023"*

*pshajhavi*

SEMESTER	II	DATE OF EXAM	07.06.2023
SUBJECT NAME	Health Communication	SUBJECT CODE	MCH 126 B
BRANCH	BBAHCM	SESSION	Morning
TIME	9:00AM-12:00PM	MAX. MARKS	80
PROGRAM	BBA HCM	CREDITS	3
NAME OF FACULTY	Dr. Maharaj Kaul	NAME OF COURSE COORDINATOR	Dr. Maharaj Kaul

*Note: All questions are compulsory.*

Q.NO.		QUESTIONS	MAR KS	CO	BT
PART-A	Q1	Communication plays a vital role in promoting health . Determine the process of Communicating health program with example.	5	CO1	BT2
	Q2	Elaborate the following Barriers of communication: 1. Personal Barrier. 2. Semantic Barrier.	5	CO2	BT1
PART-B	Q3	Elaborate Balmer and Gray's total Corporate Communication Mix related to Primary, Secondary and Tertiary Communications.	5	CO2	BT3
	Q4	Covid -19 Pandemic has given rise to Communicate healthcare. Outline the promotion of all healthcare programs that Govt of India. implemented with Collaboration of all States to benefit general public.	5	CO1	BT4

\*\*\*\*\*

P A R T - C	Q5	Lecture method is the most common method of Communication. a) Outline the situations where lecture method's is being used b) Mention the needs that a lecturer must take care of while delivering a lecture.	15	CO3	BT2
	Q6	Explain Different types of Flannel Board. Outline the articles used in preparation Of Flannel graph. Also draw a model of Flannel Graph.	15	CO3	BT2
P A R T - D	Q7	Draw a model of Effective Communication Program me of Promoting HIV and Influenza and Family Planning.	15	CO4	BT4
	Q8	Outline the elements of Group Discussions. Elaborate the Group Discussion Phases:- Forming, Storming, Norming, performing, Disbanding.	15	CO4	BT2

\*\*\*\*\*





**SCHOOL OF EDUCATION AND HUMANITIES**

"T3 Examination, May-2023"

SEMESTER	II	DATE OF EXAM	07.06.2023
SUBJECT NAME	Business Communication Skills-II	SUBJECT CODE	EDH147
BRANCH	FAA/EFB/GOM/BA	SESSION	I
TIME	09:00 AM - 12:00 PM	MAX. MARKS	80
PROGRAM	BBA	CREDITS	3
NAME OF FACULTY	Dr Chhavi/ Ms Supriya	NAME OF COURSE COORDINATOR	Dr Chhavi

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

**Part B: All questions are compulsory.**

**Part C: Attempt any two questions.**

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
<b>PART-A</b>	1(A) Write a brief note on 'Effective Listening Skills.'	5	CO4,5	L2	
	1(B) Discuss the basics of 'Telephonic Communication.'	5	CO4,5	L2	
	1(C) Explain the role of Public Speaking in professional life.	5	CO1	L4	
	1(D) Delegation is a significant process in communication. Elaborate.	5	CO1	L4	
<b>PART-B</b>	Q2 <b>Read the passage and answer the following question:</b> The sky blazed with stars. Presently the moon rose. The sight of bear tracks in the dust - the square front paw and long back one with the shaggy claws-made him glance round uneasily. He had once seen a man who had been mauled by a bear all his face torn away. He quickened his steps. Soon, on a cliff above a river-bed, Sher Singh knew he could go no further without rest. He set Kunwar down gently. Suddenly all Sher Singh's muscles, shrinking back to their natural position, thrilled with piercing pain, he lay against a tree with his eyes shut, recovering. It was then he heard the jostle and squeal, of elephants. Below him on each side of the shallow river-bed, the elephants travelled. He could see the cows and babies and one great old tusker. He was playing his trunk to and fro to learn whatever the breeze could tell him, and suddenly he hesitated. Sher Singh chilled with fright, with Kunwar to carry, he could neither climb nor run.	10	CO3	L2	

\*\*\*\*\*

Prayer after prayer fled up from his frightened spirit. The tusker snorted, trumpeted, shook his head. Suddenly, he hurried on angrily up the river-bed, and all the herd with him. They disappeared.

Question

- Sher Singh was walking at night time. Give two examples as evidence to this.
- Why did Sher Singh chill with fright?
- Sher Singh was tired. Give words/phrases to support your answer.
- Write the meaning of the words **shaggy**, **fled**.
- How do you come to know that Sher Singh was walking through a jungle?

Q3

State the importance of Global communication and suggest ways to overcome the barriers of cross-cultural communication.

10

CO3,4

L4

Q5

Distinguish the difference between Anxiety and Nervousness. Extensively discuss the traits of nervousness and the ways to overcome it.

1-  
+10=20

CO3

L4

Q6

Deliberate on the role of communication in building personality. Support your answer with the theories of personality.

10+10=  
20

CO3,4

L5

Q7

Elucidate the notion, "Leadership is about taking risks and challenging the status quo. Leaders motivate others to achieve something new and better."  
Give your opinion on which style of leadership is best and why. Support your answer with illustrations.

10+10=  
20

CO3

L6

P  
A  
R  
T-  
C

\*\*\*\*\*



MANAV RACHNA  
vidyayatarishha

MANAV RACHNA  
UNIVERSITY

DEPARTMENT OF MANAGEMENT & COMMERCE  
"End Term Examination, June-2023"

*P. Singh*

SEMESTER	IV	DATE OF EXAM	19.05.2023
SUBJECT NAME	Management of Banking and Financial Institutions	SUBJECT CODE	MCH219B
BRANCH	BBA FAA	SESSION	I
TIME	9:00AM - 12:00PM	MAX. MARKS	80
PROGRAM	BBA	CREDITS	3
NAME OF FACULTY	DR. Gurbir Singh Khara	NAME OF COURSE COORDINATOR	DR. Gurbir Singh khara

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.

Part C: All questions are compulsory. Each question carry 15 marks each. Questions will be of descriptive type.

Part D: All questions are compulsory. Each question carry 15 marks each. Questions will be of descriptive type.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PAR T-A	Q1	How does monetary policy impact the money supply and interest rates?	5	CO1	BT 2	
	Q2	What is the role of Reserve Bank of India in regulating and supervising the Indian banking industry?	5	CO1	BT 2	
PAR T-B	Q3	What is the organizational structure of commercial banks in India, and what are the roles and responsibilities of different departments?	5	CO2	BT 2	
	Q4	What are the different types of banking institutions in India and how do they differ from each other?	5	CO2	BT 2	
PAR T-C	Q5	How do the socio-economic and legal environments in India impact the operations of banks and financial institutions?	15	CO3	BT 3	
	Q6	What are the different methods used to float new issues in the capital market, and what are the types of shares and debentures that can be issued?	15	CO3	BT 2	
PAR T-D	Q7	What measures can be taken to strengthen the money market in India, and what recommendations have been made by the working group on money market and task force on mutual funds?	15	CO4	BT 3	
	Q8	What are the objectives of SEBI, and how does it regulate and monitor the functioning of capital markets in India?	15	CO4	BT 3	
***** END *****						

\*\*\*\*\*



## DEPARTMENT OF COMPUTER ENGINEERING

"End Term Exam, Jan-June-2023"

SEMESTER	4 <sup>th</sup>	DATE OF EXAM	22.05.2023
SUBJECT NAME	Relational Database Management System	SUBJECT CODE	CSH216B
BRANCH	BBA FAA	SESSION	I
TIME	2-Hrs 9:00AM-11AM	MAX. MARKS	50
PROGRAM	BBA	CREDITS	4
NAME OF FACULTY	Ms. Anu Priya Sharma	NAME OF COURSE COORDINATOR	Ms. Anu Priya Sharma

Please go through the following instructions before the start of the exam:

a. All questions are compulsory. Explain with diagrams wherever required. More weightage will be given to answers supported with examples and diagrams.

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1(A) What is the most common key that can be applied to almost all databases?	2	CO3	BT2	5.3.1
	1(B) How a computerized system for inventory control, payroll order, banking, and accounting is beneficial?	2	CO2	BT2	5.1.1
	1(C) If we are referring the Primary key of y other table, then what is it called? Show it with a suitable example.	2	CO3	BT2	5.1.1
	1(D) What is SQL reporting? Why is it important to create SQL reports?	2	CO4	BT1	5.1.1
	1(E) Differentiate between PL SQL and SQL?	2	CO4	BT2	5.1.1
PART-B	Q2 Explain different types of relationships amongst tables in a DBMS with suitable examples.	5	CO3	BT2	5.2.2
	Q3 Why is ACID property important in RDBMS?	5	CO1	BT2	5.2.2
	Q4 What are the types of keys in relational databases? Explain any 5 keys used in	5	CO3	BT1	1.4.1

\*\*\*\*\*



PART C		RDBMS.																																							
	Q5	What is Data Integrity? How is it ensured in RDBMS? Explain it with a suitable example.	5	CO3	BT3	5.1.2																																			
	Q6	Create an ER diagram of the Hospital management system. Explain all the components of ER diagram	10	CO4	BT1	5.2.1																																			
	Q7	<table><thead><tr><th>cust_id</th><th>name</th><th>occupation</th><th>age</th></tr></thead><tbody><tr><td>106</td><td>Bob</td><td>Actor</td><td>25</td></tr><tr><td>103</td><td>John</td><td>Leader</td><td>28</td></tr><tr><td>102</td><td>Joseph</td><td>Developer</td><td>30</td></tr><tr><td>107</td><td>Joseph</td><td>NULL</td><td>NULL</td></tr><tr><td>101</td><td>Peter</td><td>Engineer</td><td>32</td></tr><tr><td>105</td><td>Peter</td><td>Carpenter</td><td>26</td></tr><tr><td>104</td><td>Stephen</td><td>Scientist</td><td>45</td></tr><tr><td>108</td><td>Stephen</td><td>Writer</td><td>28</td></tr></tbody></table> <p>a. Write SQL queries to create the above table named customers.</p> <p>b. Display the name and occupation of customers with age greater than 30.</p> <p>c. Group all the customers by name.</p> <p>d. Display the name of customer with the highest age.</p>	cust_id	name	occupation	age	106	Bob	Actor	25	103	John	Leader	28	102	Joseph	Developer	30	107	Joseph	NULL	NULL	101	Peter	Engineer	32	105	Peter	Carpenter	26	104	Stephen	Scientist	45	108	Stephen	Writer	28	10	CO3	BT3
cust_id	name	occupation	age																																						
106	Bob	Actor	25																																						
103	John	Leader	28																																						
102	Joseph	Developer	30																																						
107	Joseph	NULL	NULL																																						
101	Peter	Engineer	32																																						
105	Peter	Carpenter	26																																						
104	Stephen	Scientist	45																																						
108	Stephen	Writer	28																																						

\*\*\*\*\*



MANAV RACHNA  
UNIVERSITY

Declared as State Private University vide Haryana Act 26 of 2014

*Signature*

## SCHOOL OF MANAGEMENT & COMMERCE

“End-Term Examination May-2023”

SEMESTER	IV	DATE OF EXAM	24.05.2023
SUBJECT NAME	SERVICES MARKETING	SUBJECT CODE	MCH218B
BRANCH	FAA/EFB/HCM/OM/BA	SESSION	I
TIME	9:00AM - 12:00PM	MAX. MARKS	80
PROGRAM	BBA	CREDITS	3
NAME OF FACULTY	SRISHTI BATHLA	COURSE COORDINATOR	SRISHTI BATHLA

Note: All questions are mandatory.

