MANAV RACHNA UNIVERSITY

END SEMESTER EXAMINATION

SCHOOL OF MANAGEMENT

&

COMMERCE

DECEMBER – 2023

(1^{st} /3^{rd} /5^{th} /7^{th})

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SCHOOL OF MANAGEMENT AND COMMERCE
DEPARTMENT OF MANAGEMENT AND COMMERCE

"End Semester Examination, Dec-2023"

SEMESTER	**I**	**DATE OF EXAM**	8/12/2023 (I)
COURSE NAME	**Marketing Management**	**COURSE CODE**	**MCH105B**
PROGRAM	**BBA**	**CREDITS**	**3**
TIME DURATION	**3 Hours**	**MAX. MARKS**	**80**
NAME OF FACULTY	**Dr Sunil Kadyan/ Dr. Yogita Sharma**	**NAME OF COURSE COORDINATOR**	**Dr. Yogita Sharma**

Note: There are four parts in the paper. Attempt all questions from each part.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
Part A	1	What are the various concepts/approaches to marketing management? Elaborate with relevant example of an organization.	5	CO1	BT2	
	2	Celebrities endorsing a smartphone brand could influence consumers' buying behavior when looking for smartphones. Do you agree with the statement?	5	CO1	BT 4	
Part B	3	Fritolay India, the snack foods division of PepsiCo, entered into a deal with the Indian Medical Association (IMA) whereby the IMA would endorse the two brands Tropicana and Quaker Oats. Analysts felt that PepsiCo had entered into the deal with the objective of warding off stiff competition from competing brands, gaining a foothold in the growing health and wellness market in India. Does endorsement of products such as Quaker Oats and Tropicana by a medical association influence consumer behavior? Would it lead to increased demand for these products?	5	CO2	BT 4	
	4	How are segmentation and targeting interrelated with each other? Explain the different types of targeting and segmentation of the market.	5	CO2	BT 2	

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Part C	5 (A)	Cream Stone Ice Cream Concepts (Cream Stone), brand in the premium ice cream market in India are working on their strategies with their branding strategies, promotions through celebrity encounters, adoption of technology, and a special franchising model, became a household name for premium ice cream in India. The brand is competing with foreign brands by offering a variety of flavors and catering to diverse consumer groups. Analyze the reasons for Cream Stone's success in India as per consumer segmentation.	8	CO3	BT 3	
	5 (B)	Compare and contrast skimming pricing with penetration pricing. If you are coming out with a product that is new to the Indian market, which one of the two pricing strategies would you adopt?	7	CO3	BT 3	
	6 (A)	Explain the Determinants and factors to be considered in the Pricing decision. Explain various pricing strategies.	7	CO3	BT 2	
	6 (B)	Why does an organization need multiple channels of Distribution? Explain various types of distribution channels with their significance.	8	CO3	BT 4	
Part D	7 (A)	What are the different elements of promotion mix. Can you explain the difference between advertising and personal selling in the context of promotions?	8	CO4	BT 3	
	7 (B)	Define services. Elaborate the 7 p's of service marketing with one example.	7	CO4	BT 2	
	8 (A)	Discuss the major objectives of advertising. Identify the advertising medium which is more effective in terms of cost and reach in relation to other media available to the marketer. Illustrate your responses with a specific advertising campaign.	8	CO4	BT 4	
	8 (B)	Discuss the various tools and advantages of sales promotion.	7	CO4	BT 2	

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DEPARTMENT OF MANAGEMENT & COMMERCE
"End Semester Examination, Dec-2023"

SEMESTER	I	DATE OF EXAM/SESSION	4.12.2023(I)
COURSE NAME	BUSINESS STATISTICS	COURSE CODE	MCH106B
PROGRAM	BBA(EFB+BA+GOM+HCM+FAA)	CREDITS	3
TIME DURATION	3 hrs	MAX. MARKS	80
NAME OF FACULTY	Ms.Seema Aggarwal	NAME OF COURSE COORDINATOR	Ms. Seema Aggarwal

