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

DEPARTMENT OF MANAGEMENT AND COMMERCE
"End-Term Examination, January-2022"

SEMESTER	1st Semester	DATE OF EXAM	January 13 , 2022
SUBJECT NAME	CREATIVITY, INNOVATION & ENTREPRENEURSHIP	SUBJECT CODE	MCH125B
BRANCH	EFB	SESSION	I
TIME	9:00 AM-12:00 NOON	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 15 MARKS EACH =80 Marks).

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1(A)	Creating a culture for innovation is highly important for any company that needs to grow in the market for longer span of time. Elaborate the statement.	5	CO1	BT3	
	1(.B)	Giving relevance to technical factors is highly crucial for an entrepreneur. With an appropriate example explain the relevance of the statement.	5	CO1	BT3	
PART-B	2(A)	Even if any enterprise is in existence for a longer rung, no one can promise the profitability factor. What strategies can be adopted by the enterprise so sustain profits?	5	CO2	BT3	
	2(B)	Uncertainties are part and parcel of any enterprise as it thoroughly depends on the situation. What is the scale to measure uncertainty? Elaborate.	5	CO2	BT4	
PART-C	Q3	If you are planning to start a new business you have to convince the investor to invest funds in your business. What all can be the possible options to procure funds?	15	CO3	BT4	
	Q4	Kaira has established a handcrafted jewelry business in region. The products made by her are of fine quality and liked by customers. What should be the first choice for her for procuring funds, angel investors or Venture Capitalist Elaborate the reason why?	15	CO3	BT4	

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Q5	Kritika has learnt the fine work of making handmade silk sarees the region of Varanasi. She has made her brand visibility domestic market because of her good quality products, now she feels a need of expansion and wants to go global. What strategies would you suggest to her in this case.?	15	CO4	BT4	
Q6	Explain how the following factors affect idea and Opportunity assessment in international market. a. Level of operation b. Range of products	15	CO4	BT4	

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DEPARTMENT OF MANAGEMENT AND COMMERCE
"End-Term Examination, January-2022"

SEMESTER	1st Semester	DATE OF EXAM	January 16 , 2022
SUBJECT NAME	MARKETING HANAGEMENT	SUBJECT CODE	MCH105B
BRANCH	EFB, FAA, GOM, HCM, BA	SESSION	I
TIME	9:00 AM-12:00 NOON	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 15 MARKS EACH =80 Marks).

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1(A)	Marketing is beneficial for both buyer and seller. The exchange process provides the seller an opportunity to sell the goods at a profit and buyer is able to satisfy his needs and wants in a better way. Justify the statement with a relevant example.	5	CO1	BT3	
	1(B)	Suyesh is thirsty and in the middle of a desert. Soon he finds a cold drinks' shop. He goes and purchases three bottles and drinks them to satisfy his thirst. After drinking the cold drink he realizes that it has not been developed after analyzing the needs and preferences of the potential customers. What will be the drawback of this?	5	CO1	BT3	
PART-B	2(A)	What are the main elements of product mix for any company? Elaborate the same by giving example of a company in smart watches.	5	CO2	BT3	
	2(B)	What are the various stages of a new product development? Elaborate the various actions that the company needs to take when it is in maturity stage?	5	CO2	BT4	
PART-C	Q3	A detergent making company has decided to sell organic detergent to suit the needs of the people with very sensitive skins. This move is to make a special niche in the market to increase brand loyalty towards the company. What does the company need to do to achieve this purpose?	15	CO3	BT4	
	Q4	Aman microwaves produce microwaves after doing proper research about product design. Their main focus is always on the quality of the product They are planning to launch a product	15		BT4	

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		that is highly technology oriented, what pricing strategy do they adopt to make it successful?		CO3		
Q5		What promotional mix will be right for the company dealing into cosmetic products?	15	CO4	BT4	
Q6		A company which in dealing in glass utensils has physical stores all across India, What criteria's do they need to keep in mi while venturing into e-commerce. If you are the marketing head of the company, what decision will you take in this scenario?	15	CO4	BT4	

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MANAV RACHNA UNIVERSITY

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

SEMESTER	I	DATE OF EXAM	18.01.2023
SUBJECT NAME	MICROECONOMICS	SUBJECT CODE	MCH102B
BRANCH	OM/HCM/FAA/EFB	SESSION	1
TIME	09:00AM TO 12:00NOON	MAX. MARKS	80
PROGRAM	BBA OM/HCM/FAA/EFB	CREDITS	3
NAME OF FACULTY	MINAKSHI SHARMA	NAME OF COURSE COORDINATOR	MINAKSHI SHARMA

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.
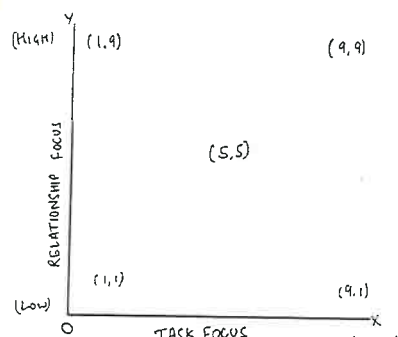
Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
P A R T - A	Q 1	What is production possibility curve? Explain how it is related to economic growth.	5	CO1	BT2	
	Q 2	Differentiate between shift of demand and movement of demand.	5	CO1	BT1	
P A R T - B	Q 3	Explain the law of demand. What are the various types of elasticity of demand?	5	CO2	BT2	
	Q 4	Differentiate between price elasticity of demand and income elasticity of demand.	5	CO2	BT2	
P A R T -C	Q 5	A. From the table given below calculate the total variable cost, average fixed cost, average variable cost and average total costs at varying levels of output. Output / Total cost 0 / 100 1 / 120 2 / 136 3 / 145 4 / 164 B. Explain the concept breakeven analysis.	10+5	CO2 CO3	BT4 BT1,BT3	

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DEPARTMENT OF MANAGEMENTAND COMMERCE
"End Term Examination, Jan-2023"

SEMESTER	I	DATE OF EXAM	20.01.2023
SUBJECT NAME	Management Principles & Organization Behavior	SUBJECT CODE	MCH 121B
BRANCH	Management	SESSION	Morning
TIME	9:00 AM- 12:00 PM	MAX. MARKS	80
PROGRAM	BBA-FAA,OM, EFB, HCM , BA	CREDITS	3
NAME OF FACULTY	Nikita Agarwal	NAME OF COURSE COORDINATOR	Nikita Agarwal

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
PART-A	Q1(A)	Define the terms: (i)Learning Organization (ii)Centralization	5	CO1	L1	
	Q1(B)	Discuss the nature of planning.	5	CO1	L1	
PART-B	Q2(A)	Managerial Grid theory of leadership makes it possible to balance both task and relationship styles. Discuss the theory by marking the coordinates on the above diagram.	5	CO2	L4	

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PART-C	Q2(B)	Discuss Victor Vroom's Valence Expectancy theory of motivation.	5	CO2	L3	
	Q3(A)	Differentiate between Formal and Informal organization.	15	CO3	L2	
	Q3(B)	A Family is considered a cohesive unit because each member focuses on the collective happiness instead of individual gains. Today such Cohesiveness is an integral part of any organization to ensure unity of action and achievement of common goals. As a manager of an organization, what factors do you think can help in building long lasting group cohesiveness in the organization.	15	CO3	L5	
PART-D	Q4(A)	Conflicts in an organization cannot be avoided, but must be managed. Enumerate various strategies towards resolution of conflict.	15	CO4	L3	
	Q4(B)	There has been a recent shift in the nature of work from traditional labor market setup to gig economy. What are the benefits and drawbacks of such shift to the organization as well as the gig worker?	15	CO4	L4	

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

SEMESTER	I	DATE OF EXAM	23.01.2023
SUBJECT NAME	ACCOUNTING FOR MANAGERS	SUBJECT CODE	MCH103B
BRANCH	BBA- EFB/HCM/GOM/BA	SESSION	I
TIME	9.00 AM-12.00 PM	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.

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	Explain types of accounts as per traditional approach in detail. Give suitable examples.	5	CO1	BT 2	
	Q2	(a) Explain compound journal entry with one example. (b) What is Business Entity Concept of accounting?	5	CO1	BT 2	
	Q3	What is Trial Balance? What are its functions? Differentiate between Ledger and Trial Balance.	5	CO2	BT 2	
PART-B	Q4	On 1st April, 2020, Mohit, Delhi started a business with a capital of Rs. 50,000. He made the following transactions during the month of April: 2020 April 3 — Purchased goods from Rita — 20,000 April 4 — Cash paid to Rita — 10,000 April 6 — Goods sold to Rohit — 25,000	5	CO2	BT 4	

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		April 8	Received cash from Rohit	20,000			
		April 12	Goods purchased from Rita	12,000			
		April 18	Cash paid to Rita	20,000			
		April 25	Goods sold to Rohit	10,000			
		April 30	Received cash from Rohit	6,000			

Journalize the above transactions.

PART-C	Q5	A company manufactures shirts. Selling price per unit is Rs. 250, variable cost per unit is Rs. 67 per unit. Fixed cost is Rs. 55,000. The company manufactures 1,000 shirts in a year. Calculate Break Even Point in units and in Rs. What should be the volume of sales if company wants to earn a profit of Rs. 6,000?	15	CO3	BT 5	
	Q6	Explain Cost Sheet? Prepare a cost sheet with the help of following information: Direct material Rs. 55,000 Direct Labor Rs. 32,000 Factory Rent 14,000 Depreciation- 4,000 Salaries- 11,500 Wages-16,100 Power- 4,500 Administration Expenses-11,000	15	CO3	BT 4	
PART-D	Q 7	What do you understand by Standard Costing and Variance Analysis? Explain Material Mix Variance and Material usage Variance with formulae.	15	CO4	BT 3	
	Q 8	What do you understand by Ratio Analysis? Explain the Ratios with the interpretation of each.	15	CO4	BT 2	

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DEPARTMENT OF MANAGEMENT & COMMERCE
"End-Term Examination, December-2022"

SEMESTER	I	DATE OF EXAM	24.1.2023
SUBJECT NAME	ENTREPRENEURSHIP ; THEORY & PRACTICES	SUBJECT CODE	MCH108B
BRANCH	EFB	SESSION	I
TIME	9 AM-12 NOON	MAX. MARKS	80
PROGRAM	BBA EFB	CREDITS	3
NAME OF FACULTY	DR. BINDU AGRAWAL	NAME OF COURSE COORDINATOR	DR. BINDU AGRAWAL

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	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	Q1	List the characteristics of successful entrepreneurs.	5	CO1	BT4	
	Q2	What is the difference between growth and fixed mindset?	5	CO1	BT2	
PART-B	Q3	Explain the five-question framework to evaluate your business idea with an example.	5	CO2	BT4	
	Q4	The business idea can be generated from various sources. When entrepreneur face a certain problem how he can convert it into a business opportunity.	5	CO2	BT4	
PART-C	Q5	Learning from the failures from others experiences is less costly way to learn? Justify this statement with the perspective of failure stories of startups.	(10+5)	CO3	BT4 + BT3	
	Q6	Explain the various types of business models. How they work differently for online businesses?	(10+5)	CO3	BT2	
PART-D	Q7	What are the various types of business forms available to choose from? Write the important factors which an entrepreneur keeps in mind at the time of choosing the form of business	(10+5)	CO4	BT 4	
	Q8	Discuss the different strategies to enter the international markets with a startup example.	(10+5)	CO4	BT 1 +BT3	

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

SEMESTER	I	DATE OF EXAM	24.01.2023
SUBJECT NAME	FINANCIAL ACCOUNTING	SUBJECT CODE	MCH109B
BRANCH	BBA- FAA	SESSION	I
TIME	9.00 AM-12.00 PM	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.
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	Explain types of accounts as per traditional approach in detail. Give suitable examples.	5	CO1	BT 2	
	Q2	(a) Explain compound journal entry with one example. (b) What is Business Entity Concept of accounting?	5	CO1	BT 2	
	Q3	What is Trial Balance? What are its functions? Differentiate between Ledger and Trial Balance.	5	CO2	BT 2	
PART-B	Q4	On 1st April, 2020, Mohit, Delhi started a business with a capital of Rs. 50,000. He made the following transactions during the month of April:	5	CO2	BT 4	

Q4 transaction table:

2020 April 3	Purchased goods from Rita	20,000
April 4	Cash paid to Rita	10,000
April 6	Goods sold to Rohit	25,000
April 8	Received cash from Rohit	20,000
April 12	Goods purchased from Rita	12,000
April 18	Cash paid to	20,000

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			Rita		
		April 25	Goods sold to Rohit	10,000	
		April 30	Received cash from Rohit	6,000	

Journalize the above transactions.

PA RT- C	**Q5**	Ram Bros. purchased a machine on 1st October, 2016 at a cost of Rs. 1,50,000 and spent Rs. 10,000 on its installation. The realizable value at the end of its estimated useful life of 10 years is estimated at Rs. 10,000. One more machinery was purchased on 1st June, 2017 for Rs. 2,00,00. The realizable value at the end of its estimated useful life of 10 years is estimated at Rs. 20,000. The books are closed on 31st March every year. Show the Machinery Account and Depreciation Account for three years.	15	CO3	BT 5
	Q6	Explain Straight Line Method and Written Down Value Method of Depreciation with the help of suitable example.	15	CO3	BT 4

P A R T- D	**Q 7**	Following is the extract from the Trial Balance of a firm as on 31st march, 2020, Trial balance as on 31st March, 2020	15	CO4	BT 3

Sundry Debtors	L. F.	Dr. (Rs)	Cr. (Rs)
Sundry Debtors		4,10,000	--
Provision for doubtful Debt		--	20,000
Bad Debts		6,000	--

Additional information:
  i.   Additional Bad Debt Rs. 10,000
  ii.   Maintain the provision for doubtful debts @ 10% on sundry debtors.

Pass the necessary journal entries and show the impact on final accounts.