Q.NO.		QUESTIONS	MAR KS	CO ADDRE SSED	BT
PART -A	1(A)	‘Heterogeneity’ and ‘Simultaneity’ are two important characteristics of ‘Service’. How do they differ?	5	CO4	1
	(B)	Differentiate between Bad, Good & Excellent Service.	5	CO1	2
PART -B	Q2 (A)	You are the marketing head of a ‘Car Service Company’ What promotional tools will you use to promote your services?	5	CO2	3
	(B)	Being a Service Design Manager, how will you design the blueprint of a “Transport Service”? Explain step by step process.	5	CO2	3
PART -C	Q3	“Internal Marketing is the promotion of a company’s objectives, products, and services to employees within the organization. The purpose is to increase employee engagement	15	CO3	

		with the company's goals and fostering brand advocacy." Do you agree? Why/ why not? Differentiate between Internal Marketing and external Marketing efforts in detail.			3
	Q 4	"To change the nature of service offerings depending upon the season, day, time etc" is an example of which capacity management strategy? Elaborate all the capacity management strategies that an organization undertakes to strike a balance between the demand and capacity. (with examples)	15	CO3	3
Part – D	Q5	"Consistency of product or service affects the customer satisfaction in the long run" Do you agree? What are the other factors that affect the level of customer satisfaction? Elaborate.	15	CO4	3
	Q 6	(a) What are the dimensions of Service Quality (5) (b) What will you call the gap between ' <b>Translation of perception into service specification</b> ' and ' <b>Management perception of customer expectation</b> ? List down the reasons and the solutions for the same. (15)	15	CO4	4

DEPARTMENT OF MANAGEMENT & COMMERCE

"T3 Examination, May-2023"

*Shagun*

SEMESTER	4 <sup>th</sup>	DATE OF EXAM	26.05.2023
SUBJECT NAME	Performance & Compensation Management Systems	SUBJECT CODE	MCH216B
BRANCH	BBA – FAA/BA	SESSION	I
TIME	9:00AM – 12:00 PM	MAX. MARKS	80 Marks
PROGRAM	BBA- FAA/BA	CREDITS	
NAME OF FACULTY	Dr.Parul Jhajharia /Dr. Animesh Singh	NAME OF COURSE COORDINATOR	Dr.Parul & Dr.Animesh

**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 15 Marks

		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	Q.1	Explain the objectives and importance of the Performance Management System in detail.	5	1	2	
	Q.2	Discuss Victor Vroom's theory of Motivation with a suitable example.	5	1	2	
	Q.3	Prepare KRAs & KPAs of the following roles as Head- HR. A) School Principal (B) Purchase Manager	5	2	3	
	Q.4	As a consultant explain the process and importance of the Behaviorally Anchored Rating Scale. (BARS) method of Performance appraisal with a suitable corporate example.	5	2	4	
	Q.5	Discuss the Challenges being faced by the head of HR in order to implement the PMS in the organization. Enumerate the different strategies used by the top Management in order to implement the same successfully	15	3	4	
	Q.6	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	15	3	3	

\*\*\*\*\*



<b>P A R T - B</b>		reduce the attrition rate in your company?				
	<b>Q.7</b>	Explain the importance of Job evaluation in a company. Explain the Point Method of Job Evaluation in Detail with an appropriate example.	15	4	3	
	<b>Q.8</b>	“Compensation refers to all forms of financial returns and tangible services and benefits employees receive as part of an employment relationship”. Elaborate on this statement and discuss various Components of Compensation in detail & explain the concept of the 3Ps of Compensation in an organization.	15	4	4	
***** <b>END</b> *****						

\*\*\*\*\*

*Shaghai*

**DEPARTMENT OF MANAGEMENT & COMMERCE**

*"End Term Examination, May-June 2023"*

SEMESTER	IV	DATE OF EXAM	30/05/2023
SUBJECT NAME	CORPORATE ACCOUNTING	SUBJECT CODE	MCH235B
BRANCH	FAA	SESSION	I
TIME	9:00AM - 12:00PM	MAX. MARKS	80
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 15 marks each. Questions will be of descriptive type.*

*Part D: All questions are compulsory. Each question carry 15 marks each. Questions will be of descriptive type.*

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	Q1	What is Syndicate Underwriting? Explain merits and demerits of Underwriting.	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
PART-B	Q4	Ramesh purchased Bharat's business with effect from 1 <sup>st</sup> April, 2021. It was agreed that the firm's goodwill will be valued at two years' purchase of average normal profit of the last three years ended 31 <sup>st</sup> March, were: 2019: Rs. 1,00,000 (including an abnormal gain of Rs. 10,000) 2020: Rs. 1,10,000 (after charging an abnormal loss of Rs. 20,000) 2021: Rs. 85,000 (including non-business income of Rs. 5,000)	5	CO2	BT 4

\*\*\*\*\*

PA RT- C	Q5	A company's current price of share is Rs. 60 and dividend per share is Rs. 4. If its capitalization rate is 12 percent, what is the dividend growth rate?	15	CO3	BT 4	
	Q6	Calculate the price of a share if EPS= Rs. 2.5, retention rate $b=0.4$ , cost of equity = 0.10 and Return on Equity $=r=0.20$ .	15	CO3	BT 4	
PA RT- D	Q 7	Explain the provisions relating to books of accounts as per Companies Act, 2013.	15	CO4	BT 3	
	Q 8	How do we treat depreciation as per Companies Act, 2013?	15	CO4	BT 4	

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

\*\*\*\*\*

DEPARTMENT OF MANAGEMENT & COMMERCE

"End-Term Examination, May-2023"

SEMESTER	IV	DATE OF EXAM	01.05.2023
SUBJECT NAME	CSR AND SUSTAINABLE DEVELOPMENT	SUBJECT CODE	MCH236B
BRANCH	FAA/BA	SESSION	Morning
TIME	9.00 am – 12.00 pm	MAX. MARKS	80
PROGRAM	BBA	CREDITS	3
NAME OF FACULTY	Dr. Chand P. Saini	NAME OF COURSE COORDINATOR	Dr. Chand P. Saini

*Note: Part A and Part B : All questions are compulsory. Each question carry 5 marks each.  
Part C Part D: All questions are compulsory. Each question carry 15 marks each.*

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1(A) Name and explain the four types of CSR.	5	C03	BT1	
	1(B) Development organizations plays important role in CSR, Comment.	5	C01	BT2	
PART-B	Q2 Explain the role of stakeholders in Corporate Social Responsibility.	5	C02	BT2	
	Q3 CSR and Sustainability goes hand in hand Comment on the statement critically.	5	C01	BT3	
PART-C	Q4 Consider yourself a Manager looking after CSR of the company which performance measure method you will use, explain.	15	C03	BT3	
	Q5 The standards are considered to be codes after adoption by the government, in light of the above statement, Differentiate between ISO 140001 and OHSAS- 18001.	15	C03	BT3	
PART-D	Q6 Organisational Governance , Human Rights, Labour Practices are core subjects under ISO 26000, Discuss the core and sub clauses of Social responsibility in detail.	15	C04	BT3	

\*\*\*\*\*



T - D	Q7	The Foundation principle of Inclusivity of Accounting principles focuses on involvement of stakeholders in decision making, What is your level of agreement with the principle, Explain all three accountability principles in detail with suitable examples.	15	C04	BT3	
-------------	----	---	----	-----	-----	--

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

\*\*\*\*\*

**DEPARTMENT OF MANAGEMENT AND COMMERCE**  
"T3 Examination, May-2023"

*Pls sign*

<b>SEMESTER</b>	<b>IV</b>	<b>DATE OF EXAM</b>	<b>3.06.2023</b>
<b>SUBJECT NAME</b>	<b>Supply Chain Management</b>	<b>SUBJECT CODE</b>	<b>MCH215B</b>
<b>BRANCH</b>	<b>BBA</b>	<b>SESSION</b>	<b>I</b>
<b>TIME</b>	<b>3 HRS (9:00AM-12:00PM)</b>	<b>MAX. MARKS</b>	<b>80</b>
<b>PROGRAM</b>	<b>FAA/BA</b>	<b>CREDITS</b>	<b>4</b>
<b>NAME OF FACULTY</b>	<b>Dr VANDANA ZUTSHI/Ms MINAKSHI SHARMA</b>	<b>NAME OF COURSE COORDINATOR</b>	<b>Dr VANDANA ZUTSHI/Ms MINAKSHI SHARMA</b>

*Note: All questions are compulsory.*

		<b>QUESTIONS</b>	<b>MARKS</b>	<b>CO ADDRESSED</b>	<b>BLOOM'S LEVEL</b>	<b>PI</b>
	Q.1	Explain with the help of a diagram supply chain network.	5	1	1	
	Q.2	Explain essential features of supply chain management.	5	1	1	
	Q.3	What do you mean by bull whip effect? Explain.	5	2	3	
	Q.4	Explain any two inventory control systems.	5	2	2	
	Q.6	Internet has changed the way businesses work. What has been its effect on the manner how organizations carry out procurement process and how?	15	3	2	
	Q.7	Agile supply chain works for what kind of products. Explain with the help of examples	15	3	3	
	Q.8	Explain the various kinds of risks involved in global supply chain. How can a firm reduce these risks?	15	4	3	
	Q9	When two or more companies want to achieve same objectives what can be done? In how many ways organization achieve this goal. Explain with examples.	15	4	3	


\*\*\*\*\*

DEPARTMENT OF MANAGEMENT  
END TERM EXAMINATION JAN- JUN 2023

*Shaghai*

SEMESTER	IV	DATE OF EXAM	05.06.2023
SUBJECT NAME	DIGITAL FINANCE	SUBJECT CODE	MCH240B
BRANCH	BBA FAA	SESSION	I
TIME	9:00AM - 12:00 PM	MAX. MARKS	80
PROGRAM	BBA	CREDITS	3
NAME OF FACULTY	DR. RASHI BANERJI	NAME OF COURSE COORDINATOR	DR. RASHI BANERJI

All questions are compulsory.

Q.NO.	QUESTIONS	MARKS	CO	BT
PART - A	1(A) Elaborate the importance of Ombudsman scheme for digital transactions, 2019?	5	CO1	1
	(B) What is 'Near Field Communication' in terms of card technology? How Give example how NFC is simplifying payments in daily lives of Indian consumers.	5	CO1	3
	(C) How POS facilitated the growth of digital payments. Differentiate between portable and mobile POS.	5	CO2	2
	(D)  Give the utility of the indigenously developed payment system described above and how it has helped in financial inclusion in a diverse country India?	5	CO2	3
	Q2 Appraise the role of Govt organization NPCI and its role in creating platforms for digital transactions in India. Elaborate the UPI and Rupay payment system developed by NPCI.	15	CO3	2
PART - B	Q3 Justify the statement "NACH is a centralized launched with an aim to consolidate multiple ECS systems running across the country" What is mandate management system?	15	CO3	2
	Q4 Do you agree that blockchain is a technical innovation of a new way to securely share account and payment information? Explain the distributed ledger technology used to implement blockchain.	15	CO4	4
	Q5 Give details of any cryptocurrency of your choice in terms of technology, acceptance, future etc.	15	CO4	3

**MANAV RACHNA UNIVERSITY**  
**DEPARTMENT OF Management & Commerce**  
"End Term Examination, April 2023"

03/04/23

SEMESTER	IV	DATE OF EXAM	14.4.2023
SUBJECT NAME	Hospital Information System (HIS)	SUBJECT CODE	MCH 227B
BRANCH	Health Care Management	SESSION	I
DURATION	9.00 AM – 12.00 PM	MAX. MARKS	80
PROGRAM	BBA HCM	CREDITS	3
NAME OF FACULTY	Dr. Priyanka Singh	NAME OF COURSE COORDINATOR	Mr. Maharaj Koul

**Note:** Part-A & B: All questions are compulsory carrying 5 marks each.  
Part-C & D: All questions are compulsory carrying 15 marks each.

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PAR T-A	1 What is EHR? Is it better than the physical medical records? Explain the advantages and disadvantages of EHR	5	CO1	BT3	
	2 Draw and explain in detail the HMIS used in Pharmacy department of the hospital.	5	CO1	BT4	
PAR T-B	3 As an IT Incharge of 300 bedded hospital, explain the process of testing the HMIS selection process.	5	CO2	BT3	
	4 Write the system features of HMIS to look for along with the disadvantages of HMIS in brief.	5	CO2	BT2	
PAR T-C	5 Define Telemedicine. Explain in detail the scope and functions of Telemedicine. What are the challenges of adopting telemedicine in Indian Public Health System?	15	CO3	BT2	
	6 What is M-Health? Write a detailed note explaining the m-health and its application in Indian Scenario? Explain the benefits of m-health.	15	CO3	BT2	
PAR T-D	7 What is ICT? As a IT expert working in healthcare industry, explain the challenges in implementation of adopting ICT in Indian Healthcare. Explain the role ICT plays in Public health and healthcare Analytics.	15	CO3	BT3	
	8 Write short notes on: a. Can ICT do harm to patients? b. Medical Audit c. M-Health Apps & innovation	15	CO3	BT3	

\*\*\*\*\*



# MANAV RACHNA UNIVERSITY

## DEPARTMENT OF MANAGEMENT & COMMERCE

*"End Term Examination, April-2023"*

<b>SEMESTER</b>	<b>IV</b>	<b>DATE OF EXAM</b>	<b>4<sup>th</sup> April 2023</b>
<b>SUBJECT NAME</b>	<b>Material &amp; Inventory Management</b>	<b>SUBJECT CODE</b>	<b>MCH226B</b>
<b>BRANCH</b>	<b>HCM</b>	<b>SESSION</b>	<b>I</b>
<b>DURATION</b>	<b>09:00 am to 12:00 pm</b>	<b>MAX. MARKS</b>	<b>80</b>
<b>PROGRAM</b>	<b>BBA</b>	<b>CREDITS</b>	<b>3</b>
<b>NAME OF FACULTY</b>	<b>Dr. Shashi Tiwari</b>	<b>NAME OF COURSE COORDINATOR</b>	<b>Dr. Maharaj Koul</b>

*Note: Part-A & B: All questions are compulsory (Each Question carries 5 marks)*

*Part -C & D : All questions are compulsory & carry 15 marks each*

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
<b>PA RT- A</b>	1(A)	What are the key objectives of Material Management?	5	CO 1	BT 2	
	1(B)	What are the elements of Material Management?	5	CO 1	BT 2	
<b>PAR T-B</b>	Q2(A)	What do you understand by sound procurement systems?	5	CO 2	BT 2	
	2(B)	What is the committee system in Procurement process?	5	CO 2	BT 2	
<b>PA RT- C</b>	Q3(A)	What are various modern inventory control techniques?	15	CO 3	BT 2	
	Q3(B)	What is ABC Analysis & What are various steps to do the ABC Analysis	15	CO3	BT 2	
<b>PA RT- D</b>	Q4(A)	What are various challenges / issues in material management?	15	CO 4	BT 2	
	Q4(B)	Explain Economic Order Quantity? What are the basic assumptions for calculating EOQ	15	CO4	BT 2	
***** <b>END</b> *****						