Note : All questions are compulsory.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	Q1(A)	Calculate mean and mode from the following marks: Marks: 10-20 | 20-30 | 30-40 | 40-50 | 50-60 | 60-70 | 70-80 | 80-90 No. of Students: 3 | 11 | 24 | 58 | 40 | 25 | 16 | 7	5+5	CO1	BT2	
PART-B	Q 2(A)	What is the probability that a leap year selected at random will contain 53 Sunday?	5	CO2	BT2	
	(B)	A class consists of 100 students. Out of these 25 are girls and 75 are boys. 10 of them are rich and remaining poor. 20 of them are fair complexioned. What is the probability of selecting a fair complexioned rich girl?	5	CO2	BT2	
PART-C	Q3	Calculate the correlation coefficient from the following data: X: 12 | 9 | 8 Y: 14 | 8 | 6	7+3	CO3	BT3	

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	10 | 9 11 | 11 13 | 12 7 | 3 Let now each value of X is multiplied by 2 and then 6 is added to it. Similarly, each value of Y is multiplied by 3 and 2 is subtracted from it. What will be the correlation coefficient between the new series of X and Y?			
Q4	A pickle manufacturer uses different varieties of mangoes for his mango pickles. Two judges ranked his pickles as follows: Pickle Code | Rank by judge 1 | Rank by judge 2 A | 5 | 3 B | 3 | 4 C | 1 | 1 D | 6 | 8 E | 2 | 2 F | 4 | 6 G | 8 | 7 H | 7 | 5 A Pickle manufacturer is interested in knowing if there is any correlation between the judgments of the two judges. Help him in ascertaining the appropriate correlation coefficient.	6+4	CO3	BT3
Q5	A gynecologist records the blood pressures of her pregnant patients and collected the following data: Age | Lower limit of BP 23 | 65 24 | 60 25 | 62 26 | 70 28 | 70 29 | 73 31 | 75 35 | 83 40 | 90 Assuming age as X and BP as Y, calculate the two regression equations.	5+5	CO3	BT3
PART-D Q6	What are the objective of time series analysis? Discuss its importance in business.	5+5	CO4	BT2
Q7	Fit a trend line by the method of semi-average to the data given below: Year | Sales(Rs. Lakhs) 2000 | 412 2001 | 438 2002 | 444 2003 | 454	10	CO4	BT4

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		2004 | 470 2005 | 482 2006 | 490 2007 | 500				
	Q8	Fit a straight line trend to the following data by the method of least square taking (i) 1994 as origin, and (iii) 1997 as origin, Estimate the sale for 2002. Year | Sales(Rs. Lakhs) 1995 | 45 1996 | 56 1997 | 78 1998 | 46 1999 | 75	5+5	CO4	BT4	

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MANAV RACHNA
Vidyaparikshat

MANAV RACHNA UNIVERSITY

(FORMERLY MANAV RACHNA COLLEGE OF ENGINEERING
NAAC ACCREDITED 'A' GRADE INSTITUTION)
Declared as State Private University under section 2f of the UGC act, 1956

SEMESTER	**1**	**DATE OF EXAM**	**13/12/2023** (I)
SUBJECT NAME	**Management principles & Organizational Behaviour**	**SUBJECT CODE**	**MCH 121B**
BRANCH	**BBA- ALL**	**SESSION**	**First**
TIME	**8:30-11:30 AM**	**MAX. MARKS**	**80**
PROGRAM	**BBA**	**CREDITS**	**3**
NAME OF FACULTY	**Dr Pragati Chauhan**	**NAME OF COURSE COORDINATOR**	**Dr Pragati Chauhan**

Note: Attempt all parts. All are compulsory.