Q 8	A. Prepare the format of profit and Loss Account and Balance Sheet. Differentiate between the two. B. From the following information, determine Gross profit for the year ended on 31st March, 2020,	15	CO4	BT 2

Stock as on 1.1.2019 Rs. 25,000
Freight and Packing Rs. 10,000
Sales Rs. 1,90,000
Goods purchased Rs. 1,40,000
Packing expenses on sales Rs. 6,000
Closing Stock Rs. 30,000

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DEPARTMENT OF MANAGEMENT & COMMERCE
"T3 Examination, Jan-2023"

SEMESTER	I	DATE OF EXAM	13.01.2023
SUBJECT NAME	Introduction to Business Analytics	SUBJECT CODE	MCH129 B
BRANCH	BBA - BA	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 some important applications of Analytics in business.	5	CO1	BT2	
	Q2	"A data dashboard is a data-visualization tool that illustrates multiple metrics and automatically updates these metrics as new data become available" Elaborate this statement with an example.	5	CO1	BT3	
	Q3	Define data mart. List out some important reasons for creating a data mart.	5	CO2	BT1	
	Q4	What is a data warehouse? Discuss its important characteristics.	5	CO2	BT1	
PART-B	Q5	"Data Science is the domain that helps the organization to adopt new strategies to explore the world using data" Explain this statement and also discuss the differences between: 1. Data Science and Data Analytics 2. Data Mining and Statistics	15	CO3	BT4	
	Q6	"Big Data Analytics helps companies to achieve competitive advantage" demonstrates this statement with appropriate industry examples.	15	CO3	BT3	
	Q7	Critically explain the role, applications, and techniques used in retail and marketing analytics.	15	CO4	BT3	
	Q8	Read the Case Study and answer the questions given below:	15	CO4	BT4	

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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."

Questions for Discussion
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.

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MANAV RACHNA UNIVERSITY

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

SEMESTER	I	DATE OF EXAM	13.01.2023
SUBJECT NAME	INTRODUCTION TO HEALTHCARE MANAGEMENT	SUBJECT CODE	MCH110B
BRANCH	HCM	SESSION	MORNING
TIME	09:00AM TO 12:00NOON	MAX. MARKS	80
PROGRAM	BBA HCM	CREDITS	3
NAME OF FACULTY	MINAKSHI SHARMA	NAME OF COURSE COORDINATOR	MINAKSHI SHARMA

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	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	Q1	Differentiate between various types of hospitals in India.	5	CO1	BT2	
	Q2	Explain the various challenges in healthcare sector.	5	CO1	BT1	
PART-B	Q3	Explain the various types of health.	5	CO2	BT2	
	Q4	Explain healthcare statistics with reference to India.	5	CO2	BT2	
PART-C	Q5	A.Define concept of quality healthcare system. Explain the various pillars of qualityas explained by Donabedian. B. Explain the role of primary health care centers in public health domain.	10+ 5	CO2 CO3	BT3 BT1	
	Q6	A) What is Patient Safety? Explain the role of quality in ensuring patient safety. B) How does WHO help to enhance patient care quality?	10+ 5	CO3 CO1	BT3+ BT2	
PAR	Q7	Explain the concept of healthcare accounting. In country like India who bears most of healthcare expenditure: Government or patient. Discuss.	15	CO3 CO3	BT 3	

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| T-D | Q 8 | A. Explain quality of patient care and healthcare administration in developing country like India .

B Compare the healthcare regulation of a developed and adeveloping nation. | 10+

5 | CO4

CO4 | BT 2

BT2 | |

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DEPARTMENT OF Management and Commerce
"End Term Examination, December-2022"

SEMESTER	II	DATE OF EXAM	07.12.2022
SUBJECT NAME	Operation Management	SUBJECT CODE	MCH 203B
BRANCH	OM/HCM/EFB/FAA	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.

		QUESTIONS	MARKS	CO	BT
Part A	1(A)	An entrepreneur wants to open a boutique in a metro city. What type of facility layout would you suggest? Why	5	CO1	2
	1(B)	How can organizations compete on: A) Time B) Flexibility	5	CO1	3
Part B	Q2(A)	What do you understand by the term ERP?	5	CO2	1
	2(B)	State the reasons why process technologies are being coupled together?	5	CO2	2
Part C	Q3(A)	The management of a large organization want all resources and information to be shared on a common enterprise resource planning platform. How can they execute and implement the same?	15	CO3	3
	3(B)	A firm XYZ produces cycle chains for the cycle manufacturing firm ABC. Another company PQR produces chain bits for the company XYZ. The actual demands of	15	CO3	4

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P **a** **r** **t** **Q4(A)**	ABC are not known to XYZ for a month. PQR has also kept a high level of safety stock for XYZ. The inventory levels of both PQR and XYZ have gone unnecessarily high because of lack of information of demand cycles of ABC? What is this effect called? How can it be managed and prevented				
	Today organizations work on the concept of Elimination of waste, involving all the resources and continuously improving the process. What is the name of this strategy? What are the tools used to achieve the desired outcomes?	15	CO4	4
Q4(B)	Historically, companies created "islands of automation". State ways in which ERP solved this problem	15	CO4	3

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DEPARTMENT OF MANAGEMENT & COMMERCE

"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.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1(A)	Rights of an unpaid seller	5	CO3	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. Aditya couldn't perform his obligation on the due date of performance. What are the remedies available to the other party in case of Breach? Explain in brief.	5	CO1	BT3	
PART-C	Q4	Write a note on following: (a) Types of crossing of cheque (b) Features of "Bills of Exchange" and "Cheque"	15	CO3	BT1	
	Q5	Mr. Sanjay bought 10 quintals of rice from Mr. Shrivastava by sample. When the entire delivery was made, Mr. Sanjay got to know that the rice does not match the sample which was shown to him. Is	15	CO3	BT3	

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PART						
P A R T - D		this breach of condition or breach of warranty? Also, explain all the implied and expressed conditions and warranties in detail.				
	Q6	What are the characteristics of a 'Joint Stock Company'? What are the different kinds of Meetings that can be conducted in a company.How are they different from each other.Explain all.	15	CO4	BT2	
	Q7	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	

****************** END ******************

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DEPARTMENT OF Management and Commerce

PSC "End Term Examination, December-2022"

SEMESTER	II	DATE OF EXAM	10.12.2022
SUBJECT NAME	Operation Management	SUBJECT CODE	MCH 203B
BRANCH	OM/HCM/EFB/FAA	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.

		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
Part A	1(A)	How can organizations compete on: A) Cost B) Quality	5	CO1	2	
	1(B)	State type of layout would you suggest for a cycle manufacturer?	5	CO1	3	
Part B	Q2(A)	What do you understand by Scale and Scalability of a process technology?	5	CO2	1	
	2(B)	Inventory managed by a firm is associated with many types of costs. What are these costs?	5	CO2	2	
Part C	Q3(A)	Firm A is concerned about the erratic levels of inventory being maintained and sets up a committee to study the problem. You are heading the committee and after analyzing the problem with your team what solutions can you offer to the management to balance the cost of ordering too much or too little.	15	CO3	3	

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Q3(B)	A Manufacturer of automobile components located in France wants to expand his business in Europe. Describe a process model that will facilitate the development and implementation of successful supply chain relationships.	15	CO3	4			
4(A)	"Quality is conformance to requirement or specifications "Justify the statement. State the ways in which organizations can achieve quality?	15	CO4	3			
Part D Q4(B)	An organizations wants to improve the customer satisfaction ratings. Suggest ways it can achieve it?	15	CO4	3			

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SCHOOL OF MANAGEMENT AND COMMERCE

"End Term Examination, December-2022"

SEMESTER	III	DATE OF EXAM	12 DEC 2022
SUBJECT NAME	Research Methodology	SUBJECT CODE	MCH217B
BRANCH	FAA/EFB/HCM/OM	SESSION	I
TIME	9:00-12:00	MAX. MARKS	80
PROGRAM	BBA	CREDITS	3
NAME OF FACULTY	Khushboo Gulati	NAME OF COURSE COORDINATOR	Khushboo Gulati

Note: All questions are compulsory

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL
P A R T - A	1(A)	Differentiate between dependent and independent variable with example?	5	Co1	L1
	1(B)	Explain the different level of scale used in research?	5	Co2	L2
	1(C)	Form a question on 5- point Likert scale and rating scale?	5	Co3	L1
	1(D)	A researcher wants to conduct a research suggest the sources he can use for collecting data for his research?	5	C03	L1
PA R T - B	Q2	a. Describe the research process in detail. b. Explain with example the following types of research? (i) Descriptive Research (ii) Applied Research (iii) Causal Research	5+10	C01	L3
	Q3	a. Differentiate between sampling and non-sampling error with example? b. Explain with example the following probability and non-probability sampling technique? (i) Quota Sampling	5+ 10	C02	L2

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			Marks	CO	Level
P A R T - C		(ii) Snowball Sampling (iii) Purposive Sampling (iv) Systematic Sampling			
	Q4	a. Explain the focus group discussion technique? b. XYZ company wants to conduct an online survey for their after-sale services. What step they need to follow for designing the online survey?	8+7	CO3	L1
	Q5	a. Discuss the applicability of multiple regression and cluster analysis with example? b. Discuss in detail the Format of Report Writing?	5 + 10	CO4	L1

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DEPARTMENT OF MANAGEMENT AND COMMERCE
"End Term Examination, December-2022"
SET- A

SEMESTER	III	DATE OF EXAM	14/12/2022
SUBJECT NAME	Business Modelling	SUBJECT CODE	MCH242B
BRANCH	EFB	SESSION	I
TIME	9:00 AM- 12:00 PM	MAX. MARKS	80
PROGRAM	BBA EFB	CREDITS	3
NAME OF FACULTY	Dr. Priyanka Chadha	NAME OF COURSE COORDINATOR	Dr. Priyanka Chadha

Note: Part A: All questions are compulsory. Questions will be of short answer type.
Part B: All questions are compulsory. Questions will be of short answer type.
Part C: All questions are compulsory. Questions will be of long answer type.
Part D: All questions are compulsory. Questions will be of long answer type.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1 (A)	Briefly discuss the New and Old approaches towards Defining Business Models.	5	CO1	BT2	
	1 (B)	Briefly explain the five business model drivers. Explain its significance and relation with each other.	5	CO3	BT2	
PART-B	2 (A)	"Business model design sets out to define how an enterprise creates, delivers and captures market value." Mention the components under Operating Model of Business Model.	5	CO2	BT3	
	2 (B)	Define the significance of Corporate governance in business Modelling.	5	CO2	BT3	
PART-C	3(A)	In the context of a new emerging and innovative idea, briefly explain the Digital Business Model Design Process.	15	CO2	BT4	
	3 (B)	"We conceive of the business model as a value-centered activity system that is designed and enabled by a focal firm in order to meet perceived market needs". Elaborate the key dimensions of a business model as depicted in the above statement.	15	CO2	BT3	

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			15	C03	BT3	
	4 (A)	"Revenue Modelling is a process of incorporating a sustainable financial model for revenue generation within a business model design." In the context of the above statement Briefly explain the concept identified above in detail.				
PART-D	4 (B)	"A customer expectation on Digital Business Modelling is increasing rapidly with each passage of time". Erudite the above stated in detail.	15	C01	BT3	

******************** END ********************

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DEPARTMENT OF MANAGEMENT
"END TERM EXAMINATION DEC-2022"

SEMESTER	III	DATE OF EXAM	14/12/2022
SUBJECT NAME	FINANCIAL SERVICES	SUBJECT CODE	MCH 234B
BRANCH	BBA FAA	SESSION	MORNING
TIME	9:00 AM TO 12:00 NOON	MAX. MARKS	80
PROGRAM	BBA FAA	CREDITS	3
NAME OF FACULTY	DR. RASHI BANERJI	NAME OF COURSE COORDINATOR	DR. RASHI BANERJI

Q.NO.	QUESTIONS	MARKS	CO	BT
1(A)	Contrast Primary market and Secondary Market.	5	CO1	1
(B)	Elaborate the different stages of VC financing. What is Mezzanine Financing and when company requires it?	5	CO1	2
(C)	Differentiate between IPO, FPO, Rights issue, Bonus issue and private placement.	5	CO2	2
(D)	Elaborate the functions of Merchant Bankers?	5	CO2	1
Q2	Explain the T+2 Rolling Settlement in detail? How dematerialization has helped in reducing the transaction costs of share?	15	CO3	3
	Bikaji Foods IPO Details	15	CO3	4
	IPO Date — Nov 3, 2022 to Nov 7, 2022			
	Listing Date — [.]			
	Face Value — ₹1 per share			
	Price — ₹285 to ₹300 per share			
	Lot Size — 50 Shares			
	Issue Size — 29,373,984 shares of ₹1 (aggregating up to ₹881.22 Cr)			
	Offer for Sale — 29,373,984 shares of ₹1 (aggregating up to ₹881.22 Cr)			
	Employee Discount — 15			
	Issue Type — Book Built Issue IPO			
Q3	Listing At — BSE, NSE			

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	Explain the IPO process. The above table gives details of the IPO of Bikaji Foods. Pls elaborate on the aspects mentioned in the table above.			
Q4	Explain the importance of credit rating as a financial service. Give examples of credit rating agencies in India and abroad.	15	CO4	2
Q5	Give details of the regulations of listing of securities, grouping of securities on NSE and BSE and types of orders	15	CO4	4

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DEPARTMENT OF MANAGEMENT AND COMMERCE
"Final Examination, December 2022"

SEMESTER	III	DATE OF EXAM	14.12.2022
SUBJECT NAME	Epidemiology	SUBJECT CODE	MCH 237B
BRANCH	Health Care Management	SESSION	I
TIME	9.00 AM – 12.30 PM	MAX. MARKS	80
PROGRAM	BBA HCM	CREDITS	3
NAME OF FACULTY	Dr. Priyanka Singh	NAME OF COURSE COORDINATOR	Ms. Srishti

**Note:** All questions are compulsory.

Part A: Questions will be of Descriptive answer type (2 QUESTIONS OF 5 MARKS EACH = 10Marks)
Part B: Questions will be of Descriptive answer type (2 QUESTIONS OF 5 MARKS EACH = 10Marks)
Part C: Questions will be of Descriptive answer type (2 QUESTIONS OF 15 MARKS EACH = 30Marks)
Part D: Questions will be of Descriptive answer type (2 QUESTIONS OF 15 MARKS EACH = 30Marks).