\*\*\*\*\*

**School of Management and Commerce**
*"End Term Examination, April-2023"*

<b>SEMESTER</b>	<b>IV</b>	<b>DATE OF EXAM</b>	<b>04.04.23</b>
<b>SUBJECT NAME</b>	<b>Supply Chain Management</b>	<b>SUBJECT CODE</b>	<b>MCH 215B</b>
<b>BRANCH</b>	<b>OM/EFB</b>	<b>SESSION</b>	<b>1</b>
<b>TIME</b>	<b>9:00am To 12:00pm</b>	<b>MAX. MARKS</b>	<b>80</b>
<b>PROGRAM</b>	<b>BBA</b>	<b>CREDITS</b>	<b>3</b>
<b>NAME OF FACULTY</b>	<b>Vandna Zutshi Bhat</b>	<b>NAME OF COURSE COORDINATOR</b>	<b>Vandna Zutshi Bhat</b>

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

		<b>QUESTIONS</b>	<b>MARKS</b>	<b>CO ADDRESSED</b>	<b>BLOOM'S LEVEL</b>	<b>PI</b>
<b>Part A</b>	<b>1(A)</b>	State the difference between Supply chain Management and Material management.	5	CO1	1	
	<b>1(B)</b>	What are network optimization models used for? Give an example	5	CO1	2	
<b>Part B</b>	<b>Q2(A)</b>	State and explain causes of Bullwhip effect	5	CO2	2	
	<b>2(B)</b>	In what manner can the advantages of both centralized and decentralized supply chains be utilized.	5	CO2	3	
<b>Part C</b>	<b>Q3(A)</b>	In your opinion why are the principle features of supply chain management used by Zara benefitting the organization.	15	CO3	3	
	<b>3(B)</b>	A Paris based fashion garment manufacturer wants to enter the high end fashion market in Indian metros but is unsure about the number of showrooms and high end fashion shops in malls to approach. Suggest in what way can the brand enter into these markets without diluting its core competencies.	15	CO3	3	
<b>Part D</b>	<b>Q4(A)</b>	The Internet has changed the way businesses work. What has been its effect on the manner how organizations carry out the procurement process and how?	15	CO4	3	
	<b>4(B)</b>	As a supply chain manager you are given the task to design a supply chain that will fit and flourish in the future. Explain the technological innovations you will use in the design to achieve the objective?	15	CO4	3	

\*\*\*\*\*

**School of Management and Commerce**
*"End Term Examination, April-2023"*

SEMESTER	VI	DATE OF EXAM	04.04.2023
SUBJECT NAME	Introduction to Shipping	SUBJECT CODE	MCH 331B
BRANCH	Operation management	SESSION	1
TIME	09:00am To 12:00pm	MAX. MARKS	80
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. Part D: All questions are compulsory*

		QUESTIONS	MARKS	CO ADDRESSE D	BLOOM 'S LEVEL	PI
Part A	1(A)	Why does the demand for shipping services arise?	5	CO1	1	
	1(B)	Why are ships classified? What are the factors that affect the classification?	5	CO1	2	
Part B	Q2(A)	What do you understand by the term Cargo? How would you distinguish a dry cargo from wet cargo?	5	CO2	2	
	2(B)	What does Voyage Chartering mean? How are the costs managed in voyage chartering?	5	CO2	1	
Part C	Q3(A)	"As shipping is an international industry. It can operate effectively only when regulations and standards are agreed upon." Do you agree with this statement? How is the uniformity in regulations and standards achieved all over the world?	15	CO3	3	
	3(B)	Shipping is an industry that is exposed to various risks. How is maritime safety ensured in International Borders	15	CO3	3	
Part D	Q4(A)	In 2021, ports in California experienced a substantial increase in cargo imports, resulting in significant congestion at terminals and in surrounding areas. The air quality especially in communities near ports suffered along with impact on the flora and fauna. Elaborate how has the increased Port activities harmed the environment? In what way can the effects be mitigated?	15	CO4	3	
	4(B)	In the coming years, the maritime industry can expect to see a dramatic increase in the use of digital technologies to improve efficiency, safety, and sustainability. Give examples to collaborate this statement.	15	CO4	3	

\*\*\*\*\*



## SCHOOL OF MANAGEMENT & COMMERCE

*"End-Term Examination, March-2023"*

SEMESTER	VI	DATE OF EXAM	04.04.2023
SUBJECT NAME	PATENTS, COPYRIGHT & IPR LAWS	SUBJECT CODE	MCH323B
BRANCH	EFB	SESSION	Morning
TIME	9.00 am- 12.00pm	MAX. MARKS	80
PROGRAM	BBA FAA, EFB, OM	CREDITS	3
NAME OF FACULTY	Srishti Bathla	NAME OF COURSE COORDINATOR	Srishti Bathla

*Note: All questions are compulsory.*

Q.NO.	QUESTIONS	MARKS	CO ADDRESSSED	BLOOM'S LEVEL
PART-A	Q1 What are the emerging issues in the world of IPR?	5	CO1	BT3
	Q2 What is a copyright? Explain its scope in brief	5	CO2	BT1
PART-B	Q3 What are Patents? How do you register one?	5	CO3	BT2
	Q4 Explain the significance of Trademark with practical examples.	5	CO4	BT2
PART-C	Q5 Present any two of the following case laws describing the facts and the judgment of the case: a) Snehlata C. Gupte vs. Union of India b) Shepard Fairey vs. Associated Press	15	CO2	BT2
	Q6 What are patents? What can be patented and what cannot be? Explain in detail all the legal provisions related to patents	15	CO3	BT2
PART-D	Q7 A company used the tag line of a competitor's product and claimed that it is legal. Do you agree? Explain the scope of related IPR laws and other legal provisions.	15	CO4	BT4
	Q8 A laptop table with a different structure is to be protected under IPR Laws. What category will it fall into? What are the legal provisions for getting it registered and protected?	15	CO4	BT3

\*\*\*\*\*



**SCHOOL OF MANAGEMENT & COMMERCE**

*"END TERM Examination, April 2023"*

SEMESTER	VI	DATE OF EXAM	
SUBJECT NAME	GLOBAL HEALTH SCENARIO	SUBJECT CODE	MCH 329 B
BRANCH	BBAHCM	SESSION	Morning
TIME		MAX. MARKS	80
PROGRAM	BBA HCM	CREDITS	3
NAME OF FACULTY	Maharaj Kaul	NAME OF COURSE COORDINATOR	Maharaj Kaul

*Note: All questions are compulsory.*

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	Q1 Outline major infectious diseases with the that cause Global deaths.	5	CO1	BT2	
	Q2 Explain the following terms: 1. Disease 2. Infection 3. Pathogen 4. Host.	5	CO2	BT1	
PART-B	Q3 Express the various factors to determine the health status of any region.	5	CO2	BT3	
	Q4 "Outline the major risk factors for deteriorating health conditions.	5	CO1	BT4	
PART-C	Q5 Bill and gates foundation have set global health pregame. Outline the strategies for following health program. 1. Enteric and diarrheal diseases 2. Family planning 3. Malaria	15	CO3	BT2	
	Q6 The United Nations General Assembly has labeled the 2020s as "the decade of action." Addressing global health concerns and crises head-on and finding ways to support nations	15	CO3	BT2	

\*\*\*\*\*

<b>P A R T - D</b>		that require aid will be vital in ensuring significant action is taken. List out 13 challenges that that WHO have addressed to Quality care health up to 2030.				
	<b>Q7</b>	Outline the impact of Injuries and violence that affect the economy of countries. Elaborate the various guidance given by WHO to prevent injuries and violence Globally.	15	CO4	BT4	
	<b>Q8</b>	a) Describe the Etiology of Dengue Fever. Illustrate the signs, symptoms and management of dengue fever. b) Illustrate the life cycle of the Aedes mosquito. c) Outline the various Diagnostic Tests of Dengue.	15	CO4	BT2	
***** <b>END</b> *****						

\*\*\*\*\*

**DEPARTMENT OF MANAGEMENT AND COMMERCE**

*"End Term Examination, April 2023"*

<b>SEMESTER</b>	<b>6 Semester</b>	<b>DATE OF EXAM</b>	<b>06/04/2023</b>
<b>SUBJECT NAME</b>	<b>Digital Marketing</b>	<b>SUBJECT CODE</b>	<b>MCH317B</b>
<b>BRANCH</b>	<b>BBA OM/EFB/FAA/HCM</b>	<b>SESSION</b>	<b>I</b>
<b>TIME</b>	<b>9AM TO 12 PM</b>	<b>MAX. MARKS</b>	<b>80</b>
<b>PROGRAM</b>	<b>BBA</b>	<b>CREDITS</b>	<b>3</b>
<b>NAME OF FACULTY</b>	<b>Dr Subodh</b>	<b>NAME OF COURSE COORDINATOR</b>	<b>Dr Subodh</b>

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

*Part B: All questions are compulsory. Questions will be of Descriptive answer type (4 QUESTIONS OF 15 MARKS EACH =60 Marks).*

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	P
<b>PART-A</b>	<b>1(A)</b> Explain the difference between traditional marketing and digital marketing?	5	CO1	BT2	
	<b>1(B)</b> How can email marketing be used to reach out to customers? Explain the key elements of an effective email marketing campaign. Give examples.	5	CO2	BT2	
	<b>1(C)</b> What is social media marketing? Explain the different social media platforms used for marketing purposes.	5	CO3	BT2	
	<b>1(D)</b> What is content marketing? Explain the importance of content marketing in digital marketing and give an example of a successful content marketing campaign.	5	CO4	BT2	
<b>PART-B</b>	<b>Q2</b> Discuss the importance of search engine optimization (SEO) in digital marketing. Explain the key factors that impact SEO ranking and how to optimize a website for better search engine visibility. Example. <a href="http://www.upGrad.com">www.upGrad.com</a>	15	CO3	BT3	
	<b>Q3</b> Analyzing data is a crucial part of digital marketing. Explain the different tools and techniques used for web analytics. How can businesses like <b>Flipkart</b> use web analytics to improve their marketing strategies? Provide examples to support your answer.	15	CO4	BT3	
	<b>Q4</b> Social media has become an integral part of digital marketing. Explain the different social media platforms used for marketing purposes and how to create effective social media campaigns. Provide examples to support your answer.e.g. ( <b>Take Hindustan Unilever Ltd./any other co.</b> )	15	CO4	BT3	
	<b>Q5</b> Discuss the key elements of a mobile marketing strategy and explain how they can be effectively utilized to reach and engage with customers. Provide examples of how businesses can incorporate mobile marketing tactics such as SMS marketing, mobile advertising in their overall marketing strategy. Also discuss the challenges and opportunities associated with mobile marketing.(e.g. <b>Take Zomato.com/any other co.</b> )	15	CO3	BT3	

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

\*\*\*\*\*



**MANAV RACHNA  
UNIVERSITY**  
Declared as State Private University vide Haryana Act 26 of 2014

## SCHOOL OF MANAGEMENT & COMMERCE

“End-Term Examination March-2023”

SEMESTER	IV	DATE OF EXAM	08.04.2023
SUBJECT NAME	SERVICES MARKETING	SUBJECT CODE	MCH218B
BRANCH	FAA/EFB/HCM/OM/BA	SESSION	I
TIME	9.00 am to 12.00 pm	MAX. MARKS	80
PROGRAM	BBA	CREDITS	3
NAME OF FACULTY	SRISHTI BATHLA	COURSE COORDINATOR	SRISHTI BATHLA

Note: All questions are mandatory.