Part

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	Q1	Define Management? Explain the roles of a manager as given by Henry Mintzberg.	5	CO1	BT2	
	Q2	Distinguish between Classical and Neo-Classical theories of management?	5	CO1	BT2	
PART-B	Q3	Define leadership? Draw a distinction between different types of leadership styles.	5	CO2	BT2	
	Q4.	Write short notes on: a. Types of plans b. Maslow's Need Hierarchy Theory	5	CO2	BT2	
PART-C	Q5 (a)	Define organizational behaviour? From this statement" In the field of OB, models are developed to provide a framework about how people will be treated in an organization", Classify the four models of OB and describe their broad features.	7	CO3	BT 3	
	Q5 (b)	Write short notes on: i. Goals and assumptions of Organizational Behaviour ii. Contributing disciplines to OB	8	CO3	BT2	
	Q6	Read and answer the following case situation: The multinational beverage corporation, Coca-Cola, capitalized on the opportunity of corporate social responsibility (CSR). They launched their sustainability program, focusing on water stewardship and women's empowerment. Not only did this improve	7, 8	CO3	BT3	

		their standing amongst conscious consumers, but also motivated their employees. A. In your opinion, how does the study of OB prepare firms and employees towards adapting to emerging trends? Explain at least 5 other challenges and opportunities that evolving organizations face in present times. B. Elaborate few points to elaborate on the importance of study of OB?				
PART-D	Q7	(a) Define Perceptual? Explain the steps in the perceptual process with examples	7	CO3, CO4	BT3	
		(b) If you are a university student, you are familiar with group assignments and group projects. Think about those first initial moments when you and other random students are put in the same group. Then, think about those final moments when your group finally hands in the assignments through group coordination and communication. (i) In this group development process, explain the various stages through which the group development takes place and the various activities /roles that the group performs.	8	CO3, CO4	BT4	
	Q8.	(a) Write short notes on the following: (i) Complementary and crossed transactions with two examples each. (ii) Johari Window	8	CO4	BT3	
		(b) Define Learning? Distinguish between classical and Operant conditioning of learning? Give one example each of the following: Positive reinforcement Negative reinforcement Positive punishment Negative Punishment	7	CO4	BT3	

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SCHOOL OF MANAGEMENT AND COMMERCE
DEPARTMENT OF MANAGEMENT AND COMMERCE

"End Semester Examination, Dec-2023"

SEMESTER	**1**	**DATE OF EXAM**	15/12/2023 (I)
COURSE NAME	**Micro Economics**	**COURSE CODE**	**MCH 102 B**
PROGRAM	**BBA FA/EFB/GOM**	**CREDITS**	**3**
TIME DURATION	**3 Hours**	**MAX. MARKS**	**80**
NAME OF FACULTY	**Ms Akanksha Choudhary/ Ms Minakshi Sharma**	**NAME OF COURSE COORDINATOR**	**Ms Akanksha Choudhary/ Ms Minakshi Sharma**

There are four parts in the paper. Attempt all questions from each part.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
Part A	1	Propose the major determinants of demand with explanations and graphical representation. Also mention your understanding of demand function.	5	CO2	L2	
	2	Distinguish between macroeconomics and microeconomics.	5	CO1	L2	
Part B	3	Explain how demand for a product change with change in income and availability of close substitutes	5	CO2	L3	
	4	State the difference between static and dynamic	5	CO1	L2	
Part C	5(A)	Illustrate the different short run cost curves with appropriate discussion and graphical representations I. Total Cost II. Total Variable cost III. Total Fixed Cost IV. Marginal Cost	8	CO3	L3	
	5 (B)	Also develop the relationships between the following short run costs (with diagram) I. Average Fixed cost II. Average variable cost III. Average cost	7	CO3	L4	