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1	Assume yourself as an epidemiologist in the present pandemic and explain the epidemiological approach you will take to understand the situation.	5	CO1	BT2	
	2	Explain how epidemiology is different from clinical medicine. What are the aims of this branch?	5	CO1	BT2	
PART-B	3	Define Incidence and Prevalence. What is the relationship between both? Which is a better measure according to you and why? Explain the following in the example below: i. Incidence rate for the year ii. Point Prevalence on Jan 1 iii. Point Prevalence on Dec 31 iv. Period Prevalence between Jan 1 and Dec 31	5	CO1	BT4	

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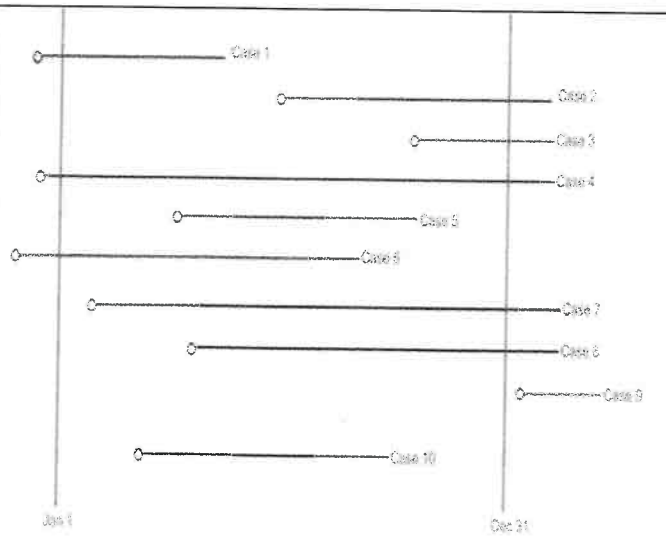
PART-C	4	Define Crude Death rate and Specific Death Rate. Which is better to collect in a population and why? Explain which city is health and why. <table><tr><td rowspan="2">Popul ation</td><td rowspan="2">CDR</td><td colspan="6">ASDR</td></tr><tr><td>0-4</td><td>5-14</td><td>15-35</td><td>35-55</td><td>55-70</td><td>70 Abov e</td></tr><tr><td>A</td><td>14.3</td><td>5.6</td><td>2.3</td><td>0.7</td><td>1.8</td><td>22.8</td><td>58.9</td></tr><tr><td>B</td><td>11.2</td><td>6.2</td><td>3.9</td><td>0.9</td><td>2.9</td><td>22.9</td><td>66.3</td></tr></table>	5	CO2	BT4
	5	Explain in detail Case-control studies along-with its advantages and disadvantages.	15	CO3	BT2
	6	Explain the time, Place and person distribution in detail. Draw the chain of infection and modes of breaking the chain	15	CO3	BT3
PART-D	7	Write short note on any 3: a. Relative vs. Attributable risk b. Experimental Epidemiology c. Randomised Control Trial d. Disease Carrier and its types e. Periodic fluctuations	15	CO4	BT3
	8	Assuming you to be an epidemiologist, write in detail the steps of investigation of the current epidemic.	15	CO4	BT3

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DEPARTMENT OF Management and Commerce
"End Term Examination, December-2022"

SEMESTER	III	DATE OF EXAM	17.12.2022
SUBJECT NAME	Total Quality Management	SUBJECT CODE	MCH 208B
BRANCH	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.

		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
Part A	1(A)	Why is quality of purchasing important for an organization?	5	CO1	2	
	1(B)	What are the documentary evidence about the quality management system?	5	CO1	3	
Part B	Q2(A)	What are preventive actions and why are they needed?	5	CO2	1	
	2(B)	What do you understand by the term "Quality of Design"?	5	CO2	2	
Part C	Q3(A)	How is non-conformance captured and what steps are taken to control it? How can we classify non-conformities?	15	CO3	3	

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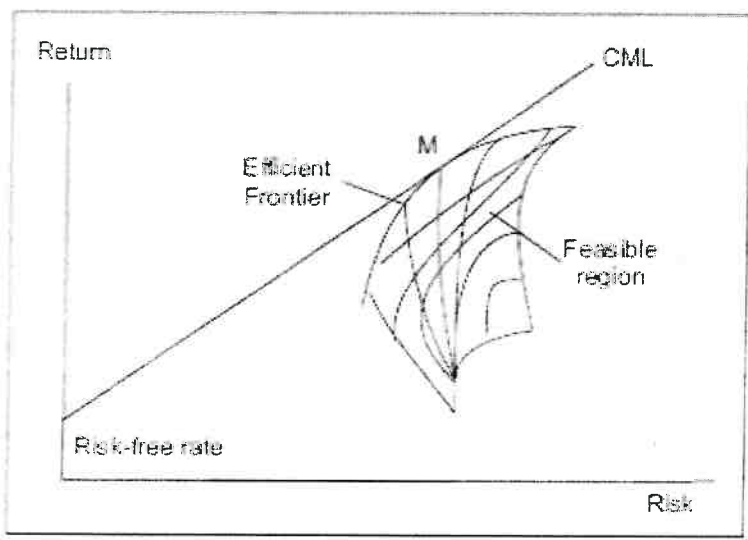|						
Q3(B)		Firm A has recently been awarded an ISO 9000 certificate. State the measures it can take to maintain the certification	15	CO3	4	
4(A)		Quality improvement efforts are essential towards the goal of achieving TQM. Do you agree with this statement? What methods can be used to achieve it?	15	CO4	3	
P a r t D	**Q4(B)**	Discuss in which stage of CI evolution is the organization in the following case study. Give reasons to support your answer. **Case Study** A medium-sized business in the process industries, employs around 600 people. Here CI has been established for over a decade and has developed from an occasional 'add-on' to become embedded in the normal working culture — to the point where it is not formally labelled in the organization. Individuals and groups regularly seek out and solve problems, and there is a wide range of project activity within and across departmental boundaries, and including a major supplier development program with external organizations. Policy deployment is embedded in the operating procedures so that CI activities are targeted and progress is monitored and measured. Policy deployment is embedded in the operating procedures so that CI activities are targeted and progress is monitored and measured. An important aspect of the CI behavior is a strong emphasis on documenting how problems are solved and who to ask for help with similar problems — in other words, an approach to knowledge capture, sharing and management.	15	CO4	4	

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DEPARTMENT OF MANAGEMENT
"END TERM EXAMINATION DEC 2022"

SEMESTER	III	DATE OF EXAM	17/12/2022
SUBJECT NAME	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	SUBJECT CODE	MCH 205B
BRANCH	BBA FAA	SESSION	MORNING
TIME	9:00 AM TO 12:00 NOON	MAX. MARKS	80
PROGRAM	BBA FAA	CREDITS	3
NAME OF FACULTY	DR. RASHI BANERJI	NAME OF COURSE COORDINATOR	DR. RASHI BANERJI

Q.NO.	QUESTIONS	MARKS	CO	BT
1(A)	Contrast Capital Market and Debt Market.	5	CO1	1
(B)	Differentiate between investment, speculation and gambling in terms of risk, return and time frame.	5	CO1	2
(C)	What is the significance of Beta when investing in stocks? What does Beta >1 denotes?	5	CO2	2
(D)	Elaborate the four types of systematic risks.	5	CO2	1
Q2	Appraise the efficient market theory and 3 types of market efficiencies. What form of efficiency is exhibited by Indian stock market?	15	CO3	3
		15	CO3	4
Q3				

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	Explain the above diagram. Elaborate the assumptions and formula for Capital Asset Pricing Model? If the risk free rate of return is 3.5%, market return is 10%. Calculate the Return of security with Beta 1.2.			
Q4	Explain the Markowitz Portfolio Selection Method and the utilities of different categories of investors with the help of a diagram?	15	CO4	4
Q5	Differentiate between growth and value investing. Appaise the need, importance and types of stock indices.	15	CO4	2

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SCHOOL OF MANAGEMENT & COMMERCE
"End-Term Examination, December-2022"

SEMESTER	III	DATE OF EXAM	17/12/2022
SUBJECT NAME	FAMILY BUSINESS GOVERNANCE	SUBJECT CODE	MCH 241B
BRANCH	EFB	SESSION	MORNING
TIME	9:00 am-12:00pm	MAX. MARKS	80
PROGRAM	BBA_EFB	CREDITS	3
NAME OF FACULTY	Dr PRAGATI CHAUHAN	NAME OF COURSE COORDINATOR	Dr PRAGATI CHAUHAN

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	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	Q1	Define Family governance. Explain any four challenges to family governance.	5	CO1	BT2	
	Q2	Explain the Agency theory and Stewardship theory of family business governance	5	CO1	BT2	
PART-B	Q3	Explain each element of the following equation: $EG = T \times GS \times P \gg 0$	5	CO2	BT2	
	Q4	Create a sample family meeting agenda for one day from 7:00 am to 7:00 pm covering both process and content discussions	5	CO2	BT2	
PART-C	Q5	Read the situation: A large diversified family enterprise, Company B, with 50 family members, decided that family members should not be allowed to work in the company. The business has a board of directors with nonexecutive family members only. The CEO is a nonfamily member, and the chairman is a family member. This board exercises considerable powers over strategic business decisions to ensure that executives act in line with the interests of the owners. The nonexecutives make decisions on all top management positions, about large investments and divestments, about mergers and acquisitions, about taking loans, and about the budget.	15	CO3	BT3	

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			Marks	CO	BT
		a) Do you think that the above family enterprise is moving in the right direction by appointing a professional board of directors and why? Explain any 5 essential qualities of an effective board? (5) b) Explain some of the benefits and tasks that the board of directors need to perform as per the four step Model of Professional Board of Directors. (10)			
PART -D	Q6	Who are Independent directors? Explain in detail the **four Contingent factors**; structure, qualification, instruments, and remuneration that define the role of professional board of directors in a family enterprise? Give an example from the present business world where established family business firms have appointed a professional board of directors to bring family business governance.	15	CO3	BT3
	Q7	Elaborate at least 12 different techniques in which communication between the family and board can be managed to manage the overlapping concerns?	15	CO4	BT3
	Q8	"A family CEO v/s a non-family CEO for a family enterprise" support your answer with relevant arguments. List at least 10 reasons to justify your answer.	15	CO4	BT3
	Q8	**OR** Elaborate with the help of a table the evolution of Family Business Governance structures through the following three stages : Stage1: Owner Manger Stage Stage2: Sibling Partnership Stage Stage 3: Cousin Consortium Stage	15	CO4	BT3

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DEPARTMENT OF MANAGEMENT AND COMMERCE

"End Semester Examination, Dec-2022"

SEMESTER	III	DATE OF EXAM	17.12.2022
SUBJECT NAME	SQL	SUBJECT CODE	MCH245B
BRANCH	BBA- BA	SESSION	I
TIME	09:00AM -10:30AM	MAX. MARKS	50
PROGRAM	BBA	CREDITS	3
NAME OF FACULTY	Mr. Bhavesh Mathur	NAME OF COURSE COORDINATOR	

Note: Part A: Attempt any four Questions. 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	Differentiate between Relational Calculus and Relational Algebra.	5	CO1	BT4	
	Q2	Describe natural join and left outer join.	5	CO1	BT2	
	Q3	Write the steps to convert first normal form data to second normal form.	5	CO2	BT2	
	Q4	Explain Time Stamp based protocols.	5	CO3	BT2	
	Q5	Differentiate between SQL and NO SQL.	5	CO4	BT4	
Part - B	Q6	Write SQL query to create a database with name Student_Details. Create a table with name Students in database having following attributes Studentid,FirstName,LastName,Address,PhoneNo,City.	15	CO1	BT3	
	Q7	Describe Concurrency control. Explain all lock protocols available in SQL.	15	CO3	BT2	

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DEPARTMENT OF MANAGEMENT & COMMERCE
"Final Examination, Decemeber-2022"

SEMESTER	III	DATE OF EXAM	17.12.2022
SUBJECT NAME	CLINICAL SERVICES	SUBJECT CODE	MCH210B
BRANCH	HCM	SESSION	I
TIME	9.00 AM-12.00 PM	MAX. MARKS	80
PROGRAM	BBA HCM	CREDITS	3
NAME OF FACULTY	DR. PRIYANKA SINGH	NAME OF COURSE COORDINATOR	Ms. Srishti

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	Raman is a Front Office Manager of a newly built 250 bedded multispecialty hospital, he needs to hire new people and build in a hierarchy for his department and write the functions of your department.	5	CO1	BT3	
	Q2	Keeping in mind certain assumptions, how do you determine the requirement of Consulting rooms in OPD Complex? (You can make your own assumptions)	5	CO1	BT4	
PART-B	Q3	Define Operation Theatre. As a hospital administrator, which types of OT will you strive for in your hospital and why?	5	CO2	BT 2	
	Q4	Differentiate between Emergency and Medical Emergency. As a EMO, how will you manage your emergency if there was a massive accident near	5	CO2	BT 4	

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PART-C		your hospital?				
	Q5	Explain (any 4) the following i. Staffing Pattern in Nursing and factors it depend on ii. Air conditioning & Ventilation in OT iii. Bio-medical waste Management iv. Define Lab & Its Functions v. Factors influencing organization of Diagnostic services vi. Echo Cardiography & why its done?	15	CO3	BT1	
	Q6	Explain Diagnostic Services of the hospital. As a Lab Manager, how will make sure you maintain the total quality in your department.	15	CO3	BT 3	
PART-D	**Q 7**	What is Nursing Management? Explain in detail its Objectives and functions.	15	CO4	BT 1	
	Q 8	Explain Glasgow Coma Scale. Explain in detail ICU services in a Hospital and types of ICU.	15	CO4	BT 3	

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DEPARTMENT OF MANAGEMENT & COMMERCE
"End-Term Examination, December-2022"

SEMESTER	III	DATE OF EXAM	21.12.2022
SUBJECT NAME	MANAGEMENT ACCOUNTING	SUBJECT CODE	MCH239B
BRANCH	FAA	SESSION	1ST
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 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	Why management accounting is known as an improvement over financial accounting? Discuss.	5	CO1	BT4	
	Q2	Calculate 'Current Ratio' and 'Liquidity Ratio' from the following information: Current liabilities = Rs. 50,000 Current assets = Rs. 80,000 Inventories = Rs. 20,000 Advance tax = Rs. 5,000 Prepaid expenses = Rs. 5,000	5	CO1	BT2	
PART -B	Q3	How to prepare a purchase budget? Explain the steps and requirements for the same.	5	CO2	BT4	
	Q4	Identify and explain the Items to be included in Receipts and payments while making Cash Budget. What are the purposes of making cash budget?	5	CO2	BT2	
PART -C	Q5	A) Define budget and budgetary control. What do you think are the essentials of an effective budgetary control system? B)In any manufacturing organization, there should be proper co-ordination between 'sales', 'production' and 'purchase'. Discuss why such co-ordination is necessary.	(10+5)	CO3	BT4 + BT3	
	Q6	The expenses budgeted for production of 1,000 units in a factory are furnished below: **Particulars** **Per Unit** **Rs.**	10+5	CO3	BT2	

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Material Cost	700
Labour Cost	250
Variable overheads	200
Selling expenses (20% fixed)	130
Administrative expenses(Rs. 2,00,000)	200
Total Cost	**1,480**

Prepare a budget for production of 600 units and 800 units assuming administrative expenses are rigid for all level of production

A) What is zero base budgeting? Explain the uses of ZBB.