Q.NO.	QUESTIONS	MAR KS	CO ADDRESSED	BT
PART -A	1(A) Differentiate between Bad, Good & Excellent Service.	5	CO4	1
	(B) How do you characterize a service?	5	CO1	2
PART -B	Q2 (A) Suppose you are the marketing head of a ‘Food chain company.’ What promotional tools will you use to promote your services?	5	CO2	3
	(B) Being a Service Design Manager, how will you design the blueprint of a “Transport Service”? Explain step by step process.	5	CO2	3



PART - C	Q 4	"Accounting firms cater to auditing needs the whole year but focus more on tax preparation at the year-end" is an example of which capacity management strategy? Elaborate all the capacity management strategies that an organization undertakes to strike a balance between the demand and capacity. (with examples)	20	CO3	3
	Q 5	"Internal Marketing is the promotion of a company's objectives, products, and services to employees within the organization. The purpose is to increase employee engagement with the company's goals and fostering brand advocacy." Do you agree? Why/ why not? Differentiate between Internal Marketing and external Marketing efforts in detail.	20	CO3	3
Part - D	Q7	"Consistency of product or service affects the customer satisfaction in the long run" Do you agree? What are the other factors that affect the level of customer satisfaction? Elaborate.	20	CO4	3
	Q 8	(a) Dimensions of Service Quality (5) (b) What will you call the gap between 'Customer driven service design' and 'Service delivery'? List down the reasons and the solutions for the same. (15)	20	CO4	2

**School of Management and Commerce**

*"End Term Examination, April 2023"*

<b>SEMESTER</b>	<b>IV</b>	<b>DATE OF EXAM</b>	<b>07.04.23</b>
<b>SUBJECT NAME</b>	<b>Freight Transport Management</b>	<b>SUBJECT CODE</b>	<b>MCH 232B</b>
<b>BRANCH</b>	<b>Operation management</b>	<b>SESSION</b>	<b>1</b>
<b>TIME</b>	<b>9:00am To 12:00pm</b>	<b>MAX. MARKS</b>	<b>80</b>
<b>PROGRAM</b>	<b>BBA</b>	<b>CREDITS</b>	<b>3</b>
<b>NAME OF FACULTY</b>	<b>Vandna Zutshi Bhat</b>	<b>NAME OF COURSE COORDINATOR</b>	<b>Vandna Zutshi Bhat</b>

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

*Part C: All questions are compulsory. Part D: All questions are compulsory*

		<b>QUESTIONS</b>	<b>MARKS</b>	<b>CO ADDRESS ED</b>	<b>BLOOM'S LEVEL</b>	<b>PI</b>
<b>P a r t A</b>	<b>1(A)</b>	Freight planning is used to plan the transportation of inbound and outbound goods. What are the major aspects and factors involved	5	C01	2	
	<b>1(B)</b>	If you are working with a Freight Management Company what factors would you consider while choosing a mode of transport	5	C01	3	
<b>P a r t B</b>	<b>Q2(A)</b>	Describe the inland water transport system. In India how is the inland water transport regulated	5	C02	2	
	<b>2(B)</b>	State the features of Rail Freight Transport	5	C02	1	
<b>P a r t C</b>	<b>Q3(A)</b>	Without Containerization Multimodal transportation would have been very inefficient and costly. Why?	15	C03	3	
	<b>3(B)</b>	A shipping company wants to sail a container Ship from Cape Town in South Africa to Rio de Janeiro in Brazil. What advantages will be experienced by the businesses based in both cities	15	C03	3	
<b>P a r t D</b>	<b>Q4(A)</b>	Explain in detail the working of: i) Inland Container Depot ii) Container Freight Station	15	C04	2	
	<b>4(B)</b>	Explain why it is important for businesses to understand the different types of warehouses and their functions.	15	C04	2	

\*\*\*\*\*

**SCHOOL OF MANAGEMENT & COMMERCE**

*"END TERM Examination, April -2023"*

<b>SEMESTER</b>	<b>IV</b>	<b>DATE OF EXAM</b>	
<b>SUBJECT NAME</b>	<b>MANAGEMENT OF MEDICATION</b>	<b>SUBJECT CODE</b>	<b>MCH228B</b>
<b>BRANCH</b>	<b>HCM</b>	<b>SESSION</b>	<b>Morning</b>
<b>TIME</b>	<b>180 Minutes</b>	<b>MAX. MARKS</b>	<b>80</b>
<b>PROGRAM</b>	<b>BBA</b>	<b>CREDITS</b>	<b>3</b>
<b>NAME OF FACULTY</b>	<b>Maharaj Kaul</b>	<b>NAME OF COURSE COORDINATOR</b>	<b>Maharaj Kaul</b>

*Note: All questions are compulsory.*

*P.S.*

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
<b>PART-A</b>	<b>Q1</b> Distinguish between Hospital Pharmacy and Community Pharmacy.	5	CO1	BT2	
	<b>Q2</b> Elaborate the role of Pharmacists in Pharma / Biotech Industry.	5	CO2	BT1	
<b>PART-B</b>	<b>Q3</b> Outline the Principles and Guidelines for Safe medication administration with examples of seven rights.	5	CO2	BT3	
	<b>Q4</b> Express the term NARCOTICS. Outline the street names of NARCOTICS.	5	CO1	BT4	
<b>PART-C</b>	<b>Q5</b> a) Outline the Harmful health effects of Narcotics. b) Classification of Narcotics as per Drugs and Cosmetics act 1948. c) Medicinal Uses.	15	CO3	BT2	

\*\*\*\*\*

<b>P A R T - D</b>	<b>Q6</b>	<p>Elaborate the classification of incidence of Adverse drug reactions of following with one example medicine,</p> <ol style="list-style-type: none"> <li>1. Common (ADR)</li> <li>2. Very common.</li> <li>3. Uncommon Rare</li> <li>4. Very rare</li> </ol>	15	CO3	BT2	
	<b>Q7</b>	<p>You are appointed as General Physician in Amrita Hospital.</p> <ol style="list-style-type: none"> <li>a) Draw a Model of prescription of a patient suffering from Tuberculosis.</li> <li>b) Write 5 Brand names of antibiotics,</li> <li>c) Write 5 brand names of anti-inflammatory medicines.</li> <li>d) Write 5 brand names of Acidity</li> </ol>	15	CO4	BT4	
	<b>Q8</b>	<ol style="list-style-type: none"> <li>a) Outline the need for National Policy on Narcotic Drugs and psychotropic substances.</li> <li>b) Mention the various central and state govt departments involved in controlling illegal activities of Narcotics.</li> </ol>	15	CO4	BT4	
<p>***** <b>END</b> *****</p>						

\*\*\*\*\*



**DEPARTMENT OF MANAGEMENT & COMMERCE**

*"End Term Examination, April 2023"*

SEMESTER	6 <sup>th</sup>	DATE OF EXAM	10/04/2023
SUBJECT NAME	TRANSPORTATION AND DISTRIBUTION MANAGEMENT	SUBJECT CODE	MCH333B
BRANCH	BBA	SESSION	1
TIME	9:00 am -12:00 pm	MAX. MARKS	80
PROGRAM	BBA Operations Management	CREDITS	3
NAME OF FACULTY	Pradeep Mouria	NAME OF COURSE COORDINATOR	Pradeep Mouria

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

*Part B & Part C: Questions will be of descriptive type..*

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL
PA RT- A	1(A) Briefly explain the concept and application of transportation and distribution management.	5	1	BT 2
	1(B) What are the different modes of transportation	5	1	BT 2
	2(A) Write down the Packaging objectives.	5	2	BT 2
	2(B) Briefly discuss about Advantages of distribution models and disadvantages of distribution models	5	2	BT 2
PA RT- B	3(A) What are various modes of transportation? Explain in detail about any Two transportation system.	15	3	BT 3
	3 (C) While selecting a transportation system what parameters you must consider?	15	3	BT 3
PA RT- C	4(B) Write various transportation security initiatives and also explain the role of technology in various inspection systems. .	15	4	BT 3
	4(D) How information technology play an important role in the application and utility in transportation.	15	4	BT 3

\*\*\*\*\*

**SCHOOL OF MANAGEMENT & COMMERCE**

*"END TERM Examination, April; -2023"*

SEMESTER	VI	DATE OF EXAM	
SUBJECT NAME	PUBLIC HEALTH	SUBJECT CODE	MCH 327 B
BRANCH	BBAHCM	SESSION	Morning
TIME	180 Minutes	MAX. MARKS	80
PROGRAM	BBA	CREDITS	3
NAME OF FACULTY	Maharaj Kaul	NAME OF COURSE COORDINATOR	Maharaj Kaul

*Note: All questions are compulsory.*

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
<b>PART-A</b>	Q1	5	CO1	BT2	
	Q2	5	CO2	BT1	
<b>PART-B</b>	Q3	5	CO2	BT3	
	Q4	5	CO1	BT4	
<b>PART-C</b>	Q5	15	CO3	BT2	
	Q6	15	CO3	BT2	

\*\*\*\*\*

<b>P A R T - D</b>	<b>Q7</b>	<p>Explain the following determinants' of Public Health:</p> <ol style="list-style-type: none"> <li>1. Biological Determinants'</li> <li>2. Environmental Factor.</li> <li>3. Behavioral &amp; socio-cultural</li> <li>4. Life style</li> <li>5. Socioeconomic conditions</li> <li>6. Economy and literacy.</li> <li>7. Poverty.</li> </ol>	15	CO4	BT4	
	<b>Q8</b>	Elaborate the goals set by national health policy 2017. Outline the seven priorities set under this policy for improving the environment for health.	15	CO4	BT4	
<p>***** <b>END</b> *****</p>						

\*\*\*\*\*



**MANAV RACHNA UNIVERSITY**  
**DEPARTMENT OF Management & Commerce**  
"End Term Examination, April 2023"

SEMESTER	IV	DATE OF EXAM	06.4.2023
SUBJECT NAME	HEALTH CARE & HRM	SUBJECT CODE	MCH229B
BRANCH	Health Care Management	SESSION	I
DURATION	9.00 AM – 12.00 PM	MAX. MARKS	80
PROGRAM	BBA HCM	CREDITS	3
NAME OF FACULTY	Dr. Priyanka Singh	NAME OF COURSE COORDINATOR	Mr. Maharaj Koul

**Note:** Part-A & B: All questions are compulsory carrying 5 marks each.  
Part-C & D: All questions are compulsory carrying 15 marks each.

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PAR T-A	1 Define Human Resource Planning. Explain briefly the factors affecting HRP.	5	CO1	BT2	
	2 Define Recruitment and Selection. Explain the internal as well as external source of recruitment. Which one do think is a better option and why?	5	CO1	BT3	
PAR T-B	3 Explain the factors governing the recruitment process.	5	CO2	BT2	
	4 Explain in brief the issues and challenges of managing human resources in public health sector in India.	5	CO2	BT4	
PAR T-C	5 Assuming yourself to the Assistant Manager HR (Training & development), explain the orientation programme of your hospital for any employee. Explain how you will evaluate it and find whether it is effective or not.	15	CO3	BT4	
	6 What is performance appraisal. Explain the performance appraisal process in detail. Explain the usage of BARS in performance appraisals.	15	CO3	BT2	
PAR T-D	7 What is Compensation Management? Explain the components of compensation and factors influencing the employee compensation. As an HR Manager, write the steps of devising a compensation plan.	15	CO3	BT3	
	8 Write notes on (all compulsory): a. Training Process b. Training Evaluation & its levels c. MBO d. Employee Benefits and services	15	CO3	BT2	

\*\*\*\*\*



**DEPARTMENT OF MANAGEMENT & COMMERCE**

*"End Term Examination, Apr-2023"*

SEMESTER	VI	DATE OF EXAM	03.04.2023
SUBJECT NAME	BUSINESS ANALYTICS	SUBJECT CODE	MCH318B
BRANCH	EFB/HCM/OM	SESSION	I
TIME	9:00 AM -12:00 Noon	MAX. MARKS	80
PROGRAM	BBA	CREDITS	3
NAME OF FACULTY	Dr. Animesh Singh	NAME OF COURSE COORDINATOR	DR. ANIMESH SINGH

*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 15 Marks.*

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	Q1	Write a short note on Descriptive, Predictive, and Prescriptive analytics.	5	CO1	BT1
	Q2	Elaborate the concept metric and & measurement with appropriate examples.	5	CO1	BT2
	Q3	The average delivery time of goods to the consumer is 26 days with a standard deviation of 2 days. Using all three empirical rules calculate the delivery time of goods and explain the decisions in each situation.	5	CO2	BT2
	Q4	Discuss various measures of Dispersion along with their relevance in business decision-making by citing appropriate examples.	5	CO2	BT3
PART-B	Q5	a. Differentiate between Data mining and Statistics. b. Critically explain some important applications of data mining in the Banking, Retail, and travel industries.	15	CO3	BT4

\*\*\*\*\*

<b>Q6</b>	"Big Data Analytics help companies to achieve competitive advantage" demonstrate this statement with appropriate industry examples	15	CO3	BT3	
<b>Q7</b>	Define Regression. Discuss its important uses and also explain how it is different from Correlation.	15	CO4	BT3	
<b>Q8</b>	Read the case analysis and answer the questions.	15	CO4	BT4	

### **Measuring the Impact of social media at Lollapalooza**

C3 Presents creates, books, markets, and produces live experiences, concerts, events, and just about anything that makes people stand up and cheer. Among others, they produce the Austin City Limits Music Festival, Lollapalooza, as well as more than 800 shows nationwide. They hope to see you up in front sometime.

An early adopter of social media as a way to drive event attendance, Lollapalooza organizer C3 Presents needed to know the impact of its social media efforts. They came to Cardinal Path for a social media measurement strategy and ended up with some startling insights.

#### **The Challenge**

When the Lollapalooza music festival decided to incorporate social media into their online marketing strategy, they did it with a bang. Using Facebook, MySpace, Twitter, and more, the Lollapalooza Web site was a first mover in allowing its users to engage and share through social channels that were integrated into the site itself.

After investing the time and resources in building out these integrations and their functionality, C3 wanted to know one simple thing: "Did it work?" To answer this, C3 Presents needed a measurement strategy that would provide a wealth of information

about their social media implementation, such as:

- Which fans are using social media and sharing content?
- What social media is being used the most, and how? Are visitors that interact with social media more likely to buy a ticket?
- Is social media driving more traffic to the site? Is that traffic buying tickets?

#### **The Solution**

Cardinal Path was asked to architect and implement a solution based on an existing Google Analytics implementation that would answer these questions.

A combination of customized event tracking, campaign tagging, custom variables, and a complex implementation and configuration was deployed to include the tracking of each social media outlet on the site.