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	6 (A)	Describe the concept of monopoly and enlist the characteristics.	8	CO4		
	6 (B)	Also discuss how the price is determined in the Monopoly market structure	7	CO4	L2	
Part D	7 (A)	State the components of production function, and discuss the Cobb Douglas Production Function	7	CO3	L2	
	7 (B)	Elaborate the concept of cost function, explaining the optimal input combination with the help of Graphs in short run.	8	CO3	L3	
	8 (A)	Analyze the concept of oligopoly and enlist the characteristics.	8	CO4	L4	
	8 (B)	Also discuss how the price is determined in the oligopoly market structure.	7	CO4	L2	

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DEPARTMENT OF MANAGEMENT & COMMERCE
"End Semester Examination, Dec-2023"

SEMESTER	**I**	**DATE OF EXAM**	15/12/2023 (I)
COURSE NAME	**Introduction to Business Analytics**	**COURSE CODE**	**MCH129B**
PROGRAM	**BBA – BA**	**CREDITS**	**3**
TIME DURATION	**3 Hrs**	**MAX. MARKS**	**80**
NAME OF FACULTY	**Dr. Animesh Singh**	**NAME OF COURSE COORDINATOR**	**Dr. Animesh Singh**

Note: There are four sections in the paper. . Attempt all questions from each part.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1(A)	Define Business Analytics. Discuss some of the key benefits of using business analytics.	5	CO1	BT1	
	1(B)	List the major phases of problem-solving.	5	CO1	BT1	
PART-B	2(A)	What is the definition of data mining? Could you discuss its characteristics and elaborate on how it works?	5	CO2	BT2	
	2(B)	What is a data warehouse? List out some of its characteristics.	5	CO2	BT1	
PART-C	3(A)	Differentiate between Data Mining and Statistics.	7.5	CO3	BT4	
	3(B)	"What are the fundamental distinctions between data science and data analytics, and how do these differences impact the roles and responsibilities associated with each field? "	7.5	CO3	BT4	
	4(A)	What is Hadoop? construct a model for explaining various components of Hadoop.	7.5	CO3	BT4	
	4(B)	Identify and explain some business problems addressed by big data analytics. Give a few examples.	7.5	CO3	BT3	

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PART-D	5(A)	What is Social Media Analytics? What are the reasons behind its increasing popularity?	7.5	CO4	BT3	
	5(B)	Critically analyze the applications of analytics in the Marketing field by citing appropriate examples.	7.5	CO4	BT4	
	Q6	Read the case and answer the following questions:	5+5+5	CO4	BT3	

Measuring the Impact of Social Media at Lollapalooza

C3 Presents creates, books, markets, and produces live experiences, concerts, events, and just about anything that makes people stand up and cheer. Among others, they produce the Austin City Limits Music Festival, and Lollapalooza, as well as more than 800 shows nationwide. They hope to see you up in front sometime. An early adopter of social media as a way to drive event attendance, Lollapalooza organizer C3 Presents needed to know the impact of its social media efforts. They came to Cardinal Path for a social media measurement strategy and ended up with some startling insights.

The Challenge

When the Lollapalooza Music Festival decided to incorporate social media into their online marketing strategy, they did it with a bang. Using Facebook, MySpace, Twitter, and more, the Lollapalooza website was a first mover in allowing its users to engage and share through social channels that were integrated into the site itself. After investing the time and resources in building out these integrations and their functionality, C3 wanted to know one simple thing: "Did it work?" To answer this, C3 Presents needed a measurement strategy that would provide a wealth of information about their social media implementation, such as:

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

The Solution

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

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

The Results

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

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

Questions

1. How did C3 Presents use social media analytics to improve its business?

2. What were the challenges, the proposed solution, and the obtained results?

3. Explain some important applications of social media analytics.

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SCHOOL OF Management and Commerce

DEPARTMENT OF Management and Commerce

"End Semester Examination, Dec-2023"

SEMESTER	**1st**	**DATE OF EXAM/SESSION**	18/12/2023 (I)
COURSE NAME	**Financial Accounting**	**COURSE CODE**	**MCH109B**
PROGRAM	**BBA FAA**	**CREDITS**	**3**
TIME DURATION	**3 hrs**	**MAX. MARKS**	**80**
NAME OF FACULTY	**Dr. Khushboo Gulati**	**NAME OF COURSE COORDINATOR**	**Dr. Khushboo Gulati**