The standard mix to produce one unit of product is as follows:

Material A
60 units @ Rs. 15 per unit = Rs. 900

Material B
80 units @ Rs. 20 per unit = Rs. 1600

Material C
100 units @ Rs. 25 per unit = Rs. 2500

240 units .... Rs. 5000

During the month of April, 10 units were actually produced and consumption was as follows:

Material A
640 units @ Rs. 17.50 per unit = Rs. 11,200

Material B
950 units @ Rs. 18.00 per unit = Rs. 17,100

Material C
870 units @ Rs. 27.50 per unit =Rs. 23,925

2460 units .... Rs. 52225

Calculate all Material Variances.

Q7		15	CO4	BT 4

A) Manufacture of product A takes 20 hours on machine no.101. it has a selling price Rs 150 and marginal cost of Rs 110. Component part Y could be made on machine no. 101 in 4 hours. The marginal cost of component part is Rs 9 of which outside supplier's price is Rs. 15. **Should one make or buy component Y. Discuss in both situations when-**

a) Machine No. 101 is working at full capacity.
b) There is idle capacity.

B) Elucidate responsibility centers- cost center and profit center.

Q8	8+7	CO4	BT 4 +BT 3

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DEPARTMENT OF MANAGEMENT & COMMERCE
"T3 Examination, Decemeber-2022"

SEMESTER	III		DATE OF EXAM	21.12.2022
SUBJECT NAME	PLANNING & DESIGNING OF HOSPITALS		SUBJECT CODE	MCH211B
BRANCH	HCM		SESSION	I
TIME	9.00 AM-12.00 PM		MAX. MARKS	80
PROGRAM	BBA HCM		CREDITS	3
NAME OF FACULTY			NAME OF COURSE COORDINATOR	

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.
Part C: All questions are compulsory. Each question carry 15 marks each. Questions will be of descriptive or numerical.
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	Who comprise Hospital Planning Team and why is their combination important for building a hospital?	5	CO1	BT3	
	Q2	Define Coverage and its three determinants with examples from Indian Scenario.	5	CO1	BT4	
PART-B	Q3	What is Globalisation? Explain 5 points each of how the hospital and healthcare industry has been affected directly and indirectly by globalization.	5	CO2	BT 2	
	Q4	Write the Guiding Principles of Hospital Planning & Factors affecting Hospital Utilization.	5	CO2	BT 1	
PART-C	Q5	Based on your understanding of Planning & Designing of Hospitals, write a detailed note on the stages of Hospital Planning, the cost and the considerations needed to be undertaken while planning for a hospital.	15	CO3	BT4	
	Q6	As a front office manager in the hospital, How will you manage the issue of Queuing in your hospital? Explain in detail its elements and its characteristics in detail with diagrams	15	CO3	BT 3	
PART-D	Q 7	A hospital Project has the following activities:	15	CO4	BT 4	

A hospital Project has the following activities:

S No.	ACTIVITY	Immediate Predecessors	Expected Time (t)
1	A	-	12
2	B	-	7
3	C	A	11

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4	D	AB	13
5	E	D	7
6	F	CE	8
7	G	E	14
8	H	GF	12

Based on the following activities prepare the following:
  a. Construct a Project Network
  b. Perform Backward Pass & Forward Pass
  c. Determining Project Completion Time
  d. Calculating Critical Path

Q3	Write short notes (attempt any 4; each carries 5 marks each) a. Systems & Contingency Theory b. Work Study c. Shakedown Period d. Globalisation & Its impact on Healthcare e. Intra-mural and extra-mural activities of a hospital. f. Regionalisation g. Classification of Indian Health System	15	CO4	BT 2	

******************** END ********************

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DEPARTMENT OF MANAGEMENT AND COMMERCE
End Term Examination, Dec-2022"

SEMESTER	III	DATE OF EXAM	15.12.2022
SUBJECT NAME	Marketing Management	SUBJECT CODE	LWH215
BRANCH	(BBA/BCOM/LLB) LAW	SESSION	I
TIME	9AM to12PM	MAX. MARKS	100
PROGRAM	(BBA/BCOM/LLB) LAW	CREDITS	4
NAME OF FACULTY	Dr Subodh Saluja	NAME OF COURSE COORDINATOR	Dr Subodh Saluja

*Note: Part A : **All questions are compulsory**. Questions will be of short answer type (10 Marks each).*
Part B: Questions will be of descriptive type. Each question will be of 20 marks.

	Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1(A)	Describe in detail the concept of Segmentation, Targeting and Positioning with example.	10	CO1	BT1	
	1(B)	Elaborate the concept of Product Life Cycle with example.	10	CO2	BT2	
PART-B	Q2(A)	A leading car manufacturing company of India wants to market a new car which is a hybrid model (electric + petrol) and they want to target the upscale customer segment. Car cost is between 20-25 lakhs. You need to come up with an advertisement to be published in National Newspaper which shall result in sales.	20	CO3	BT2,BT3	
	Q2(B)	Elaborate the importance of Distribution Channel and what are the different types of distribution channels for a product/service company. Please elaborate on the same.	20	CO3,CO4	BT3,BT4	
	Q2(C)	Consider a leading educational technology company of India, how they can use social media marketing/Digital marketing to increase sales and customer loyalty. Kindly explain.	20	CO3	BT3,BT4	
	Q2(D)	Elaborate the advantages and disadvantages of Traditional Marketing versus the Digital Marketing by taking and example.	20	CO4	BT3,BT4	

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DEPARTMENT OF MANAGEMENT & COMMERCE
"End Term Examination, Dec-2022"

SEMESTER	III	DATE OF EXAM	12.12.2022
SUBJECT NAME	FINANCIAL MANAGEMENT	SUBJECT CODE	LWH217
BRANCH	BBALLB	SESSION	I
TIME	9.00 AM-12.00 PM	MAX. MARKS	100
PROGRAM	BBALLB	CREDITS	4
NAME OF FACULTY	DR. SHWETA GOEL	NAME OF COURSE COORDINATOR	DR. SHWETA GOEL

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

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

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

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

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	Q1	"Goal of a firm should be wealth maximization now a days instead of profit maximization". Explain with the help of suitable examples.	5	CO1	BT 2	
	Q2	Elaborate the four functions of financial management.	5	CO1	BT 2	
PART-B	Q3	XYZ Bank pays 12 percent and compounds interest quarterly. If Rs. 1,000 is deposited initially, how much shall it grow at the end of 5 years? (CVF 20,3% =1.806)	5	CO2	BT 3	
	Q4	What is profitability index and Payback period as techniques of capital budgeting?	5	CO2	BT 3	
PART-C	Q5	(A) What do you understand by Right issue and Bonus shares? Differentiate. (B) Enumerate the meaning of leverage. What is financial and combined leverage? How can we calculate these?	20	CO3	BT 2	
	Q6	RST ltd. Belongs to a risk class where the appropriate equity capitalization rate is 20%. It has annual operating profit of Rs. 12,00,000 and	20	CO3	BT 5	

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P **A** **R** **T-** **D**		has issued 12.5% debentures of Rs. 35,00,000. (A) Find out the value of the firm and overall capitalization rate. (B) What would be the position if the debt is raised to Rs. 50,00,000?			
	Q 7	(A) What are the three motives of holding cash? Explain objectives of cash management. (B) Explain the types of inventory with example.	20	CO4	BT 2
	Q 8	(A) What do you understand by working capital management? Explain the types of working capital in detail. (B) What are the cost and benefits of accounts receivables management?	20	CO4	BT 2

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DEPARTMENT OF MANAGEMENT & COMMERCE
"End-Term Examination, December-2022"

SEMESTER	III	DATE OF EXAM	12.12.2022
SUBJECT NAME	COST ACCOUNTING	SUBJECT CODE	LWH221
BRANCH	LAW	SESSION	1ST
TIME	9 AM-12 NOON	MAX. MARKS	80
PROGRAM	B.COM. LLB	CREDITS	
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	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART -A	Q1	State and explain the main difference between cost accounting and financial accounting.	5	CO1	BT4	
	Q2	Calculate the prime cost from the following: Opening stock of raw material — Rs. 3000/ Purchases — Rs. 60,000/ Closing stock of raw material — Rs. 5000/ Wages — Rs. 42000/ Carriage Inwards — Rs. 6000/ Carriage Outwards — Rs. 12000/ Direct Expenses — Rs. 4000/ Indirect Expenses — Rs. 6000/ Salaries — Rs. 12000/	5	CO1	BT2	
PART -B	Q3	Indicate the significance of break-even analysis for an organization.	5	CO2	BT4	
	Q4	a) Sales = Rs. 130000, Variable cost = Rs 45000, Fixed cost = Rs 65000; calculate margin of safety. b) How margin of safety indicator plays an important role in analyzing the cost, volume and profits.	5	CO2	BT2	
PART -C	Q5	S. K. Brothers wish to approach the bankers for temporary overdraft facility for the period from October 2019 to December 2019. During this period of these three months, the firm will be manufacturing mostly for stock. You are required to prepare a cash budget for the above period.	15	CO3	BT4	

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Month	Sales (Rs.)	Purchases (Rs.)	Wages (Rs.)
August	3,60,000	2,49,600	24,000
September	3,84,000	2,88,000	28,000
October	2,16,000	4,86,000	22,000
November	3,48,000	4,92,000	20,000
December	2,52,000	5,36,000	30,000

(a) 50% of credit sales are realized in the month following the sales and remaining 50% in the second following.

(b) Creditors are paid in the month following the month of purchase

(c) Estimated cash as on 1-10-2019 is Rs.50,000.

Q6	**A)** Define budget and budgetary control. What do you think are the essentials of an effective budgetary control system? **B)** In any manufacturing organization, there should be proper co-ordination between 'sales', 'production' and 'purchase'. Discuss why such co-ordination is necessary.	10 +5	CO3	BT2	
Q7	Describe cost audit and explain the advantages of cost audit to management, shareholders, consumers and Government.	15	CO4	BT 4	

C) The expenses budgeted for production of 1,000 units in a factory are furnished below:

Particulars	Per Unit
	Rs.
Material Cost	700
Labour Cost	250
Variable overheads	200
Selling expenses (20% fixed)	130
Administrative expenses(Rs. 2,00,000)	200
Total Cost	**1,480**

Prepare a budget for production of 600 units and 800 units assuming administrative expenses are rigid for all level of production

D) Distinguish between fixed and flexible budget. State the circumstances in which flexible budgets are used.

Q8 — 10 +5 — CO4 — BT 4 · BT 3

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DEPARTMENT OF MANAGEMENT & COMMERCE
"End-Term Examination, December-2022"

SEMESTER	5th, 3rd and & 7th	DATE OF EXAM	21.12.2022
SUBJECT NAME	INTRODUCTION TO FINANCE	SUBJECT CODE	MCS232
BRANCH	CST/MECHANICAL/MATHS	SESSION	II
TIME	1:00-2:30 PM	MAX. MARKS	50
PROGRAM	CSE-DSML,DTE,A,B,C,D AIML, CSTI, B.Sc., M.E.	CREDITS	2
NAME OF FACULTY	DR. POOJA KAPOOR	NAME OF COURSE COORDINATOR	Dr. Pooja Kapoor/Dr. Shweta Goel/ Ms. Khushboo Gulati

Note: All questions are compulsory. Each question carry 10 marks each.

	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
Q1	Critically evaluate the following forms of business organization: a) SOLE PROPRIETOR b) PUBLIC LIMITED COMPANY OR What are the three roles of financial intermediaries? Why banks are called financial Intermediaries?	10	CO1	L2	
Q2	State the relation of finance function to other functions of a large business enterprise. **OR** Hi-Sounds, a small audio equipment retailer, has just completed the second year of trading. Profits are up, but the manager is slightly concerned. It is felt by the management that the firm could face liquidity problems in the near future. The data for this claim is as follows: *(see table below)* Calculate Liquidity ratio and Current ratio and comment on the liquidity status of the business.	10	CO2	L2/L4	
Q3	What do you understand by break-even point and margin of safety? OR How to calculate Gross Taxable Income (GTI)?	10	CO2	L6	

Table within Q2:

As at 31 December:	2021	2022
	Rs	Rs
Stock	145000	75680
Debtors	66620	98710
Bank	32000	
Creditors	93100	78450
Bank overdraft		24890

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Q4	State the difference between Shares and Debentures? Examine critically 'Debentures' as a source of corporation finance. OR Discuss the role of "TIME" in financial decision-making process. How to calculate future value of investment?	10	CO3	L1
Q5	Q5. A) What are the techniques of capital expenditure proposals? Discuss the process of capital budgeting. B) An investment of Rs 200,000 is expected to generate the following cash inflows in 5 years: Year 1: Rs55,000 Year 2: Rs 60,000 Year 3: Rs 32,000 Year 4: Rs 35,000 Year 5: Rs 20,000 Compute payback period of the investment. Should the investment be made if management wants to recover the initial investment in 3 years or less?	(10)	CO4	L4

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DEPARTMENT OF MANAGEMENT AND COMMERCE
"End Term Examination, December-2022"
SET- A

SEMESTER	V	DATE OF EXAM	7/12/2022
SUBJECT NAME	Strategic Management	SUBJECT CODE	LWH314
BRANCH	BBA LLB	SESSION	II
TIME	1:00 PM- 4:00 PM	MAX. MARKS	100
PROGRAM	BBA LLB	CREDITS	4
NAME OF FACULTY	Dr. Priyanka Chadha	NAME OF COURSE COORDINATOR	Dr. Priyanka Chadha

Note: Part A: All questions are compulsory. Questions will be of short answer type.
Part B: All questions are compulsory. Questions will be of short answer type.
Part C: All questions are compulsory. Questions will be of long answer type.
Part D: All questions are compulsory. Questions will be of long answer type.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1 (A)	"Strategic thinking skills are any skills that enable you to use critical thinking to solve complex problems and plan for the future." In the lieu of the above statement, highlight the significance of Strategic Management.	5	CO2	BT2	
	1 (B)	"Environmental scanning refers to possession and utilization of information about occasions, patterns, trends, and relationships within an organization's internal and external environment." Explain the two components of Environmental Scanning.	5	CO3	BT2	
	1 (C)	Differentiate between "Strategy and Tactics".	5	CO1	BT1	
	1 (D)	"The model of the Five Competitive Forces was developed by Michael E. Porter in his book Competitive Strategy: Techniques for Analyzing Industries and Competitors "in 1980." Briefly explain the above statement.	5	CO2	BT2	
PART-	2 (A)	Explain the term Strategy Implementation Road Map.	5	CO2	BT3	
	2 (B)	Explain the concept of Evaluation and Control under	5	CO2	BT3	