#### **The Results**

As a result of this measurement solution, it was easy to surface some impressive insights that helped C3 quantify the return on their social media investment:

- Users of the social media applications on Lollapalooza.com spent twice as much as non-users. Over 66 percent of the traffic referred from Facebook, MySpace, and Twitter was a result of sharing applications and Lollapalooza's messaging to its fans on those platforms.
- Fan engagement metrics such as time on site, bounce rate, page views per visit, and interaction goals improved significantly.

1. How did C3 Presents use social media analytics to improve its business?
2. What were the challenges, the proposed solution, and the obtained results?
3. Critically analyze the need and importance of social media analytics for marketers.

\*\*\*\*\*

**DEPARTMENT OF MANAGEMENT & COMMERCE**

*"End Term Examination, April - 2023"*

SEMESTER	4 <sup>th</sup>	DATE OF EXAM	03/04/2023
SUBJECT NAME	PROJECT MANAGEMENT	SUBJECT CODE	MCH 2316
BRANCH	BBA	SESSION	2022-23
TIME	9:00-12:00 pm	MAX. MARKS	80
PROGRAM	BBA Operations Management	CREDITS	3
NAME OF FACULTY	Pradeep Mouria	NAME OF COURSE COORDINATOR	Pradeep Mouria

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

Part B & Part C: Questions will be of descriptive type..

Q.NO.	QUESTIONS	MAR KS	CO ADDRES SED	BLOOM' S LEVEL																									
PART-A	1(A) Briefly describe objectives of Project Planning.	5	1	BT 2																									
	1(B) What are different techniques of demand forecasting and market planning?	5	1	BT 2																									
	2(A) Write down issues in Project Planning and Management.	5	2	BT 2																									
	2(B) Classify the different plant layouts used in industries.	5	2	BT 2																									
PART-B	3(A) Briefly explain Cost and Time Management issues in Project planning and management.	15	3	BT 4																									
	3(B) Differentiate between Working Capital Requirement & Financing with suitable examples.	15	3	BT 3																									
PART-C	4(A) The indirect cost is Rs. 400 per day Find out optimum duration and the associated minimum project cost. Time is given in weeks and cost is given in thousand	15	4	BT 4																									
<table border="1"> <thead> <tr> <th>Activity</th><th>N<sub>time</sub> (week)</th><th>N<sub>cost</sub> (Rs '000)</th><th>C<sub>time</sub> (week)</th><th>C<sub>cost</sub> (Rs '000)</th></tr> </thead> <tbody> <tr> <td>1-2</td><td>8</td><td>15</td><td>6</td><td>20</td></tr> <tr> <td>1-4</td><td>10</td><td>20</td><td>7</td><td>30</td></tr> <tr> <td>2-4</td><td>5</td><td>10</td><td>4</td><td>14</td></tr> <tr> <td>2-3</td><td>6</td><td>11</td><td>4</td><td>15</td></tr> </tbody> </table>		Activity	N <sub>time</sub> (week)	N <sub>cost</sub> (Rs '000)	C <sub>time</sub> (week)	C <sub>cost</sub> (Rs '000)	1-2	8	15	6	20	1-4	10	20	7	30	2-4	5	10	4	14	2-3	6	11	4	15			
Activity	N <sub>time</sub> (week)	N <sub>cost</sub> (Rs '000)	C <sub>time</sub> (week)	C <sub>cost</sub> (Rs '000)																									
1-2	8	15	6	20																									
1-4	10	20	7	30																									
2-4	5	10	4	14																									
2-3	6	11	4	15																									

\*\*\*\*\*

4(B)		<table><tr><td>3-4</td><td>0</td><td>0</td><td>0</td><td>0</td></tr><tr><td>2-5</td><td>8</td><td>9</td><td>5</td><td>15</td></tr><tr><td>4-6</td><td>12</td><td>3</td><td>8</td><td>4</td></tr><tr><td>5-6</td><td>5</td><td>5</td><td>4</td><td>8</td></tr></table>	3-4	0	0	0	0	2-5	8	9	5	15	4-6	12	3	8	4	5-6	5	5	4	8			
	3-4	0	0	0	0																				
	2-5	8	9	5	15																				
	4-6	12	3	8	4																				
	5-6	5	5	4	8																				
		Draw the network diagram, indicate the critical path and also calculate the total float, free float, Head slack, tail slack for the problem represented in the table	15	4	BT 3																				
	<table><tr><td>Activity</td><td>Duration in days</td></tr><tr><td>1-3</td><td>2</td></tr><tr><td>1-4</td><td>13</td></tr><tr><td>2-6</td><td>9</td></tr><tr><td>2-7</td><td>2</td></tr><tr><td>3-4</td><td>10</td></tr><tr><td>4-9</td><td>6</td></tr><tr><td>7-8</td><td>4</td></tr><tr><td>8-10</td><td>10</td></tr></table>	Activity				Duration in days	1-3	2	1-4	13	2-6	9	2-7	2	3-4	10	4-9	6	7-8	4	8-10	10			
	Activity	Duration in days																							
	1-3	2																							
	1-4	13																							
2-6	9																								
2-7	2																								
3-4	10																								
4-9	6																								
7-8	4																								
8-10	10																								

\*\*\*\*\*



**DEPARTMENT OF MANAGEMENT & COMMERCE**

*"Fast Track End-Term Examination, April-2023"*

SEMESTER	IV	DATE OF EXAM	07.04.2022
SUBJECT NAME	CSR AND SUSTAINABLE DEVELOPMENT	SUBJECT CODE	MCH236B
BRANCH	EFB/HCM/OM	SESSION	Morning
TIME	9.00 am – 12.00 pm	MAX. MARKS	80
PROGRAM	BBA	CREDITS	3
NAME OF FACULTY	Dr. Chand P. Saini	NAME OF COURSE COORDINATOR	Dr. Chand P. Saini

*Note: Part A and Part B : All questions are compulsory. Each question carry 5 marks each.  
Part C Part D: All questions are compulsory. Each question carry 15 marks each.*

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1(A) Name and explain the pillars of CSR.	5	C03	BT1	
	1(B) Development organizations plays important role in CSR, Comment.	5	C01	BT2	
PART-B	Q2 Explain the role of stakeholders in Corporate Governance.	5	C02	BT2	
	Q3 Environment audits are key component in evaluating the performance of CSR initiatives, Comment.	5	C01	BT3	
PART-C	Q4 Different CSR Models have different perspective towards activities carried out under CSR, Consider yourself an entrepreneur which CSR Model will you prefer, explain with diagram in detail.	15	C03	BT3	
	Q5 The standards are considered to be codes after adoption by the government, in light of the above statement, Differentiate between ISO 140001 and OHSAS- 18001.	15	C03	BT3	
P	Q6 Organisational Governance , Human Rights, Labour Practices are core subjects	15	C04	BT3	

\*\*\*\*\*

A R T - D		under ISO 26000, Discuss the core and sub clauses of Social responsibility in detail.				
	Q7	The Foundation principle of Inclusivity of Accounting principles focuses on involvement of stakeholders in decision making, What is your level of agreement with the principle, Explain all three accountability principles in detail with suitable examples.	15	C04	BT3	
***** END *****						

\*\*\*\*\*

**DEPARTMENT OF Management & Commerce**  
"End Term Examination, April-2023"

SEMESTER	VI	DATE OF EXAM	10.04.2023
SUBJECT NAME	E Commerce	SUBJECT CODE	MCH316B
BRANCH	EFB,OM	SESSION	I
TIME	3 hours	MAX. MARKS	80
PROGRAM	BBA-EFB,OM	CREDITS	3
NAME OF FACULTY	Prof.(Dr.) Tanushri Purohit	NAME OF COURSE COORDINATOR	Dr. Yogita Sharma Ms. Vandana Zutshi Bhat

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

Part B: Questions will be of descriptive type. Each question will be of 10 marks. Attempt any two questions.

Part C: Questions will be of descriptive type. Each question will be of 10 marks. Attempt any four questions.

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	P I
<b>PART -A</b>	1(A) What do you understand by the term Internet Hierarchy? Discuss in detail	5	CO1	BT2	
	1(B) What is EDI ? Discuss with example	5	CO1	BT1	
	1(C) What are the challenges in India in relation to E Commerce growth	5	CO2	BT1	
	1(D) What are Digital Certificates?	5	CO4	BT4	
<b>PART -B</b>	Q2(A) Explain the use of payment gateways for consumers in India	10	CO2	BT2	
	2(B) List down different methods of Internet marketing	10	CO2	BT2	
	Q3(A) Discuss SERVQUAL model with a suitable example.	10	CO2	BT3	
	3(B) Discuss in detail the various security issues in Ecommerce with suitable examples.	10	CO4	BT4	

\*\*\*\*\*

<b>PA RT -C</b>	<b>Q4(A)</b>	B2C e-commerce is found to be attractive as it saves firms from factoring in the additional cost of a physical distribution network." Discuss	10	CO3	BT3	
	<b>4(B)</b>	How will you make the e-commerce Web site user-friendly? What are the important elements that you will keep in mind while developing an e-commerce Web site?	10	CO3	BT2	
	<b>Q5(A)</b>	Suppose you notice that the payment gateway on your business Web site is facing some security issues. What are the different types of security methods you would develop to secure electronic transactions?	10	CO4	BT4	
	<b>5(B)</b>	"Business to business e-commerce differs from Business-to-Consumer e-commerce." Analyze.	10	CO3	BT3	
	<b>Q6(A)</b>	What is MCommerce?List the differences between MCommerce and Ecommerce.	10	CO3	BT2	
	<b>6(B)</b>	"Electronic documents are authenticated using digital signatures." Describe	10	CO4	BT3	
***** <b>END</b> *****						

\*\*\*\*\*



**DEPARTMENT OF MANAGEMENT & COMMERCE**  
"End Term Examination, April-2023"

SEMESTER	6 <sup>th</sup>	DATE OF EXAM	11/04/2023
SUBJECT NAME	Multimodal Transportation	SUBJECT CODE	MCH332B
BRANCH	BBA	SESSION	2022-23 (1)
TIME	9:00-12:00 pm	MAX. MARKS	80
PROGRAM	BBA Operations Management	CREDITS	3
NAME OF FACULTY	Ms. Smriti Mishra	NAME OF COURSE COORDINATOR	Ms. Smriti Mishra

**Note:** Part A: All questions are compulsory. Questions will be of short answer type.  
Part B & Part C: All questions are compulsory. Questions will be of descriptive type.

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL
PAR T-A	1(A) Briefly explain Multimodal transportation. Differentiate it with unimodal transportation.	5	1	BT 2
	1(B) What are the travel demand management strategies?	5	1	BT 1
	2(A) Briefly discuss about import duties. Write down the product exempt from the taxes.	5	2	BT 2
	2(B) Write down the SoPs of transportation of food related items.	5	2	BT 2
P A R T - B	3(A) Briefly explain Sustainable Development Goals. What is the significance of SDGs and how will it be achieved?	15	3	BT 3
	3(B) Write down the salient features and advantages of intelligent transportation system. What should be the transport system in smart cities?	15	4	BT 3
P A R T - C	4(A) Illustrate the importance of non-motorized transport. Why it is important for the sustainable development goals? What will be the planning consideration for pedestrian and bicyclist	15	3	BT 3
	4(B) Give the answers of the questions based on given case studies: a) The City of Portland, Oregon implemented a Lloyd District Partnership Plan in 1997 to address parking, congestion problems and single-occupant vehicle use to and from the district.	15	3	BT 4

\*\*\*\*\*

		<p>Among the programs implemented by the Transportation Management Association (TMA) are: transit, bicycling, car sharing, walking and ridesharing. The TMA has also implemented parking pricing in the form of meters (whereas on-street parking had been free), discounted transit passes, and other transportation demand management strategies. Give the answer of following question:</p> <ul style="list-style-type: none"> <li>• How the parking management system was beneficial to reduce the congestion on the road?</li> <li>• Would the usage of Public transport affect the environment as well as travel demand management?</li> </ul> <p>b) Human Care Ltd. Deals in medical equipment business. They import goods from Korea and sell in domestic market. Recently the Korean company increased prices making goods expensive. India being price sensitive market will not accept the increased price. The Director of the company is thinking of options of importing goods from other countries like Thailand and China. He is also thinking of purchasing goods from the existing supplier in Korea but without packing so that it is cheaper. He will save freight charges. All this will reduce the total cost and will enable him to make profits as before.</p> <ul style="list-style-type: none"> <li>• Identify the concept of management involved in the above case.</li> <li>• State what is the director of Human Care planning to do?</li> <li>• Mention what steps must be followed by Human Care to make sure that their objective of profit maximization is achieved.</li> </ul>			
--	--	--	--	--	--

\*\*\*\*\*

**SCHOOL OF MANAGEMENT & COMMERCE.**
*"T3 Examination, April-2023"*

SEMESTER	VI	DATE OF EXAM	14/04/2023
SUBJECT NAME	STRATEGIES & PRACTICES OF FAMILY OWNED BUSINESSES	SUBJECT CODE	MCH 322 B
BRANCH	EFB	SESSION	MORNING
TIME	3Hrs	MAX. MARKS	80
PROGRAM	BBA- EFB	CREDITS	3
NAME OF FACULTY	Dr PRAGATI CHAUHAN	NAME OF COURSE COORDINATOR	Dr PRAGATI CHAUHAN