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B		Strategic Evaluation.				
	2 (C)	Differentiate between the Week and Strong Culture under the Strategy Implementation.	5	C03	BT	
	2 (D)	Mention the techniques used by manager to control the activities in an organisation.	5	C04	BT3	
P A R T- C	3(A)	"Resistance to Change in industry is a vital component." Briefly explain the process and techniques to overcome the change.	15	CO2	BT4	
	3 (B)	Briefly explain the 4 level of strategy with the help of an example in detail.	15	CO2	BT3	
P A R T- D	4 (A)	"Strategic leadership refers to a manager's potential to express a strategic vision for the organization, or a part of the organization, and to motivate and persuade others to acquire that vision". How leadership skills plays an important role in strategic implementation.	15	C03	BT3	
	4 (B)	Describe the framework and implementation of Strategic Leadership in an organisation.	15	C01	BT5	

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DEPARTMENT OF MANAGEMENT & COMMERCE
"End Term Examination, Nov-2022"

SEMESTER	V	DATE OF EXAM	07.12.2022
SUBJECT NAME	CORPORATE ACCOUNTING	SUBJECT CODE	LWH316
BRANCH	B. COM. LLB	SESSION	II
TIME	1.00 PM – 4 PM	MAX. MARKS	100
PROGRAM	B. COM. LLB	CREDITS	4
NAME OF FACULTY	DR. SHWETA GOEL	NAME OF COURSE COORDINATOR	DR. SHWETA GOEL

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

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

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

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

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	Q1	What do you understand by over and undersubscription of shares?	5	CO1	BT 2	
	Q2	Elaborate Article of Association and Memorandum of Association.	5	CO1	BT 2	
PART-B	Q3	Haneesh LTD. issued 12,000 shares of Rs. 10 each. On application Rs.2, all Rs.4, first all Rs.2, second call Rs.2. All the shares were duly subscribed and paid. Except the following, Ajay applied for 700 shares failed to pay allotment money. Vijay applied for 550 shares failed to pay first call. Prapti applied for 200 shares failed to pay second call. Pass the necessary journal entries with working notes.	5	CO2	BT 4	
	Q4	On 20th June, 2022, a company offers 5,000 shares of Rs. 10 each. Applications are received for full 8,000 shares. Money is payable as follows: Application Rs. 4 per share, Allotment Rs. 2 per share, First and final call Rs. 4 per	5	CO2	BT 4	

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		share. Calls were duly allotted, calls made and money realized. You are required to pass necessary journal entries.			
PART-C	Q5	(A) What is capital redemption reserve? (B) How to redeem the preference shares?	20	CO3	BT 2
	Q6	(C) Explain Super profit method of valuation of goodwill. (D) What do you understand by Amalgamation of companies?	20	CO3	BT 3
PART-D	Q 7	(A) What do you understand by branch accounting? Explain the stock and debtor method of branch Accounting. (B) Explain Hire Purchase accounting. How to Calculate of Interest?	20	CO4	BT 2
	Q 8	What is Financial Ration Analysis? Explain all solvency ratios.	20	CO4	BT 2

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DEPARTMENT OF MANAGEMENT &COMMERCE
"End Term -Examination,December -2022"

SEMESTER	5TH	DATE OF EXAM	07 December, 2022
SUBJECT NAME	Strategic Management	SUBJECT CODE	: MCH303ß
BRANCH	-BBA – FAA/EFB/HCM/OM	SESSION	II
TIME	3 Hrs.	MAX. MARKS CREDITS	80 Marks
PROGRAM	BBA-		
NAME OF FACULTY	Dr.Parul Jhajharia	NAME OF COURSE COORDINATOR	Dr.Parul Jhajharia

Note: Part A : All questions are compulsory. Questions will be of descriptive type. Section A & Section B will be of 5 marks.Section C & D will be of 15 marks each . Attempt all the questions.

	Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1(A)	Explain strategic implications of The strategic management process encompasses three phases-strategy formulation, implementation, and evaluation and control in detail	5	1&2	2	
PART-A	1(B)	Discuss the Vision & Mission of a company along with their relevance in the corporate World	5	1&2	2	
PART-B	Q2(A)	Porter's Five Forces analysis is a framework that helps analyzing the level of competition within a certain industry. Discuss Michael Porter's five force Model with a relevant corporate example.	5	3	3	
PART-B	2(B)	Environment plays a very important role during the External Analysis of a company .Discuss the various components of Social Environment that needs to be taken care of while conducting the SWOT analysis .	5	2	3	
PART-C	Q4(A)	Spice Jet is facing tremendous losses for the past 2-3 years and its becoming very difficult for the company to stay competitive.As a	15	3	4	

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		consultant discuss the various Turnaround strategies that you would suggest to move out from this challenging situation.				
	4(B)	Elaborate on Cost Leadership & Differentiation as a SBU Strategy given by Michael Porter with a suitable example and critically evaluate it .	15	4	4	
PART-D	Q7(A)	Discuss.BCG matrix model & GE Matrix in detail -A Portfolio management framework that helps companies decide how to prioritize their different businesses.Compare & Conclude which Matrix is more relevant in present VUCA world	15		3&4	
	7(B)	Strategic controls are intended to steer the company towards its long-term strategic direction.Discuss the various types of Strategic Control measures adopted by the companies in order to stay Competitive & Successful.	15	4	3&4	

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SCHOOL OF MANAGEMENT & COMMERCE
"END TERM Examination, Dec-2022"

SEMESTER	V	DATE OF EXAM	09.12.2022
SUBJECT NAME	Company Law	SUBJECT CODE	MCH 337 B
BRANCH	FAA/EFB/OM	SESSION	II
TIME	1.00 PM – 4.00 PM	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 ADDRESSED	BLOOM'S LEVEL	PI
PART-A	Q1	In what cases will the corporate veil be lifted? Quote any two.	5	CO1	BT2	
	Q2	What do you understand by "Perpetual Succession"?	5	CO2	BT1	
PART-B	Q3	Draft the object clause of MOA of a rubber manufacturing company.	5	CO2	BT3	
	Q4	"Doctrine of Indoor Management" is an exception to "Doctrine of Ultra-Vires." Comment.	5	CO1	BT4	
PART-C	Q5	ABC Ltd issued a mis-statement in the prospectus. What consequences the company can face? Also, Explain the types of prospectus a company issue at the time of IPO.	15	CO3	BT2	
	Q6	'Preference shareholders do not have voting rights in the meetings' Do you agree? Explain in detail. Also detail about the types of shares and debentures	15	CO3	BT2	

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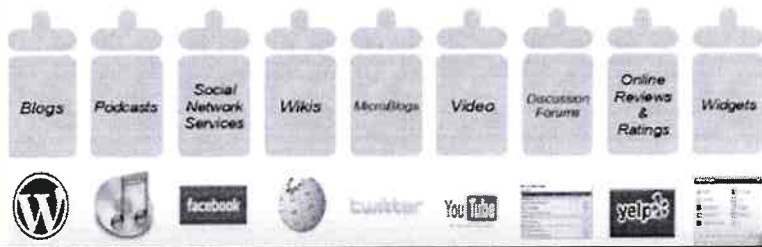|							
P A R T - D	Q7	a company can issue.					
		What are the characteristics of a 'Joint Stock Company'? What are the different kinds of Meetings that can be conducted in a company. How are they different from each other. Explain all.	15 .		CO4	BT4	
	Q8	What is a joint stock company? Explain its types on the basis of: a) Incorporation b) Liability c) Transferability of Shares d) Nationality	15		CO4	BT2	

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DEPARTMENT OF MANAGEMENT
PSC "END TERM EXAMINATION, DEC-2022"

SEMESTER	V	DATE OF EXAM	09.12.2022
SUBJECT NAME	CRM	SUBJECT CODE	MCH356
BRANCH	BBA	SESSION	I
TIME	3HRS	MAX. MARKS	80
PROGRAM	BBA	CREDITS	4
NAME OF FACULTY	DR. RASHI BANERJI	NAME OF COURSE COORDINATOR	DR. RASHI BANERJI

Q.NO.		QUESTIONS	MARKS	CO	BT
PART-A	1(A)	Explain the advantages of CRM practices in post covid period?	5	CO 1	BT 2
	1(B)	Elaborate the CRM cycle with help of a diagram.	5	CO 1	BT 1
PART-B	Q2 (A)	Differentiate between customer satisfaction and customer loyalty.	5	CO 2	BT 2
	2(B)	Differentiate between attitudinal and behavioural loyalty? How both types of loyalties are important in increasing profitability of a company?	5	CO 2	BT 2
PART-C	Q3 (A)	Differentiate between CRM and e-CRM. What are the advantages of e-CRM practices for a firm which are not achieved by traditional CRM practices.	15	CO 3	BT 3
	3(B)	Describe datamining and different datawarehouse tools. How it enables 360 degree view of ant problem?	15	CO 4	BT 2
PART-D	Q4 (A)	What do you understand by 'cost – benefit analysis of CRM' both for an organization and customers. Explain customer value analysis with help of a diagram.	15	CO 4	BT 2
	4 (B)	What is social CRM? What social media platforms available to the companies for engaging in social CRM practices?	15	CO 4	BT 4

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Consumer Social Web Tools

| Blogs | Podcasts | Social Network Services | Wikis | MicroBlogs | Video | Discussion Forums | Online Reviews & Ratings | Widgets |

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SEMESTER	V	DATE OF EXAM	12.12.2022
SUBJECT NAME	BUSINESS TAXATION	SUBJECT CODE	MCH305B
BRANCH	FAA	SESSION	II
TIME	1PM-4 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	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
P A R T - A	Q 1	X (45 years) is an Indian citizen. He is employed by Philips(UK) in London. He comes to India during the previous year 2020-21 for a visit of 200 days on June 1, 2020. He left India for the first time on October 25, 2018 for employment outside India. Before October 25, 2018, he was never out of India since his birth. Find out the residential status of X for the assessment year 2021-22.	5	CO1	BT4	
	Q 2	Define the relationship between "Previous Year" and "assessment Year". What will be the first previous year when a business is newly started on February 20, 2021?	5	CO1	BT2	
P A R T - B	Q 3	X, a resident of Dehradun, receives Rs 1,92,000 per annum during the previous year 2020-21. In addition he gets Rs. 19,200 per annum as dearness allowance forming part of basic salary for computation of all retirement benefits, 7 percent commission on sales made by him (sale made by X during the relevant previous year is Rs. 86,000) and Rs. 24,000 per annum as house rent allowance. He, however, pays Rs. 21,500 per annum as house rent. Determine the quantum of House Rent Allowance exempt from tax.	5	CO2	BT4	
	Q 4	A person retires from service on December 31, 2020. He gets gratuity and pension. Discuss the mode of taxation of these receipts.	5	CO2	BT2	
P A R T -C	Q 5	A)X owns a residential house property. It has two equal residential units—Unit 1 and Unit 2. While Unit 1 is self occupied by X for his residential purpose, Unit 2 is let out (rent being Rs. 6,000 per month, rent of 2 months could not be recovered). Municipal value of the property is Rs. 1,30,000, standard rent is Rs. 1,25,000 and fair rent is Rs. 1,40,000. Municipal tax is imposed @ 12 per cent which is paid by X. Other expenses for the previous year 2018-19 being repairs: Rs. 250, insurance: Rs. 600, interest on capital (borrowed during 1998) for constructing the property: Rs. 63,000. Find the income of X for the assessment year 2020-21 on the assumption that	(10 +5)	CO3	BT4 + BT3	

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		income of X from other sources is Rs. 1,80,000. B) Explain clearly the term "annual value" under section 23(1) of the Income tax Act. Give examples.			
	Q 6	A) State, giving reason, whether the asset is short-term or long-term in the cases given below:- i) X purchases a house property on March 10, 2019 and transfers it on June 6, 2020. ii) Y purchases listed shares in an Indian company on March 10, 2019 and transfers it on June 6, 2020. iii) Z acquires units of an equity oriental mutual fund on July 7, 2019 and he transfers these units on July 10, 2020. iv) A purchases diamonds on September 12, 2017 and gifts the same to his friend B on December 31, 2018. B transfers the asset on October 20, 2020. v) B purchases unlisted shares in a company through a NSE broker (date of purchase by the broker: November 21, 2018; the company transfers shares in the name of B: January 5, 2019). These shares are transferred by B on December 20, 2020. B) Explain the procedure for computation of capital gains.	10+ 5	CO3	BT3
P A R T - D	Q 7	Explain the legal provisions governing the filing of return of total income under the income tax law? Discuss in detail - FORM 26AS and FORM 16.	15	CO4	BT 4
	Q 8	Write short notes: (a) Agricultural Income and its tax treatment (b) Deductions u/s 80C (c) e-ITR (d) Tax Planning (e)Income from other sources	15	CO4	BT 5

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DEPARTMENT OF MANAGEMENT AND COMMERCE
"Final Examination, December 2022"

SEMESTER	V	DATE OF EXAM	12.12.2022
SUBJECT NAME	Quality Assurance in Healthcare	SUBJECT CODE	MCH 311B
BRANCH	Health Care Management	SESSION	II
TIME	1.00 PM – 4:00 PM	MAX. MARKS	80
PROGRAM	BBA HCM	CREDITS	3
NAME OF FACULTY	Dr. Priyanka Singh	NAME OF COURSE COORDINATOR	Ms. Srishti

Note: All questions are compulsory.
Part A: Questions will be of Descriptive answer type (2 QUESTIONS OF 5 MARKS EACH = 10Marks)
Part B: Questions will be of Descriptive answer type (2 QUESTIONS OF 5 MARKS EACH = 10Marks)
Part C: Questions will be of Descriptive answer type (2 QUESTIONS OF 15 MARKS EACH = 30Marks)
Part D: Questions will be of Descriptive answer type (2 QUESTIONS OF 15 MARKS EACH = 30Marks).