*Note Part A & Part B : All questions are compulsory. Questions will be of short answer type 5marks.*

*Part C & Part D: Questions will be of descriptive type or numerical. Each question will be of 15 marks.*

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	Q1 Draw the Parallel Planning Process. What are the three decision screens that the PPP creates?	5	C01	BT2	
	Q2 Explain the five pivotal variables that help to balance the family business dilemma.	5	C01	BT2	
PART-B	Q3 Define Family Commitment. Explain the three important elements that constitute family commitment.	5	C02	BT2	
	Q4 Explain the following: 'a. Family fairness b. Henry Mintzberg's role applied in Family business context	5	C02	BT2	
PART-C	Q5 "A Family Business Business Strategy Plan is an example of how the a family might finalize their business and investment strategy. This plan is not full of facts or numbers but, rather, it explains their firm's values, vision, Strategic Potential, the business strategy and the tactics they will pursue". Discuss this statement and explain in detail the steps involved in the strategic planning process.	15	C01,C02, C03	BT3	
	Q6 Answer the case situation below:	15	C01,C02, C03	BT4	

\*\*\*\*\*



PART-D		Q7. Suggest the possible business strategies that a firm can adopt in the given strategic direction: a. Exploit b. Extend c. Reconceive d. Guerrilla Tactics e. Harvest and Deploy				
	Q7		15	CO1,CO2, CO3, CO4	BT3	
	Q8	Answer the case given below:	15	CO1,CO2, CO3, CO4	BT4	
*****						

**Q6. Answer the situation below:**

All business organizations need to constantly strengthen their business strategy by making improvements, identifying new opportunities or expanding already successful efforts. The ability to improve on a strategy that is working is the sign of a company that understands the importance of exploiting environmental changes and market opportunities. In 1927, J. Willard Marriott and his wife Alice invested \$500 of their savings into a nine-stool soft drink stand called the Shoppe. The soft drinks sold well during the hot summer months, but the business needed a boost during the winter. So the Marriotts added tacos and tamales to their menu. Later, Marriott noticed his customers buying snacks to take on airplanes. This new opportunity became another chance to expand, and Marriott branched out into in-flight catering in 1937. In the 1940s, Marriott opened five new restaurants; in 1955, he entered the hospital food service market; and in 1957, he opened the first motel in Arlington, Va. The founder's son, Bill Marriott Jr., became president in 1964 and he began to grow the business rapidly through acquisitions, creating new ventures and international expansion. He followed his father's growth strategy of leveraging existing experience with new market opportunities. In the 1980s, Marriott expanded through internal funding of growth rather than through franchising like most of his competitors. Marriott built hotels and then sold them, while preserving the rights to manage the facility.

In the early 1990s, this strategy was threatened due to changes in tax law, which sharply reduced real estate tax shelters. The company was left with a \$3.4 billion debt and limited potential for expansion. To regenerate the company, Bill Marriott conceived a plan to divide Marriott Corp. into two separate publicly traded companies, one company that would own hotel properties and another that would manage them. The decision was initially controversial, mainly because two thirds of the debt was assigned to Host Marriott, which owned the properties. However, both companies went on to post strong earnings. Despite differences in management styles, the two Marriotts' business strategies were similar. New strategies continually emerged after periods of slow or no growth. Finally, their strategies not only logically extended past business activities but they also responded to changing environmental forces and new market opportunities.

- Elaborate on the strategic potential of the above business and where will you place it on the strategic potential matrix?
- Was the management team capable of executing the strategy selected? Give reason to support your answer.

\*\*\*\*\*



- c. Did the family commitment support the strategy? How did they manage the funds?
- d. Explain the strategic priority that this family business chooses and what strategies did it adopt?
- e. Draft a statement of family commitment?

(15)

**Q8. Answer the situation below:**

In the past, the Reardon Family has not paid much attention to the family concerns regarding business strategy or investment decisions. This was one source of conflict because the shareholders did not feel they had any input on the decisions that were affecting their financial future. The Parallel Planning Process allowed Bob and his family to appreciate the interrelationship between family and business decisions and consider strategies that support the needs of both systems.

The final challenge that exists for the Reardon family is to analyze the possible alternative strategies that exist for the firm and the required level of family reinvestment. Reardon Technology has an advantage because their Strategic Potential indicates that any of the exploit strategies could support their future vision for the company. But what are the family shareholders willing to commit in terms of financial investment? Bob's challenge, as CEO, is to evaluate each of the exploit strategies to assess their impact on the family. The strategy and investment package that Bob proposes to his family must meet both the Strategic Potential of the business and the investment and personal goals of the family. Traditionally, Reardon's CEO would have made these decisions based on the business' needs only. After completing the Parallel Planning Process, he now recognizes the importance of family and shareholder support.

**Questions**

- What is the family's commitment to the business? In your opinion, after PPP do you think this family commitment has improved and strategies can be better implemented, give your reasons?
- What is the balance between Family Payouts and business reinvestment in the Reardon case? Do you think Sustained Growth Rate(SGR) for Reardon is high or low? Give reason
- Does the Family Vision support continued investment in the business? Justify

(15)

\*\*\*\*\*

**DEPARTMENT OF MANAGEMENT & COMMERCE**

**(PSC)** "End-Term Examination, December-2022"

SEMESTER	III	DATE OF EXAM	09.12.2022
SUBJECT NAME	Business Law	SUBJECT CODE	MCH 201 B
BRANCH	FAA/EFB/HCM/OM	SESSION	Morning
TIME	9.00 am – 12.00 pm	MAX. MARKS	80
PROGRAM	BBA	CREDITS	3
NAME OF FACULTY	Srishti Bathla/ Dr. Chand P. Saini	NAME OF COURSE COORDINATOR	Srishti Bathla/ Dr. Chand P. Saini

*Note: Part A and Part B : All questions are compulsory. Each question carry 5 marks each.  
Part C Part D: All questions are compulsory. Each question carry 15 marks each.*

*P.S.*

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1(A) What is a promissory note	5	CO4	BT1	
	1(B) Voidable Contract	5	CO1	BT1	
PART-B	Q2 Explain the rights of Surety against the debtor and the creditor.	5	CO2	BT2	
	Q3 Mr. Suraj has a business running in entire state of Haryana. To manage the entire business he appointed Ms. Smita to crack deals on his behalf. Brief about the duties of Ms. Smita towards Mr. Suraj.	5	CO3	BT2	
PART-C	Q4 Who is 'Holder in Due in Course' as per the Negotiable Instrument Act, 1881? How does he differ from 'Holder'? Are there any special privileges available to Holder in due course? Comment	15	CO3	BT1	
	Q5 Mr. Sanjay bought 10 quintals of rice from Mr. Shrivastava by sample. When	15	CO3	BT3	

\*\*\*\*\*

		the entire delivery was made, Mr. Sanjay got to know that the rice does not match the sample which was shown to him. Is this breach of condition or breach of warranty? Also, explain all the implied and expressed conditions and warranties in detail.				
<b>P A R T - D</b>	<b>Q6</b>	Are there any Qualifications and Disqualifications for the appointment of directors? Explain. What is the percentage bar on the remuneration of Directors? Comment.	15	CO4	BT2	
	<b>Q7</b>	What is a joint stock company? Explain its types on the basis of: a) Incorporation b) Liability c) Transferability of Shares d) Nationality	15	CO4	BT2	
***** <b>END</b> *****						

\*\*\*\*\*

**SCHOOL OF MANAGEMENT & COMMERCE**

*"T3 Examination, March-2023"*

SEMESTER	IV	DATE OF EXAM	03/04/2023
SUBJECT NAME	MANAGING ENTREPRENEURIAL GROWTH & STRATEGY	SUBJECT CODE	MCH 222B
BRANCH	EFB	SESSION	MORNING
TIME	3Hrs	MAX. MARKS	80
PROGRAM	BBA- EFB	CREDITS	3
NAME OF FACULTY	Dr PRAGATI CHAUHAN	NAME OF COURSE COORDINATOR	Dr PRAGATI CHAUHAN

*Note Part A & Part B : All questions are compulsory. Questions will be of short answer type 5marks.*

*Part C & Part D: Questions will be of descriptive type or numerical. Each question will be of 15 marks.*

Q.NO.	QUESTIONS	MAR KS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1(A) Explain the two terms: a. Sustainable competitive advantage b. Three elements of valuable competitive position	5	CO1	BT2	
	1(B) Explain the essential elements of strategy execution with the help of 4A Model?	5	CO1	BT2	
PART-B	Q2(A) Explain the three rent strategies- Monopoly Rent, Ricardian rent and Schumpeterian rent/entrepreneurial rent?	5	CO2	BT2	
	2(B) Explain the Porter's Five force analysis	5	CO2	BT2	
PART-C	Q4 a. Draw and elaborate on the Major and minor entry wedges that help create a momentum for a new venture? b. Name which entry wedge major or minor, will you suggest in following scenarios? Justify your answer. i. Junk waste from an industry	15(10,5)	CO1,CO2, CO3	BT3	

\*\*\*\*\*



PART-D		ii. Opening a similar restaurant in another location. iii. Govt. supporting women entrepreneurs iv. Previous Employees of a firm start a new firm v. Early customers guarantee sales to new firm				
	Q5	Discuss the Resource based view of defining a sustained competitive advantage? Take an example to explain the VRIN/VRIO framework of any firm to explain how it maintains its competitive position.  OR Elaborate on the four generic competitive positions that define the competitive advantage of any business with suitable examples	15	CO3 , CO2	BT3	
	Q6	Elaborate on the key strategies that entrepreneurs can adopt to enter in the following industries giving suitable examples: a. Emerging industry b. Transitional Industry c. Maturing Industry d. Declining industry (at least two in each)	15	CO1, CO2, CO3 & CO4	BT3	
	Q7	Q7. Draw and analyze the competitive life cycle curve both in terms of: i. Number of forms ii. Cumulative revenues iii. Shifts in innovation a. Reason for S shape curve and characteristics of each stage	15	CO1, CO2, CO3 & CO4	BT3	
*****END*****						

\*\*\*\*\*

DEPARTMENT OF MANAGEMENT & COMMERCE  
"End-Term Examination, May-2023"

*ffhaghani*

SEMESTER	6 <sup>th</sup>	DATE OF EXAM	19.05.2023
SUBJECT NAME	RISK MANAGEMENT IN BANKING SECTOR	SUBJECT CODE	MCH335B
BRANCH	BBA FAA	SESSION	second
TIME	1:00PM- 4:00 PM	MAX. MARKS	80
PROGRAM	BBA FAA	CREDITS	3
NAME OF FACULTY	DR POOJA KAPOOR	NAME OF COURSE COORDINATOR	DR POOJA KAPOOR

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

Part C Part D: All questions are compulsory. Each question carry 15 marks each. Questions will be of descriptive type.

Q.NO.	QUESTIONS	MAR KS	CO ADD RES SED	BLO OM' S LEV EL	PI
PA RT -A	Q1 What are the major financial sector reforms in India?	5	CO1	BT4	
	Q2 How Asset Liability Management (ALM) works in banking operations?	5	CO1	BT2	
PA RT -B	Q3 Which BASEL norms are followed in India in 2023? Discuss.	5	CO2	BT4	
	Q4 How credit risk management is helpful to monitor different risk associated with banking sector?	5	CO2	BT2	
PA RT -C	Q5 Discuss the Basel and RBI Guidelines with respect to Sound Principles of Operational Risk Management (SPOR)? How SPORs are identified and measured?	15	CO3	BT4 + BT3	
	Q6 'Measuring operational risk requires both estimating the probability of an operational loss event and the potential size of the loss' Elaborate. What is RAROC Framework in relation to <b>Operational risk</b> management?	15	CO3	BT2	
P	Q7 What are the Primary Sources of <b>Market Risk</b> Prescriptions and treatment of market risk under BASEL norms? What is the capital adequacy ratio Tier 1 and Tier 2?	15	CO4	BT 4	

\*\*\*\*\*

"The middle office is comprised of all the people in the business divisions that directly support the front office," says one senior banker. "They're *directly* supporting the people who are interfacing with clients." The emphasis here (ours) is on the word 'directly.' - According to the traditional definition of the middle office, the people here support the front office in the interaction with clients. They don't help with the downstream effects that result from those interactions. Risk management jobs are usually considered to be in the middle office. So are compliance jobs. So is finance and accounting jobs (for example product controllers which work out traders' profits and losses). And so are technology jobs - although you might have technology jobs which support the back rather than the office, so it's a bit confusing.

"It's perfectly possible for a risk person to be either in the middle office or the back office," says one senior banker. "You might get a risk professional sitting on the trading floor, in which case he or she would be a middle office person. And then you might get risk person miles away in the corporate center, in which case they'd be in the back office."

(source : efinancial careers)

As per the above article, state the role of middle office in risk management in **an investment banking** sector.