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1	In the case study The New Pioneers: The Men and Women Who Are Transforming the Workplace and the Marketplace by Thomas Petzinger, Jr. discussed in class, explain with one example how the hospital focused on i. Customer Focus and ii. Continuous Improvement.	5	CO1	BT3	
	2	What is Process Flowchart? Draw the process flowchart of IPD Billing (Cash) Process in a hospital.	5	CO1	BT3	
PART-B	3	Explain in detail the history and evolution of Quality.	5	CO2	BT1	
	4	Define Total Quality Management and its 8 primary elements.	5	CO2	BT2	
PART-C	5	What is NABH? Explain the process of NABH for a 250 bedded hospital. Explain in detail the standards of COP?	15	CO3	BT3	
	6	What is ISO? Explain. What are the benefits of doing ISO in healthcare	15	CO3	BT3	

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		industry? Explain in detail the process of ISO.			
PART-D	7	Explain in detail the OSD Model and Three core process and its implications for healthcare managers.	15	CO4	BT3
	8	**Write short notes on any 3:** a. Fishbone Diagram b. FMEA c. Clinical Audit d. Systemic Structure e. Six Sigma and its types f. HRM in NABH	15	CO4	BT3

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DEPARTMENT OF MANAGEMENT & COMMERCE
"End-Term Examination, December-2022"

SEMESTER	V	DATE OF EXAM	12/12/2022
SUBJECT NAME	FAMILY BUSINESS GOVERNANCE	SUBJECT CODE	MCH 309B
BRANCH	EFB	SESSION	II
TIME	1:00Pm-4:00PM	MAX. MARKS	80
PROGRAM	BBA_EFB	CREDITS	3
NAME OF FACULTY	Dr PRAGATI CHAUHAN	NAME OF COURSE COORDINATOR	Dr PRAGATI CHAUHAN

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	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	Q1	Explain 'Responsible Ownership' and' Fair Process' as principles of family governance.	5	CO1	BT2	
	Q2	Define family governance. Differentiate between Corporate governance and family governance?	5	CO1	BT2	
PART-B	Q3	Explain each element of the following equation: $EG = T \times GS \times P \gg 0$	5	CO2	BT2	
	Q4	Explain the following terms- Family Assembly, Family Association and Family Council with the help of a diagram.	5	CO2	BT2	
PART-C	Q5	Read the situation: In Company C, one family member, who has nine cousins, is the CEO and is also responsible for sales and marketing. There is a nonfamily chief financial officer (CFO) and a nonfamily chief operating officer (COO). On the board, there are five nonexecutive members, two of whom have a family background. The chairman is a nonfamily member who is CEO in another company. The reason why the board is composed this way is that the company is run by a family CEO with a view to ensuring alignment of interests with the other family owners. However, the risk of conflict owing to family tension, which may have arisen if the chairman were also a family member, is reduced. The task of the nonexecutives is to ensure the quality of leadership and take personnel	15	CO3	BT3	

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decisions at the executive level. In this respect, the board also monitors the decisions and the performance of the family CEO, to prevent misuse of his power.

a) Do you think that the above family enterprise is moving in the right direction by appointing a professional board of directors/independent directors and what is the composition? Give at least 3 reasons to support the appointment of Board of Directors in a family enterprise. (5)

b) Explain some of the benefits and tasks that the board of directors need to perform as per the Four Step Model of Professional Board of Directors. (10)

Q6	Who are Independent directors? Explain in detail the **four Contingent factors**; structure, qualification, instruments, and remuneration that define the role of professional board of directors in a family enterprise? Give an example from the present business world where established family business firms have appointed a professional board of directors to bring family business governance.	15	CO3	BT3
Q 7	Explain the following: a. Expectations of Board from the Family b. Expectations of family from the Board c. Five communication techniques to manage the overlapping concerns	15	CO4	BT3
Q 8	Read the Case Situation and answer: The third-generation CEO of Thunderhead Corp., a family business, is clearly grooming as a successor his protege, a nonfamily Ivy League M.B.A. who has successfully overhauled the business's financial-reporting systems. But several other family members among the business's 14 shareholders discover while chatting at a family gathering that they share strong feelings in favor of continuing leadership of the business by a family member. When they approach the CEO, he brushes them off, reasoning that "they don't understand the business issues" behind his choice. Angry, the dissatisfied shareholders, several of whom hold seats on the board, start planning to organize a board majority in opposition to the CEO's choice. a. Which Family business philosophy is being addressed here: family First or Business First? What is your opinion should be the solution to this situation? (answer in at least 200 words) (5)	15	CO4	BT3

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	b. "A family CEO v/s a non-family CEO for a family enterprise" support your answer with relevant arguments. List at least 10 reasons to justify your answer (10)				
Q8	**OR** Elaborate with the help of a table the evolution of Family Business Governance structures through the following three stages : Stage1: Owner Manger Stage Stage2: Sibling Partnership Stage Stage 3: Cousin Consortium Stage	15	CO4	BT3	

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DEPARTMENT OF MANAGEMENT AND COMMERCE
End Term Examination, Dec-2022"

SEMESTER	5TH Semester	DATE OF EXAM	14.12.2022
SUBJECT NAME	Technological Entrepreneurship	SUBJECT CODE	MCH308B
BRANCH	BBA EFB	SESSION	II
TIME	1PM to 4PM	MAX. MARKS	80
PROGRAM	BBA EFB	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 (10 Marks each).
Part B: Questions will be of descriptive type. Each question will be of 15 marks.

	Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1(A)	An entrepreneur always seeks new ideas for his venture. What can be the sources of new ideas to him? Do mention in details	10	CO1	BT1,BT2	
	1(B)	Define the terms 'trademark', 'copyright' and IPR in detail?	10	CO2	BT2	
PART-B	Q2(A)	Explain in detail the Technology Adoption Life Cycle TLC in detail. Also explain what strategy company to adopt for each of the 5 stages of TLC	15	CO3	BT3,BT4	
	Q2(B)	Consider case of 'Byjus company and describe how being a educational technology leader they have become one of the largest EduTech in the India? Elaborate the importance of Research and Development department in EduTech company?	15	CO4	BT3,BT4	
	Q2(C)	You are the product manager of a product company say washing machines (you can even define own product you wish to) What steps are taken for product development and improvement and take it to market strategy.	15	CO3	BT3,BT4	
	Q2(D)	You have a business startup. It is a 3 year old Information technology company having 200 employees having 12 crore annual revenue. Explain in detail what steps you will take for your business expansion (nationally/internationally). Would you choose the go public (get company listed on stock exchange)?	15	CO4	BT3,BT4	

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DEPARTMENT OF MANAGEMENT
"END TERM EXAMINATION 2022"

SEMESTER	V	DATE OF EXAM	14/12/2022
SUBJECT NAME	FINANCIAL DERIVATIVES	SUBJECT CODE	MCH 304B
BRANCH	BBA FAA	SESSION	AFTERNOON
TIME	1:00 PM TO 4:00 PM	MAX. MARKS	80
PROGRAM	BBA FAA	CREDITS	3
NAME OF FACULTY	DR. RASHI BANERJI	NAME OF COURSE COORDINATOR	DR. RASHI BANERJI

Q.NO.	QUESTIONS	MARKS	CO	BT
1(A)	Give details of different participants in derivative markets?	5	CO1	1
(B)	Explain the table below for open interest 	5	CO1	3
(C)	Elaborate different types of options? Explain ITM, OTM and ATM for European option.	5	CO2	2
(D)	Explain the details in the figure below	5	CO2	4
Q2	Explain different kinds, benefits and facilitators of Swaps. Swap Quote of USD 6.20-6.50% Explain the above swap quote.	15	CO3	4

Table for 1(B):

Price	Open Interest	Market Condition
Increase	Increase	Strong market
Increase	Decrease	Market is weakening
Decrease	Increase	Weak market
Decrease	Decrease	Market is strengthening

Figure for 1(D):

Long Put

- Profit from buying an European put option: option price = Rs.7, strike price = Rs.70

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Q3	Give details of types of swaps. Explain the statement "LIBOR is the benchmark interest rate at which major global banks lend to one another. LIBOR is administered by the Intercontinental Exchange, which asks major global banks how much they would charge other banks for short-term loans."	15	CO3	2
Q4	Give the importance of Foreign Exchange Markets? What is SWIFT trading platform? What are the two levels of FEM?	15	CO4	2
Q5	Differentiate between FDI and FII? What are different levels of FDI and FII indicate for a country?	15	CO4	4

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SCHOOL OF MANAGEMENT & COMMERCE
"END TERM Examination, Dec-2022"

SEMESTER	V	DATE OF EXAM	14.12.2022
SUBJECT NAME	Legal & Ethical Aspects of Health Care	SUBJECT CODE	MCH 312 B
BRANCH	HCM	SESSION	Evening
TIME	1.00 pm – 4.00 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	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-B	Q1	Give 4 examples of "Medical Ethics" that should be followed by a Medical Practitioner.	5	CO1	BT1	
	Q2	Differentiate between Up-coding & Un-bundling.	5	CO1	BT1	
PART-B	Q3	Mention any 5 rights of Health Care Provider in India.	5	CO2	BT2	
	Q4	Differentiate between Fraudulence and Abuse with examples.	5	CO2	BT2	
PAR	Q5	Write a note on following: (a) TPA (Third Party Administrator) (b) MTP (Medical termination of pregnancy) Laws	15	CO1	BT1	

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T - C	Q6	Which form of Euthanasia legal in India? Explain its types and mention the guidelines prescribed for the same.	15		CO2		BT3
P A R T - D	Q7	What are the different forums a consumer/patient can report their grievances? Explain. Also mention the areas touched under Consumer Protection Act in Health Care Sector? Give examples.	15		CO4		BT4
	Q8	What is the significance of a Mediclaim Policy? Draft a hypothetical medi-claim policy for Insurance Company with all the necessary clauses.	15		CO4		BT3

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DEPARTMENT OF MANAGEMENT AND COMMERCE
"T3 Examination, Dec-2022"

SEMESTER	V	DATE OF EXAM	16/12/2022
SUBJECT NAME	HEALTH CARE INSURANCE & MANAGEMENT CARE	SUBJECT CODE	MCH310B
BRANCH	HCM	SESSION	II
TIME	01.00 PM-04.00 PM	MAX. MARKS	80
PROGRAM	BBA	CREDITS	3
NAME OF FACULTY	Dr. Animesh Singh	NAME OF COURSE COORDINATOR	

Note: Part A: All questions are compulsory. Questions will be of short answer type (5 Marks each).
Part B: All questions are compulsory. 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	Differentiate between "Perils" and "Hazards" by citing appropriate examples.	5	CO1	BT3	
	Q2	Explain the meaning and purpose of insurance.	5	CO1	BT2	
	Q3	Discuss some principles of general insurance	5	CO2	BT2	
	Q4	Claim = Loss X (Sum Insured / Market Value) by using this formula find the value of the claim in the below case: Mr. Summit Kumar has insured his house for Rs.5 lacs and suffered a loss of Rs.1 lac due to fire. At the time of loss, the surveyor finds that the actual market value of the house is Rs.10 lacs.	5	CO2	BT2	
PART-B	Q5.	What is a Third-Party Administrator (TPA) in health insurance? Explain its important roles and functions.	15	CO3	BT3	
	Q6	"Underwriting is a process of risk selection and risk pricing" Elaborate this statement by citing the need, principles, and process of underwriting.	15	CO3	BT2	
	Q7	Define health insurance fraud. Discuss various types of fraud committed by consumers and suggest some strategies to reduce these frauds.	15	CO4 CO2	BT4	
	Q8	"Insurance Claim settlement is a process of claimant/beneficiary filing a claim to the insurance provider to avail the benefits". Read this statement and critically analyze the claim settlement process in detail.	15	CO4 CO2	BT3	

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DEPARTMENT OF MANAGEMENT & COMMERCE
"End-Term Examination, December-2022"

SEMESTER	V	DATE OF EXAM	16.12.2022
SUBJECT NAME	SOCIAL ENTREPRENERUSHIP	SUBJECT CODE	MCH-307 B
BRANCH	EFB	SESSION	II
TIME	1 PM- 4 PM	MAX. MARKS	80
PROGRAM	BBA EFB	CREDITS	3
NAME OF FACULTY	DR. BINDU AGRAWAL	NAME OF COURSE COORDINATOR	DR. BINDU AGRAWAL

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	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART -A	Q 1	Explain the profile of the Social Entrepreneurs. How their orientation and focus is different from other entrepreneurs?	5	CO1	BT4	
	Q 2	How a social entrepreneurial firm position its product/ service for social and strategic advantage?	5	CO1	BT2	
PART -B	Q 3	Does the funding of social ventures pose more challenges for the entrepreneurs? Give the reasons to support your argument.	5	CO2	BT4	
	Q 4	When the Government and free markets are unable to provide the solutions to an urgent problem, social entrepreneurs come into the picture. They come up with the creative and innovative solutions to address the issue. What is your opinion on this?	5	CO2	BT4	
PART -C	Q 5	What makes Sethu's new trap an appropriate technology? What are some examples of societal problems and market failures that present an opportunity for entrepreneurs in the given case? Refer the case given below.	(10+5)	CO3	BT4 + BT3	
	Q 6	How the 7 Cs Social Change Model of Leadership Development was evolved? With the help of an example explain its implementation for social entrepreneurship.	5+10	CO3	BT2	
PAR	Q 7	Critically evaluate the social Return on Investment (SROI) with return on investment. Why measuring social impact maybe more complicated?	5+10	CO4	BT 4	

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| T-D | Q 8 | What is Social Impact Theory. How the strategies for scaling social impact are different from other business strategies? | 8+7 | CO4 | BT 1 +BT 3 | |

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Refer the below case for Question number 5:

Building a Better Rat Trap: Technological Innovation, Human Capital, and the Irula

This case follows Sethu Sethunarayanan, Director of the non profit Center for Development of Disadvantaged People, which is dedicated to the improvement of the Irula tribe in rural villages of southeast India. The Irulas specialize in catching rats, an activity which provides the bulk of their income and food. Following a routine visit to a local village, Sethu recognized an opportunity for a "better rat trap" to aid the Irula rat catchers. With feedback from rat catchers, Sethu developed an innovative new trap. His innovation won the prestigious Global Development Marketplace award from the World Bank which provided the funding necessary to commercialize the new technology. The venture's implementation involved site visits to identify beneficiaries, health checks and treatment, preparatory workshops, factory establishment, factory training, production, women's micro-credit collectives, distribution, and project evaluation. The case focuses on the relationship between human capital and technological entrepreneurship, considering the knowledge and skills required to commercialize technology for the rural poor and the positive impact on this greatly disadvantaged population.