15

CO4

BT 4



**DEPARTMENT OF MANAGEMENT & COMMERCE**  
**"T3 Examination, May-2023"**

*Shaykh*

<b>SEMESTER</b>	<b>VI</b>	<b>DATE OF EXAM</b>	<b>22.05.2023</b>
<b>SUBJECT NAME</b>	<b>Business Analytics</b>	<b>SUBJECT CODE</b>	<b>MCH318B</b>
<b>BRANCH</b>	<b>BBA - FAA</b>	<b>SESSION</b>	<b>II</b>
<b>TIME</b>	<b>01:00 - 04:00 PM</b>	<b>MAX. MARKS</b>	<b>80</b>
<b>PROGRAM</b>	<b>BBA</b>	<b>CREDITS</b>	<b>3</b>
<b>NAME OF FACULTY</b>	<b>Dr. Animesh Singh</b>	<b>NAME OF COURSE COORDINATOR</b>	

**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 15 Marks.**

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
<b>PART-A</b>	Q1 "Business analytics is the scientific process of transforming data into insight for making better decisions" Explain this statement by citing some important applications of analytics in business.	5	CO1	BT2	
	Q2 Differentiate between Nominal, Ordinal, Interval, and Ratio data with appropriate examples.	5	CO1	BT4	
	Q3 "Measures of location provide estimates of a single value that in some fashion represents the "centering" of a set of data". Elaborate on this statement by explaining some important measures of the location used in business analytics	5	CO2	BT1	
	Q4 Summarize some of the strategic uses of data warehousing in the Retail, Banking, and healthcare industry.	5	CO2	BT2	
<b>PART-B</b>	Q5 Illustrate in detail: a. Analysis of variance (ANOVA), its assumptions, uses, and examples/situations where we can use ANOVA. b. Meaning of Regression analysis, its uses, and how it is different from correlation.	7+8	CO4	BT4	
	Q6 How do you define Big Data? Explain all the Vs of Big Data. Out of these Vs that are used to define Big Data, in your opinion, which one is the most important? Why?	15	CO3	BT3	
	Q7 "Retail analytics comprises various elements which assist with decision-making in the retail business" Elaborate this statement by explaining the role, methodologies, and some business examples of retail analytics.	15	CO4	BT4	

\*\*\*\*\*



Q8	Case Analysis: Read the case and give answers to the case study given below:	15	CO4	BT4	
----	--	----	-----	-----	--

### **Harnessing Analytics to Combat Crime: Predictive Analytics Helps Memphis Police Department Pinpoint Crime and Focus Police Resources:**

When Larry Godwin took over as director of the Memphis Police Department (MPD) in 2004, crime across the metro area was surging, and city leaders were growing impatient. “The mayor told me I want this crime problem fixed,” recalls Godwin, a 38-year veteran of the MPD. But the new director understood that a business-as-usual approach to crime fighting would no longer be good enough. Early on in his tenure, Godwin convened a meeting of top law enforcement experts to formulate a fresh strategy to turn the tide in the city’s crime war. Among the participants in this mini-summit was Dr. Richard Janikowski, a professor of criminology at the University of Memphis, who specialized in using predictive analytics to better understand patterns.

#### **Fighting Crime with Analytics:**

Janikowski proposed the idea of mining MPD’s crime data banks to help zero in on where and when criminals were hitting hardest and then “focus police resources intelligently by putting them in the right place, on the right day, at the right time.” By doing so, he said, “you’ll either deter criminal activity or you’re going to catch people.” The idea made sense to Godwin and in short order the MPD and the University of Memphis—along with Project Safe Neighborhoods—teamed up in a pilot program that later became known as Operation Blue CRUSH, or Crime Reduction Utilizing Statistical History.

The data-driven pilot was wildly successful. During one 2-hour operation, officers arrested more criminals than they normally apprehended over an entire weekend. But for Blue CRUSH to be successful on a citywide scale, the MPD would need to align its resources and operations to take full advantage of the power of predictive analytics. If done right, a citywide rollout of Blue CRUSH had the potential to save money through efficient deployments—a big plus in a city facing serious budget pressures—even as the intelligence-based approach would help drive down overall crime rates. Shortly after, all precincts embraced Blue CRUSH, and predictive analytics has become one of the most potent weapons in MPD’s crime-fighting arsenal. At the heart of the system is a versatile statistical analysis tool—IBM SPSS Modeler—that enables officers to unlock the intelligence hidden in the department’s huge digital library of crime records and police reports going back nearly a decade.

#### **Safer Streets**

All indications are that Blue CRUSH and its intelligence-driven crime-fighting techniques are putting a serious dent in Memphis-area crime. Since the program was launched, the number of Part One crimes—a category of serious offenses including homicide, rape, aggravated assault, auto theft, and larceny—has plummeted, dropping 27 percent from 2006 to 2010. Intelligent positioning of resources has been a major factor in the decline, helping to deter criminal activity by having more officers patrolling the right area at the right time on the right day.

More intelligent deployments also lead to faster reaction time, since officers are likely to be better positioned to respond to an unfolding crime. In addition, MPD’s organized crime units are using data from the predictive analytics solution to run special details that lead to successful multi-agency drug busts and other criminal roundups. Not surprisingly, arrest rates have been steadily improving across the Memphis area, which has a population of 680,000.

Today, the MPD is continuing to explore new ways to exploit statistical analysis in its crime-fighting mission. Of course, predictive analytics and data mining is just one part of MPD’s overall strategy for keeping Memphis residents safe. Effective liaison with community groups and businesses, strong partnerships with regional and federal law enforcement agencies, and intelligent organizational and operational structures all play a part in continuing MPD’s success story. “At the end of the day, everybody wants to reduce crime,” says Godwin. “Everybody wants a safe community because, without it, you don’t have economic growth, you don’t have anything.”

#### **Answer the questions given below.**

1. How did the Memphis Police Department use data mining to better combat crime?
2. What were the challenges, the proposed solution, and the obtained results?
3. Which data mining technique do you suggest in this scenario.
4. Discuss some other Applications of data mining.

\*\*\*\*\*

**DEPARTMENT OF Management & Commerce**  
"End Term Examination, May-2023"

*Shayhan*

SEMESTER	VI	DATE OF EXAM	26.05.2023
SUBJECT NAME	E Commerce	SUBJECT CODE	MCH316B
BRANCH	01:00 PM - 04:00 PM	SESSION	II
TIME	3 hours	MAX. MARKS	80
PROGRAM	BBA-FAA	CREDITS	3
NAME OF FACULTY	Prof.(Dr.) Tanushri Purohit	NAME OF COURSE COORDINATOR	Dr. Rashi Banerji

*Note: All questions are compulsory.*

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1(A) What do you understand by basic blocks in Ecommerce? Discuss in detail	5	C01	BT2	
	1(B) What is VPN ? Discuss with example	5	C01	BT1	
	1(C) Discuss the challenges in India in relation to Ecommerce growth	5	C02	BT1	
	1(D) What are different ecommerce revenue streams?	5	C04	BT4	
	Q2 Discuss ways to ensure consumer protection in cyberspace. 10 marks What are digital certificates? 5 marks	15	C02	BT3	
PART-B	Q3 B2B e-commerce is found to be attractive as it saves firms from factoring in the additional cost of a physical distribution network." Discuss	15	C03	BT3	
	Q4 Discuss the salient features of Information Technology Act in India?	15	C04	BT4	
	Q5 Why MCommerce is becoming popular? List the differences between MCommerce and Ecommerce.	15	C03	BT2	

\*\*\*\*\*

*Shaghai*

DEPARTMENT OF MANAGEMENT AND COMMERCE

"End Term Examination, May/June 2023"

SEMESTER	6 Semester	DATE OF EXAM	01/06/2023
SUBJECT NAME	Digital Marketing	SUBJECT CODE	MCH317B
BRANCH	BBA FAA	SESSION	II
TIME	02:00PM - 04:00PM	MAX. MARKS	80
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 4 QUESTIONS OF 5 MARKS EACH =20 Marks).

Part B: All questions are compulsory. Questions will be of Descriptive answer type (4 QUESTIONS OF 15 MARKS EACH =60 Marks).

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1(A) Explain how traditional marketing and digital marketing can be used together. Give example.	5	CO1	BT2	
	1(B) How can email marketing be used to reach out to customers? Explain the key elements of an effective email marketing campaign. Give examples.	5	CO2	BT2	
	1(C) How would you describe social media marketing, and what are the social media platforms commonly employed for promotional purposes?	5	CO3	BT2	
	1(D) What is content marketing strategy? Explain the importance of content marketing strategy in digital marketing and give an example of a successful content marketing campaign?	5	CO4	BT2	
PART-B	Q2 Discuss the importance of search engine optimization (SEO) in digital marketing. Explain the key factors that impact SEO ranking and how to optimize a website for better search engine visibility. Example. <a href="http://www.flipkart.com">www.flipkart.com</a>	15	CO3	BT3	
	Q3 Analyzing data is a crucial part of digital marketing. Explain the different tools and techniques used for web analytics. How can businesses like Amazon use web analytics to improve their marketing strategies? Provide examples to support your answer.	15	CO4	BT3	
	Q4 Social media has become an integral part of digital marketing. Explain the different social media platforms used for marketing purposes and how to create effective social media campaigns. Provide examples to support your answer. (e.g. T20 cricket marketing campaign or any other.)	15	CO4	BT3	
	Q5 Elaborate what is mobile marketing strategy and explain how they can be effectively utilized to reach and engage with customers. How businesses can incorporate mobile marketing tactics such as SMS marketing, mobile advertising in their overall marketing strategy. Do discuss the challenges and opportunities associated with mobile marketing. (example Blinkit or any other company)	15	CO3	BT3	

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

\*\*\*\*\*



DEPARTMENT OF MANAGEMENT  
END TERM EXAMINATION JAN- JUN 2023

*Shagun*

SEMESTER	VI	DATE OF EXAM	30.05.2023
SUBJECT	BEHAVIOURAL	SUBJECT CODE	MCH320B
NAME	FINANCE		
BRANCH	BBA FAA	SESSION	II
TIME	01:00 PM - 04:00 PM	MAX. MARKS	80
PROGRAM	BBA	CREDITS	3
NAME OF FACULTY	DR. RASHI BANERJI	NAME OF COURSE COORDINATOR	DR. RASHI BANERJI

All questions are compulsory.

Q.NO.	QUESTIONS	MAR KS	CO	BT
P A R T - A	1(A) Explain the concept of utility maximization in financial decision making? How investors choose between two alternative decisions?	5	CO1	1
	(B) How study of Behavioral Finance help in investing. Explain how practical application of behavioral finance help in financial advisory. What would be different in your advice to clients at the age of 30 and 50 respectively in terms of risk.	5	CO1	3
	(C) Explain the concept of 'Bounded Rationality'.	5	CO2	2
	(D) Elaborate Prospect Theory, give its mathematical formula and graphical representation. Explain why losses loom larger than gains? Give justification of the decisions an investor makes in the following prospects and what type of behaviour the investor exhibit in both the cases? A: P1 (Rs. 250) & P2 (0.25, Rs. 1000) B: P3 (Rs. -750) & P4 (0.75, Rs. -1000)	5	CO2	3
Q2	Give general and technical description of the endowment bias. What are its implications for investors?	15	CO3	2
P A R T - B	Q3 Explain loss aversion bias and how prospect theory's observation that people generally feel a stronger impulse to avoid losses than to acquire gains.	15	CO3	2
	Q4 What are heuristics and how they help investors to make quick decisions in the era of information overload?	15	CO4	2

\*\*\*\*\*



Q5	<p>Explain Myers-Briggs Type Indicator and Behavioral Bias Testing? What type of personality type you have and how does it affect your investment decisions</p> <ol style="list-style-type: none"> <li>1. <b>How one interacts with the world and where one directs one's energy</b> <ul style="list-style-type: none"> <li>◦ (Extraverted or Introverted—E vs. I).</li> </ul> </li> <li>2. <b>What kind of information one naturally notices</b> <ul style="list-style-type: none"> <li>◦ (Sensing or Intuitive—S vs. N).</li> </ul> </li> <li>3. <b>How one makes decisions</b> <ul style="list-style-type: none"> <li>◦ (Thinking or Feeling—T vs. F).</li> </ul> </li> <li>4. <b>Whether one prefers to live in a structured or a spontaneous way</b> <ul style="list-style-type: none"> <li>◦ (Judging or Perceiving—J vs. P).</li> </ul> </li> </ol>	15	CO4	4
----	--	----	-----	---

\*\*\*\*\*

**DEPARTMENT OF MANAGEMENT & COMMERCE**  
**"End-Term Examination, May-2023"**

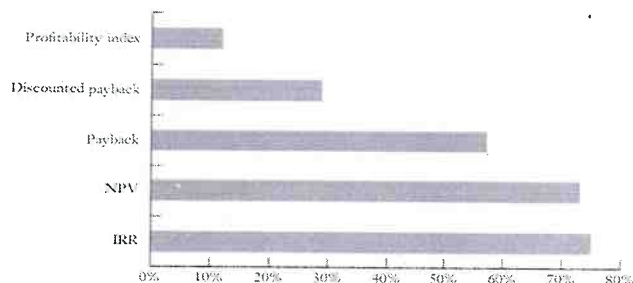
*P. Singhani*

SEMESTER	2 <sup>nd</sup>	DATE OF EXAM	10.05.2023
SUBJECT NAME	CORPORATE FINANCE	SUBJECT CODE	MCH508B
BRANCH	MBA BA	SESSION	I
TIME	9:00 AM - 12:00 PM	MAX. MARKS	80
PROGRAM	MBA	CREDITS	3
NAME OF FACULTY	DR POOJA KAPOOR	NAME OF COURSE COORDINATOR	DR POOJA KAPOOR

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

*Part C and Part D: All questions are compulsory. Each question carry 15 marks each. Questions will be of descriptive type.*

Q.NO.	QUESTIONS	MAR KS	CO ADD RES SED	BLO OM' S LEV EL	PI
PA RT -A	Q1 How to analyze the financial statements of corporates under efficiency and liquidity analysis techniques.	5	CO1	BT4	
	Q2 How do you structure a company's risk management policy and how profitability is measured?	5	CO1	BT2	
PA RT -B	Q3 What is the difference between bankruptcy liquidation and reorganization?	5	CO2	BT4	
	Q4 Do you think EBITDA is relevant to stock performance analysis? Identify the difference between EBIT and EBITDA.	5	CO2	BT2	
PA RT -C	Q5 A) State the meaning of business valuation and mention the steps involved in establishing business worth. B) Elaborate the startup funding and investment options. Discuss stage-wise sources of finance for Startups.	(08+07)	CO3	BT3	
	Q6 Discuss and analyze the investment criteria techniques used in financial decision models based on the survey of popularity of them as shown below and also discuss how the transitions in risk and return can change the investment decisions.	15	CO3	BT3	



Source: John Graham and Campbell Harvey, "How Do CFOs Make Capital Budgeting and Capital Structure Decisions?" *Journal of Applied Corporate Finance*, Vol. 15, No. 1 (Spring 2002), 6-29.