Sethu Narayanan, Director of the non profit, nongovernment organization (NGO) Center for Development of Disadvantaged People (CDDP), beamed as World Bank President James Wolfensohn presented him with the prestigious Global Development Marketplace grant to develop innovative technologies to alleviate poverty. At the podium, Sethu provided a brief overview of his winning project, There are 3 million poor Irula indigenous tribal people in India who make their income by catching rats in agricultural fields. They use a clay pot filled with burning straw to smoke these rats out of their burrows. Their mouths and hands touch the pot, and they are severely affected by heart, skin, eye, and respiratory problems. They are only successful 40% of the time and are in poverty and unable to send their children to schools. We developed a new hand-operated steel rat trap which eliminates the health hazards completely and enables the Irula to double their income. With this award, we can implement our project and make a complete socioeconomic change in the lives of millions. As Sethu returned to his seat in the World Bank auditorium, he thought about how this journey began, on a morning walk through impoverished Irula villages in Tamil Nadu, India.

Building a Better Rat Trap: Back in the office, Sethu decided that there might be an opportunity to develop a better rat trap. With the help of a local mechanical engineer, he set about looking for a solution. Together they fashioned a steel cylinder and hand-crank to generate air for pushing smoke into the burrow and a door on the cylinder for straw and a wooden handle to eliminate direct contact with the hot areas of the trap. Sethu provided sample traps to fifteen Irula rat catchers whom he met with regularly to get feedback. After six iterations over an 8-month period, Sethu was satisfied that the trap met the villagers' rat catching and safety needs. The rat catchers brought Sethu to the fields. He remembers watching the men, I asked the catcher,

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'How do you find the rat?'He said, 'The rat keeps his house like my wife does—very tidy, including the area outside the door. So I know when I come across a burrow hole with a clean entrance, there is a rat inside.' Sethu observed as the rat catchers filled the steel trap with straw. The men located a hole on the bank between two fields, and two other holes about five feet away, which they covered with dirt to prevent the rat's escape and to cause its suffocation. The lead rat catcher dug a larger entrance to the first hole, and put the trap's pipe inside. The other two men guarded the covered holes and watched as the lead rat catcher opened the trap's door, lit the straw, and cranked the handle. The trap chortled as smoke filtered down the hole, emerging from another hole in the earth, which was then quickly covered. It became clear that if there was a rat inside the hole, it had been deprived of oxygen. The lead rat catcher then removed the trap and began to dig on the side of the hole, following the winding burrow. He reached down the hole and pulled out a dazed rat, stunned by smoke. The rat was then humanely killed with a blow to its head. Sethu and the rat catchers were excited—the trap was a success! Sethu realized that he had identified a suitable technology for this opportunity and decided to seek funding for its commercialization. From past experience, Sethu knew that he would need to convince outside organizations of the merits of such an investment. He outlined the problems with the traditional pot method and the advantages of the steel trap and the project objectives. Sethu applied for a grant from the annual World Bank Global Development Marketplace. Since 1988, the World Bank has distributed over $40 million to 1,100 projects in more than 60 countries. Sethu presented the rat trap project at the marketplace in December 2003 and received a grant for $98,500, enabling him to implement the project.

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SEMESTER	V	DATE OF EXAM	16.12.2022
SUBJECT NAME	SERVICE OPERATIONS MANAGEMENT	SUBJECT CODE	MCH315B
BRANCH	BBA OM	SESSION	II
TIME	1 PM-4 PM	MAX. MARKS	80
PROGRAM	BBA OM	CREDITS	3
NAME OF FACULTY	MINAKSHI SHARMA	NAME OF COURSE COORDINATOR	MINAKSHI SHARMA

Note: Part A : All questions are compulsory. Each question carry 5 marks each.
Part B: 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
P A R T- A	1 A	Identify potential gaps between customer expectation and customer perception of any service delivery. What strategies would you suggest these organizations utilize to close these gaps?	5	CO1	BT2	
	1 B	What do you think are the challenges faced by multi-site operations?	5	CO1	BT1	
	1 C	Do services have different characteristics from goods? If yes explain the various factors which distinguish services from goods.	5	CO2	BT2,BT1	
	1 D	What are the key tactical challenges faced by service operations managers?	5	CO2	BT1,BT2	
P A R T B	2 A	Discuss any service from both an operational and customer perspective. Assess the mismatches between these perspectives. Explain the concept of service concept. Construct the service concept for an organisation of your choice.	15	CO2 CO3	BT2, BT3	
	2 B	Discuss the SERVQUAL model with the help of banking sector and explain any five services that have significant tangible elements attached to them and five goods that have service element attached to them.	15	CO3 CO1	BT3 BT2	
	2 C	Explain the concept of Total Quality Management with respect to service industry in detail.	15	CO3 CO3	BT3 BT4	
	2 D	Define concept of supplier relationship management in detail and why it is important in services set up? What are service level agreement parameters you would have for your supplier? You may take example food suppliers to McDonald/Pizza Hut any other to explain and do you think that the waiting time and management of waiting lines are linked with customer loyalty? Substantiate your answer.	15	CO4 CO4 CO4	BT2 BT3 BT4	

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DEPARTMENT OF Management and Commerce
"End Term Examination, Dec-2022"

SEMESTER	V	DATE OF EXAM	16-DEC-2022
SUBJECT NAME	Mergers & Acquisitions	SUBJECT CODE	MCH306B
BRANCH	FAA	SESSION	II
TIME	1.00 to 4:00pm	MAX. MARKS	80
PROGRAM	BBA	CREDITS	3
NAME OF FACULTY	Khushboo Gulati	NAME OF COURSE COORDINATOR	Khushboo Gulati

Note: All the questions are compulsory

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL
P A R T- A	1(A)	Explain the concept of operational and financial synergy?	5	CO2	L1
	1(B)	What is Buy back of shares? How a company benefits from buying its own shares from the market?	5	CO2	L2
	1(C)	When can a merger be considered as an acquisition?	5	CO2	L2
	1(D)	Discuss the criteria involved for negotiating friendly takeover?	5	CO4	L3
PA R T- B	Q2	a) How a company can handle the cross-cultural and taxation issues in cross- border M&A? b) Explain the following theories: Information and signaling (ii) Market Power Theory (iii) Undervaluation	5+10	CO1	L5
	Q3	a) Define takeover with an example and discuss the various anti-takeover strategies that companies use to protect themselves from hostile takeover? b) If A Ltd company wants to expand its operations what are the different growth options available for it?	10+5	CO2	L2
P A	Q4	a. RK company wants to acquire an E-commerce company what are the financing options available to them to arrange for the payment?	7+8	CO4	L1

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R **T-** **C**		b. Explain the competition Act 2002? Different types of Competition? What are its benefits for industry and the consumer?				
	Q5	a. Explain in detail the factors affecting the valuation of a merger or acquisition? b. Discuss in detail the Sensitivity Analysis and Swap ratio determination of the merger and acquisition?	5 +10	CO3	L2	

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DEPARTMENT OF MANAGEMENT AND COMMERCE
"T3 Examination, Dec-2022"

SEMESTER	V	DATE OF EXAM	19/12/2022
SUBJECT NAME	INTERNATIONAL BUSINESS	SUBJECT CODE	MCH 302 B
BRANCH	FAA/EFB/HCM/OM	SESSION	II
TIME	01:00 PM – 4:00 PM	MAX. MARKS	80
PROGRAM	BBA	CREDITS	3
NAME OF FACULTY	Dr. Animesh Singh	NAME OF COURSE COORDINATOR	

Note: Part A: All questions are compulsory. Questions will be of short answer type (5 Marks each).
Part B: All questions are compulsory. 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	Identify and explain the entry modes (exporting, FDI, Licensing or any other methods) in the following examples: a) Tata Motors has purchased all facilities of Jaguar and Land Rover car brands in the UK b) A British Pharmaceutical Company has granted rights to use its patents to an Indian company in exchange of royalty payment to it.	5	CO1	BT4	
	Q2	Why do Companies globalize? Explain with suitable examples	5	CO1	BT2	
	Q3	"Most of the failures in international business arise due to failure to understand and adapt to cultural differences between countries". Explain. How is cultural understanding helpful for decision-making in a global firm?	5	CO2	BT2	
	Q4	Discuss various methods of assessing country risk.	5	CO2	BT2	
PART-B	Q5.	Differentiate Between IMF and World Bank. Discuss their organizational structure also.	15	CO3	BT3	
	Q6	"Balance of Payment is a statement of a country, which depicts the transaction of that country with the rest of the world during a specified period of time". Explain this statement by elaborating on important constituents of the	15	CO3	BT2	

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	BOP.				
Q7	"Global marketing is defined as the process of adjusting the marketing strategies of your company to adapt to the conditions of other countries". Explain this statement by elaborating on the 4Ps of marketing with appropriate examples.	15	CO4	BT4	
Q8	What do you mean by Foreign Direct Investment (FDI)? Describe patterns, reasons, and benefits of FDI.	15	CO4	BT3	

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DEPARTMENT OF Management and Commerce
"End Term Examination, December-2022"
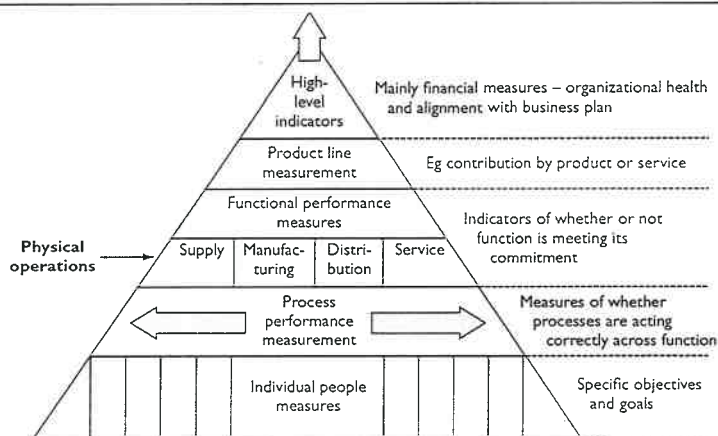
SEMESTER	VI	DATE OF EXAM	12.12.2022
SUBJECT NAME	Logistic & International Supply Chain Management	SUBJECT CODE	MCH 313B
BRANCH	Operation management	SESSION	II
TIME	1:00pm To 4:00pm	MAX. MARKS	80
PROGRAM	BBA	CREDITS	3
NAME OF FACULTY	Vandna Zutshi Bhat	NAME OF COURSE COORDINATOR	Vandna Zutshi Bhat

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

		QUESTIONS	MARKS	CO	BT
Part A	1(A)	What is a supply chain? What are the different stake holders involved?	5	CO1	1
	1(B)	How do maintaining inventories help organizations?	5	CO1	2
Part B	Q2(A)	State the role of Information Technology in Logistics.	5	CO2	2
	2(B)	What do you understand by the term Third Party Logistics	5	CO2	1
Part C	Q3(A)	In what ways are Modularization and Postponement key characteristics of Logistic Networks? What are their advantages in Logistic Networks? Explain with examples	15	CO3	3
	Q3(B)	In terms of orienting international facilities what are the tradeoffs for following the Market, Product Family or Process Focus? Explain in detail	15	CO3	4
Part	Q4(A)	Logistic Manager of Firm A wants to categorize the Key Performance Indicators. How should the categorization be carried out and what are the factors involved	15	CO4	3

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| Q4(B) | Explain the hierarchical measurement system used by a household goods manufacturer | 15 | CO4 | 3 |

Pyramid diagram (top to bottom):
- High-level indicators — Mainly financial measures – organizational health and alignment with business plan
- Product line measurement — Eg contribution by product or service
- Functional performance measures — Indicators of whether or not function is meeting its commitment
- Physical operations → Supply | Manufacturing | Distribution | Service
- Process performance measurement — Measures of whether processes are acting correctly across function
- Individual people measures — Specific objectives and goals

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DEPARTMENT OF MANAGEMENT & COMMERCE
"End-Term Examination, December-2022"

SEMESTER	7th	DATE OF EXAM	21.12.2022
SUBJECT NAME	ENTREPRENEURIAL FINANCE FOR ENGINEERS	SUBJECT CODE	MCS253B
BRANCH	CST	SESSION	II
TIME	1:00-2:30 PM	MAX. MARKS	50
PROGRAM	CSE-,DTE,A,B,C,D / ΔSML	CREDITS	2
NAME OF FACULTY	DR. CHAND P. SAINI	NAME OF COURSE COORDINATOR	DR. CHAND P. SAINI

Note: *All questions are compulsory. Each question carry 10 marks each.*

	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
Q1	Critically evaluate the following sources of Finance: a) Equity Shares b) Preference Share **OR** What is Financial Management of new venture? Discuss the features of Financial Management.	10	CO1	L3	
Q2	Explain any five sources of Finance available with the Entrepreneur. **OR** What role Specialized Financial Institutions plays in the life of an entrepreneur.	10	CO2	L2/L3	
Q3	What do you understand by Venture Capital? Discuss the key criteria adopted by the venture capitalists to provide venture capital finance. **OR** Explain various types of leasing in detail.	10	C02	L3	
Q4	Write short note on Social Cost Benefit Analysis (SCBA) **OR** Discuss the meaning and features of Leasing.	10	CO3	L1	
Q5	What are the techniques Used for Appraisal of the project? **OR** Explain the term "PESTEL" in detail in context of Projects.	(10)	CO4	L2	

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DEPARTMENT OF MANAGEMENT AND COMMERCE
"End Term Examination, Dec -2022"

SEMESTER	VII	DATE OF EXAM	21.12.2022
SUBJECT NAME	Ecommerce	SUBJECT CODE	MCS254B
BRANCH	CSE A,B,C,D,DSML, DTE	SESSION	II
TIME	1:00 PM TO 2:30 PM	MAX. MARKS	50
PROGRAM	CSE A,B,C,D,DSML, DTE	CREDITS	2
NAME OF FACULTY	Dr Subodh Saluja	NAME OF COURSE COORDINATOR	Dr Subodh Saluja

Note: Part A : **All questions are compulsory.** *Questions will be of short answer type (5 Marks each).*
Part B: Questions will be of descriptive type. Each question will be of 10 marks.

	Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1(A)	Define the term 'ecommerce?	5	CO1	BT1,BT2	
	1(B)	Explain difference between LAN and WAN?	5	CO1	BT1,BT2	
PART-B	Q2(A)	Explain in detail how Amazon has built its business model and how it become a successful ecommerce company in India and Globally?	10	CO2	BT2,BT3,BT4	
	Q2(B)	Kindly elaborate how supply chain management is lifeline of e-commerce? Explain with example of an ecommerce company.	10	CO2 , CO3	BT2,BT3,BT4	
	Q2(C)	Elaborate what makes a website that is user friendly? What features to be incorporated by the ecommerce entity example amazon/flipkart to make the customer buying experience on their website as excellent one?	10	CO3	BT2,BT3	
	Q2(D)	Elaborate in detail why cyber security is need of the hour and how this is implemented in organizations?	10	CO4	BT2,BT3,BT4	

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DEPARTMENT OF MANAGEMENT & COMMERCE
"End Term Examination January -2023"

SEMESTER	I	DATE OF EXAM	11 01 2023
SUBJECT NAME	Management Practices & Organization Behavior	SUBJECT CODE	MCH501B
BRANCH	MBA	SESSION	11.01.2023
TIME	9-12 AM	MAX. MARKS	80
PROGRAM	MBA BA	CREDITS	3
NAME OF FACULTY	Dr. Parul Jhajharia	NAME OF COURSE COORDINATOR	Dr. Parul Jhajharia

Note: All questions are compulsory

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BT
P A R T - A	Q1	Explain FW Taylor 's Scientific management and its relevance to the corporate world	5	CO1	2
	Q2	You have been hired as a consultant in order to implement the total Quality Management in a Start up. Kindly brief them the systems involved and the PDCA Cycle to your client	5	CO1	4
P A R T - B	Q3	Decision Making is a vehicle for carrying Managerial workload and discharging the Managerial responsibilities." Elucidate the statement and examine the significance of rational decision making in management with a suitable example	5	CO2	3
	Q4	Control in a corporate Structure is a necessary evil !Discuss the various measures adopted by the company for exercising control in an Organization.	5	CO2	3
P A R T - C	Q5	Write short notes on the following: a. ABC Model of Attitude b. Freud's Psychoanalytic theory c. Difference between Classical and Operant conditioning	15	CO3, 4	4
	Q6	Define Perception? What factors influence the perception? Explain in detail the steps in the Perceptual process	15	CO3, 4	4
P A R T	Q7	A-Group Dynamics play a very important role in the attainment of the Organization objectives.In this cotext Explain George Homans Model of GD	15	CO3, 4	3

- D		B-Giving an example, explain, how do Group Dynamics exercises, develop group cohesiveness and problem- solving skills?			
	Q8	A-In order to motivate your dissatisfied team which process theory of Motivation you would apply at your work place B-How does a transformational Leader bring about a change? What Personal Behaviors help the transformation process?	15	CO3, 4	4

DEPARTMENT OF MANAGEMENT & COMMERCE

"End-Term Examination, January-2023"

SEMESTER	I	DATE OF EXAM	13.01.2023
SUBJECT NAME	Marketing Management	SUBJECT CODE	MCH502B
BRANCH	MBA (BA)	SESSION	1ST
TIME	9.00 am – 12.00 pm	MAX. MARKS	80
PROGRAM	MBA (BA)	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.
Part C Part D: All questions are compulsory. Each question carry 15 marks.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1(A)	Technology &Internet has changed the distribution network. Comment on the statement.	5	CO3	BT2	
	1(B)	Need of Marketing control and audit is necessary for reaching to optimum marketing plan, throw some light with examples.	5	CO1	BT2	
PART-B	Q2	Consider youself a product manager of cosmetic brand, how will you test the product in the market before commercializing it?	5	CO2	BT3	
	Q3	What are the factors the a marketing manager should always take into consideration while deciding the price of the product?	5	CO1	BT2	
PART -C	Q4	Write a note on following: (a) Green Marketing (b) Viral Marketing (c) Neuro Marketing	15	CO3	BT1	

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	Q5	Mr. Sanjay is product Manager of XY Pvt. Ltd. deals in manufacturing toys for kids, Help Mr. Sanjay with the process of New product development.	15	CO3	BT3	
P A R T - D	Q6	There is no one best medium of promotion in present times, it is the integrated approach that will help the marketing managers. Comment on the statement with suitable examples.	15	CO4	BT2	
	Q7	Choco Bon Bon brand of toffees has been recently launched. Its series of TV advertisements feature children. In one of them is shown a school where a big bully is being beaten by a cute looking small boy who gains super strength on popping in a Choco Bon Bon in his mouth. In another one is shown a small baby girl who threatens her mother that she will run away from her home if her mother does not buy a box of Choco Bon Bons for her. The third ad shows a group of children involving a harried shopkeeper in sweet talk while one of them quietly fills away his pockets with Choco Bon Bons. Suddenly the office of the company is abuzz with rumours that the company may be forced to withdraw its ad campaign. This is because its chairman has reportedly received a letter from the National Women's Society which has branded its advertisements as being socially and ethically wrong and as promoting wrong concepts amongst children. The letter has threatened legal action if the ads are not withdrawn by the company forth with. (i) Analyse the case. (ii) Do you agree with the allegations of the National Women's Society ? (iii) What should the company now do ? (iv) What role can the Advertising Standards Council of India play in this case ?	15	CO4	BT4	

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DEPARTMENT OF MANAGEMENT AND COMMERCE
"ES Examination, Jan.-2023"

SEMESTER	I	DATE OF EXAM	16/01/2023
SUBJECT NAME	FINANCIAL MANAGEMENT	SUBJECT CODE	MCH503B
BRANCH	BA	SESSION	I
TIME	09:00 A.M- 12:00 PM	MAX. MARKS	80
PROGRAM	MBA	CREDITS	3
NAME OF FACULTY	Dr. Pardeep Kumar	NAME OF COURSE COORDINATOR	Dr. Shweta Goel

Note: Part A&B:All questions are compulsory. Questions will be of descriptive and numerical. Each question will carry 10 marks.
Part C&D: All questions are compulsory. Questions will be of descriptive and numerical Each question will carry 15 marks.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PartA	Q1	A) Describe the meaning of NPV B) ABC Ltd is a small company that is currently analyzing capital expenditure proposals for the purchase of equipment; the company uses the net present value technique to evaluate projects. The capital budget is limited to ` 500,000 which ABC Ltd believes is the maximum capital it can raise. The initial investment and projected net cash flows for each project are shown below. The cost of capital of ABC Ltd is 12%. You are required to COMPUTE the NPV of the different projects.	10			

	Project A	Project B	Project C	Project D
Initial Investment	200,000	190,000	250,000	210,000
Project Cash Inflows				
Year1-	50,000	40,000	75,000	75,000
2	50,000	50,000	75,000	75,000
3	50,000	70,000	60,000	60,000
4	50,000	75,000	80,000	40,000
5	50,000	75,000	100,000	20,000

PV factors @12% for 5 years are
0.893,0.797,0.712 ,0.636 and 0.567 respectively.

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			10	CO1	BT1		

Part B	Q2	A) Please describe in brief the types of Capital Investment Decisions B) Suppose we have three projects involving discounted cash outflow of `5,50,000, ` 75,000 and `1,00,20,000 respectively. Further that the sum of discounted cash inflows for these projects are `6,50,000, `95,000 and `1,00,30,000 respectively. CALCULATE the Profitability Index and select the project whichever is the best.	10	CO1	BT1		
PartC	Q3	A) What is cost of capital? B) X Ltd has existing share capital of Rs.7 Lakhs divided into 70000 equity shares of Rs.10 each. The EBIT of the Company for the year is Rs.19,50,000. Now the Company has an additional requirement of Rs. 40 Lakhs for its expansion. The following options are available- 1) The whole amount of Rs. 40 L to be financed through issue of 400000 equity shares of Rs. 10 each. 2) Issue of Debentures for Rs. 40L. 3) Issue 2 Lakhs Equity shares@ 10 each and remaining Rs.20 L through issue of Debentures. 4) Issue 3 Lakhs preference shares of Rs. 10 each and remaining 10 Lakhs through issue of 1 Lakh Equity shares of Rs. 10 each. All the Debentures carry interest rate of 10% and preference shares as 12% preference dividend. Please calculate in which out of four cases the EPS of X Ltd is the maximum	15	CO1	BT1		
	Q4	A) Write the meaning of Operating, Financial and Combined Leverages. B) The following information is available of AB Ltd. 1. Sales -Rs. 10L 2. Variable Cost -Rs. 6L 60% of sales 3. Fixed Cost -Rs. 1L Calculate –Degree of Operating, Financial and Combined Leverages. What will be change in EBIT, EBT and PAT in case the sales are increased by 50%. The interest cost is Rs. 1.0L (constant) and Income tax rate is 50% on the net income.	15	CO2	BT3		

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			15				

Q5

A) Define Gordon's theory of Dividend Decisions and describe its assumptions.

B) You are given the following information related to ZX Co Ltd-

Earnings per share-Rs. 10

Cost of capital   -10%

Calculate value of share in the following three different cases when-

1. Rate of return is 11% and payout ratio as 80%

2. Rate of return is 15% and payout ratio as 100%

3. Rate of return is 8% and payout ratio as 40%

Part D

Q6

A) Write the meaning of Leasing.

B) You are given the following information with respect to leasing of a machinery by X to Y-

Cost of the machinery to X-Rs. 40,00,000

Life of the machinery-5 years

Sale value after 5 years –Rs.15,00,000

Depreciation rate -30%   (use written down value method)

Discount rate-15% and the PV factors for the same are-0.869565,0.756144,0.657516,0.571753,0.497177 for 1st to 5th year respectively and PV of Annuity@15% for 5 years is 3.352155. Calculate the amount payable by Y if-

"Deferred plan under which no payment shall be made by Y for 1st and 2nd year and thereafter equal amount shall be recovered by X at the end of each year for 3 years".

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DEPARTMENT OF MANAGEMENT AND COMMERCE
"End Term Examination, January-2023"
SET- B

SEMESTER	I	DATE OF EXAM	18/1/2023
SUBJECT NAME	Research Methodology	SUBJECT CODE	MCH504B
BRANCH	MBA – BA	SESSION	I
TIME	9:00 AM- 12:00 PM	MAX. MARKS	80
PROGRAM	MBA	CREDITS	3
NAME OF FACULTY	Dr. Priyanka Chadha	NAME OF COURSE COORDINATOR	Dr. Priyanka Chadha

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

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1 (A)	Elaborate the process of Designing the Research Proposal.	5	CO2	BT2	
	1 (B)	"Research gathers new knowledge or data from primary or first-hand sources." In the light of the above statement, mention any four characteristics and importance of research.	5	CO2	BT2	
PART-B	2 (A)	Highlight the nature and importance of Research in lieu to problem solving and decision making process.	5	CO2	BT3	
	2 (B)	Elaborate the Decision Process in designing a Questionnaire. Differentiate between the term Questionnaire and Schedule.	5	CO1	BT3	
PART-C	3(A)	Differentiate between the term Sampling Error and Non Sampling Error.	15	CO2	BT4	
	3 (B)	"Sampling theory is a study of relationships existing between a population and samples drawn from the population. Sampling theory is applicable only to random samples." Briefly	15	C03	BT3	

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		explain the above statement in the lieu of its significance and procedure of designing a sample.				
	4 (A)	Explain the term Sample Design. Identify and elaborate the steps required in determining the sample size.	15	C02	BT3	
PAR T-D	4 (B)	"A t-test is a statistical test that compares the means of two samples." Explain the technique of t – test in the field of research and analysis.	15	C02	BT5	

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DEPARTMENT OF MANAGEMENT & COMMERCE
"T3 Examination, Jan-2023"

SEMESTER	I	DATE OF EXAM	20.01.2023
SUBJECT NAME	Introduction to Business Analytics	SUBJECT CODE	MCH505B
BRANCH	MBA - BA	SESSION	I
TIME	9:00 AM -12:00 Noon	MAX. MARKS	80
PROGRAM	MBA	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	Compare and contrast predictive analytics with prescriptive and descriptive analytics. Use examples.	5	CO1	BT2	
	Q2	What is a database and how it is different from a spreadsheet?	5	CO1	BT3	
	Q3	Explain the Architecture of Business Intelligence (BI).	5	CO2	BT1	
	Q4	Differentiate between a data mart, an operational data store (ODS), and an enterprise data warehouse (EDW).	5	CO2	BT4	
PART-B	Q5	What is big data? Discuss its important technologies and also elaborate how big data analytics helps to address common business problems.	15	CO3	BT4	
	Q6	Define data mining. How data mining is different from statistics. Explain some of the data mining methods and algorithms.	15	CO3	BT4	
	Q 7	What is data visualization and why do you think there are many different types of charts and graphs? Explain.	15	CO4	BT3	
	Q8	A multinational hotel chain has been implementing analytics digital marketing to its customers. However, the responses to the digital campaigns have not been favorable, and the revenue generation has not been as expected. Currently, they are trying to solve this problem by focusing on similar	15	CO4	BT4	

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		campaigns that use the same promotional content and changing these campaigns to suit the specific tastes of the consumers in each nation. 1. Discuss how business analytics can be utilized by hotel management in this scenario. 2. What is the data required to facilitate good decisions? 3. Explain some important applications of social media analytics.				

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DEPARTMENT OF MANAGEMENT AND COMMERCE
"End Term Examination, Jan-2023"

SEMESTER	I	DATE OF EXAM	23.01.2023
SUBJECT NAME	DATABASE MANAGEMENT SYSTEMS & SQL	SUBJECT CODE	MCH506B
BRANCH	Management	SESSION	1ST
TIME	9 AM-12 NOON	MAX. MARKS	80
PROGRAM	MBA – BA	CREDITS	2
NAME OF FACULTY	Ms. MANISHA	NAME OF COURSE COORDINATOR	Dr. Chand Saini

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
PART-A	Q1(A)	Explain the ER Diagram along with the relationship type with the help of Library Management.	5	CO1	BT4	
PART-A	Q1(B)	Briefly explain the architecture of DBMS (both)	5	CO1	BT2	
PART-B	Q2(A)	Explain merge join in SQL. State the difference between inner join and left join.	5	CO2	BT4	
PART-B	Q2(B)	Find the highest normal form in R (A, B, C, D, E) under following functional dependencies. ABC --> D CD --> AE	5	CO2	BT2	
PART-C	Q3(A)	Describe the ACID Properties of Transactions State. What are transactions and their different states?	7 + 8 = 15	CO3	BT4 +BT3	
PART-C	Q3(B)	What is the method of log-based recovery and recovery with concurrent transaction on the basis of different conditions?	15	CO3	BT2	
PART-D	Q4(A)	Write SQL query to create a database with name employee_details. Create a table with name Employee in database having following attributes Emp_Id,FirstName,LastName,Address,PhoneNo,City.	15	CO1	BT4	
PART-D	Q4(B)	Explain the term Heap File Organization. How ISAM is related with B+ file organization?	15	CO4	BT4 +BT3	

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