P  
A  
R  
T-  
D

Q  
7

What is the difference between Book Building Issue and Fixed Price Issue?  
How an Initial Public Offering is priced? Why are most IPOs overpriced?

15

CO4

BT 4

Volkswagen AG

Bad corporate governance can cast doubt on a company's reliability, integrity, or obligation to shareholders. All can have implications for the firm's financial health. Tolerance or support of illegal activities can create scandals like the one that rocked Volkswagen AG starting in September 2015. The details of "Dieselgate" (as the affair came to be known) revealed that for years, the automaker had deliberately and systematically rigged engine emission equipment in its cars in order to manipulate pollution test results in America and Europe. Volkswagen saw its stock shed nearly half of its value in the days following the start of the scandal. Its global sales in the first full month following the news fell 4.5%.

Q  
8

VW's board structure facilitated the emissions rigging and was a reason it wasn't caught earlier. In contrast to a one-tier board system that is common in most companies, VW has a two-tier board system, which consists of a management board and a supervisory board. The supervisory board was meant to monitor management and approve corporate decisions. However, it lacked the independence and authority to carry out these roles appropriately. The supervisory board included a large portion of shareholders. Ninety percent of shareholder voting rights were controlled by members of the board. There was no real independent supervisor. As a result, shareholders were in control and negated the purpose of the supervisory board, which was to oversee management and employees, and how they operated. This allowed the rigged emissions to occur.

15

CO4

BT3

Consider the above article and as an investor, how would someone select companies that practice good corporate governance in the hope of avoiding losses and other negative consequences such as bankruptcy. How to assess corporate governance practices in organisations?

\*\*\*\*\*

END

\*\*\*\*\*

\*\*\*\*\*

3-5



MANAV RACHNA  
UNIVERSITY  
Declared as State Private University vide Haryana Act 26 of 2014

*P. Bhargava*

## DEPARTMENT OF MECHANICAL ENGINEERING

"End Term Examination, MAY-2023"

SEMESTER	II	DATE OF EXAM	12.05.2023
SUBJECT NAME	OPERATION RESEARCH	SUBJECT CODE	MCH509B
BRANCH	MBA	SESSION	I
TIME	9:00-12:00 PM	MAX. MARKS	80
PROGRAM	MBA (BA)	CREDITS	3
NAME OF FACULTY	MNDEEP BHADANA	COURSE COORDINATOR	MANDEEP BHADANA

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

Part C&D: Each question will be of 15 marks. Attempt all questions.

Q.NO.		QUESTIONS	MARKS	CO ADDRESS ED	BLOOM'S LEVEL																														
PART-A&B	Q1	Define Operation Research. Write the history of Operation Research. What are the application and limitation of Operation Research ?	10	CO1	L1																														
	Q2	Solve the given LPP using Simplex Method: Maximize $Z=10X_1+8X_2+14 X_3$ Subject to $2X_1+6X_2+4X_3\leq44$ $6 X_1+4X_2+ 2X_3\leq52$ $2X_1+4X_2+ 2X_3\leq36$ $X_1,X_2,X_3\geq0$	10	CO2	L2																														
PART-C	Q3	What is Transportation problem? Find Initial basic feasible solution by LCCM and optimize it by UV method. <table border="1"><tr><td></td><td>W1</td><td>W2</td><td>W3</td><td>W4</td><td>SUP</td></tr><tr><td>F1</td><td>6</td><td>2</td><td>14</td><td>8</td><td>500</td></tr><tr><td>F2</td><td>4</td><td>12</td><td>10</td><td>18</td><td>700</td></tr><tr><td>F3</td><td>16</td><td>6</td><td>6</td><td>4</td><td>800</td></tr><tr><td>DEMAND</td><td>400</td><td>600</td><td>700</td><td>300</td><td></td></tr></table>		W1	W2	W3	W4	SUP	F1	6	2	14	8	500	F2	4	12	10	18	700	F3	16	6	6	4	800	DEMAND	400	600	700	300		15	CO3	L3
		W1	W2	W3	W4	SUP																													
F1	6	2	14	8	500																														
F2	4	12	10	18	700																														
F3	16	6	6	4	800																														
DEMAND	400	600	700	300																															
	Q4	Briefly explain the Hungarian Method procedure with example. Solve the assignment problem by Hungarian method to assign the different jobs to different operators so that the time should be minimized.	15	CO3	L3																														



		JOB/OPERATOR	1	2	3	4	5			
		1	4	6	7	5	11			
		2	7	3	6	9	5			
		3	8	5	4	6	9			
		4	9	12	7	11	10			
		5	7	5	9	8	11			
PART-D	Q5	At what average rate a clerk at a super market work in order to ensure a probability of 0.90 that the customer will not have to wait longer than 12 minutes? It is assumed that there is only one counter to which customers arrive in a Poisson fashion at an average rate of 15 per hour. The length of service by the clerk has an exponential distribution.						15	C04	L4
	Q6	Explain the theory of dominance in the solution of rectangular games. In a game matching coins with two players suppose A wins one unit of value when there are two heads, wins nothing when there are two tails and losses $\frac{1}{2}$ unit of value when there are one head and one tail. Determine the payoff matrix, the best strategies for each player and the value of game to A.						15	C04	L4

## DEPARTMENT OF MANAGEMENT AND COMMERCE

"End term Examination, June-2023"

SEMESTER	II	DATE OF EXAM	15.05.2023
SUBJECT NAME	Multivariate Data Analysis	SUBJECT CODE	MCH513B
BRANCH	MBA -Business Analytics	SESSION	I
TIME	9:00AM-12:00PM	MAX. MARKS	50
PROGRAM	MBA	CREDITS	2
NAME OF FACULTY	Bhavesh Mathur	NAME OF COURSE COORDINATOR	Dr. Chad P Saini

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 15 and 10 marks.

Q.NO.	QUESTIONS	MAR KS	CO ADDRES SED	BLOOM'S LEVEL	PI
Part - A	Q1 Explain Canonical Correlation.	5	CO1	BT2	
	Q2 Explain Receiver Operating Characteristic Curve.	5	CO2	BT2	
	Q3 List different Smoothing Techniques in Time Series Analysis.	5	CO3	BT1	
	Q4 Explain ARMA model of Time Series Analysis.	5	CO4	BT2	
	Q5 Explain Classification Matrix.	5	CO2	BT2	
Part - B	Q6 Explain Exponential Moving Average. Create data frame df <- data.frame(period=1:10, sales=c(25, 20, 14, 16, 27, 20, 12, 15, 14, 19)) Write a R script to find 4 days exponential moving average.	10	CO3	BT4	
	Q7 Explain Logistic Regression. Apply Logistic Regression on mtcars dataset. Predicted Variable=vs Predictors=wt & disp Plot the ROC curve.	15	CO2	BT4	

DEPARTMENT OF MANAGEMENT AND COMMERCE  
"T3 Examination, May-2023"

*P. Shaglin*

SEMESTER	2nd Semester	DATE OF EXAM	17.05.2023
SUBJECT NAME	CI&DT	SUBJECT CODE	MCH510B
BRANCH	Management	SESSION	I
TIME	9:00 AM – 12:00 PM	MAX. MARKS	80
PROGRAM	MBA (BA)	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	MARKS	CO ADDRESS ED	BLOOM'S LEVEL	PI
PART-A	1(A) There has been a sharp inclination to keep abreast of current developments in a particular business arena. Elaborate the statement keeping profits in mind.	5	CO1	BT3	
	1(B) Models in Innovation play a critical role when taking about growth of the company. Highlight its relevance in case of cosmetic products?	5	CO1	BT3	
PART-B	2(A) The Darwinian Theory – 'survival of the fittest' applies to the fashion industry where fashion changes faster than seasons. How can potential of innovation be increased in this case?	5	CO2	BT3	
	2(B) How can you reduce uncertainties in business, if you are dealing in real estate?	5	CO2	BT4	
PART-C	Q3 You have got an idea that is risky as there was a possibility that the market might not accept such a product, but if they do so, then, there would be a revolution in the Hybrid Vehicle industry as it would lead to saving of power in every household. What decision will you take in this scenario?	15	CO3	BT4	
	Q4 Pratibha has established a coaching center in Mumbai region. Her coaching classes are very popular in her region and now she wants to come out with more centers. Her one of obstacle is Limited financial resources. What according to you can be the other barriers and Enablers to Design Driven Innovation for h coaching?	15	CO3	BT4	

\*\*\*\*\*



Q5	Prapti has learnt the fine work of hand painting from his father and has been operating a an exclusive designer boutique for the last 5 years. Now she feels a need of expansion and wants to go global. What strategies would you suggest to her while considered the Customer needs in Design Thinking?	15	CO4	BT4	
Q6	Anand G. Mahindra (Mahindra), Vice Chairman and Managing Director of Mahindra & Mahindra Ltd. (M&M) is credited for turning around his inherited family business into a highly focused, professionalized multinational firm operating in diversified business segments. He has transformed M&M from a farm equipment manufacturer into a Utility Vehicle (UV) manufacturer. By 2008, M&M was the market leader in the UV segment of India. Mahindra's strategies resulted in the creation of 'Scorpio' – M&M's Sports Utility Vehicle (SUV), which has been the company's claim to fame in the national and international arena. M&M is now venturing into all the segments of the automotive industry. However, it is debatable if Mahindra's strategies will be effective in sustaining a diverse product portfolio amidst increasing competition in India and abroad. While leadership contributed to the success of many family businesses, there were many others, which faded with time. Will M&M be able to continue its success streak with innovation?	15	CO4	BT4	

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

\*\*\*\*\*



*P. Jhajharia*

**DEPARTMENT OF MANAGEMENT & COMMERCE**

*"End Semester Examination, May 2023"*

SEMESTER	2 <sup>nd</sup>	DATE OF EXAM	19 May 2023
SUBJECT NAME	Strategic Management	SUBJECT CODE	MCH514B
BRANCH	MBA	SESSION	First
TIME	9:00 AM-12:00 PM	MAX. MARKS	80 Marks
PROGRAM	MBA- BA	CREDITS	3 credits
NAME OF FACULTY	Dr.Parul Jhajharia	NAME OF COURSE COORDINATOR	Dr.Parul Jhajharia

*Note: Part A : All questions are compulsory. Questions will be of short answer type (5/10/20 Marks)*

*Part B: Questions will be of descriptive type or numerical. Each question will be of 10/20/8 marks. Attempt all the questions.*

Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1(A) Explain the concept of Strategic Management and discuss its importance.	5	1&2	2	
	1(B) Take any company in the FMCG sector and write its Vision, Mission, goals and objectives with respect to the process of strategic management	5	1	2	
PART-B	Q2(A) Take any Electrical company of your choice and prepare a SWOT analysis discussing its importance and steps of the same.	5	3	3	
	2(B) Critically examine Porter's five force model for understanding Competitive environment of an Industry with a corporate example.	5	2	3	
PART-C	Q3(A) Spice Jet is facing severe losses and its becoming difficult for a company to sustain their business. You are hired as a consultant to suggest various retrenchment Strategies in order to reduce their losses and stay Competitive	15	3	4	
	Q3(B) Nykaa a consumer brand in the cosmetic Industry has grown in leaps and bounds. Discuss the various Growth strategies of Ms Falguni Thakur for the aggressive growth in the competitive market	15	4	4	

\*\*\*\*\*

PART-D	Q4(A)	“Operational Controls are intended to steer the company towards its long term direction” Discuss the various steps of operational control that company employs in order to evaluate their strategies.	15	4	4	
	Q4(B)	Discuss and compare BCG Matrix and GE Matrix –a strategy tool that helps the management investment decision in a SBU.	15	4	4	

\*\*\*\*\*