Instructions: All the questions are compulsory.
Use of simple calculator is allowed.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	Q1	Explain the term Capital and Drawings used in accounting with examples?	5	CO1	BT1	
	Q2	Discuss the scope of accounting in today's scenario?	5	CO1	BT1	
PART-B	Q3	Define Trial Balance and its features?	5	C01	BT2	
	Q4	Explain the treatment of contra entry in cash bank with example?	5	C02	BT3	
PART-C	Q5A	A Ltd. Purchased a machine for Rs. 5,00,000 on 1 april 2019. Further addition were made on 1 Oct 2019 and on Ist july 2020 for Rs. 4,00,000 and 3,00,000 respectively. On 1st January 2021, Ist machine was sold for Rs. 2,85,000 and new machine was purchased for rs. 6,00, 000. Prepare machine A/c for three years ending 31 march, 2022 if depreciation is charged@10% on SLM Method.	8	C03	BT4	
	Q5B	Differentiate between Straight line and Written down value method of charging the depreciation with example?	7	C03	BT3	
	Q6A	Rim Zim Ltd. maintains a current account with the State Bank of India. On 31st March, 2017, the bank	8	C02	BT4	

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	column of its cash book showed a debit balance of Rs.1,54,300. However, the bank statement showed a different balance as on that date. The following were the reasons for the difference : (i) Cheques deposited, but not yet credited by the ban (ii) Cheques issued, but not yet presented for payment (iii) Bank charges not yet recorded in the cash book (iv) Cheques received by the bank directly from trade debtors (v) Insurance premium paid by the bank as per standing instructions, but not yet recorded in the cash book (vi) Dividend collected by the bank, but not yet recorded in the cash book Find out the balance as per the bank statement as on 31st March, 2017.			
Q6B	Differentiate between the trading profit and loss account and balance sheet? Give examples of transactions for each account?	7	C02	BT3
Q7A	Explain the uses of all subsidiary books in accounting?	8	C02	BT2
Q7B	Discuss the advantages and disadvantages of the Computerized accounting? Name any two accounting software used in accounting?	7	C04	BT2
Q8A	Ashok and Tanaji are Partners sharing Profit and Losses in the ratio 2:3 respectively. Their Trial Balance as on 31st March, 2021 is given below. You are required to prepare Trading and Profit and Loss Account for the year ended 31st March, 2021 and Balance Sheet as on that date after taking into account the given adjustments.	8	C03	BT4

Trial Balance as on 31st March, 2021

Particulars	Amt. (Rs.)	Particulars	Amt. (Rs.)
Purchases	98,000	Capital:	
Patents Right	4,000	Ashok	30,000
Building	1,00,000	Tanaji	40,000
Stock (1.04.2006)	15,000	Provident Fund	7,000
Printing and Stationery	1,750	Creditors	45,000
Sundry Debtors	35,000	10% Bank Loan	12,000
Wages and Salaries	11,000	taken on 1st April 2006	

PART-D

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	Audit Fees	700	Sales	1,58,000		
	Sundry Expenses	3,500	Reserve for Doubtful Debts	250		
	Furniture	8,000	Purchase Returns	3,500		
	Investment	10,000				
	Cash	4,000				
	Provident Fund Contribution	800				
	Carriage Inwards	1,300				
	Travelling Expenses	2,700				
		2,95,750		**2,95,750**		

Adjustments:

(1) Closing stock is valued at the cost of Rs. 15,000 while its market price is Rs.18,000.

(2) On 31st March, 2021 the stock of stationery was Rs. 500.

(3) Provide reserve for bad and doubtful debts at 5% on debtors.

(4) Depreciate building at 5% and patent rights at 10%.

(5) Interest on capitals is to be provided at 5% p.a

Q8B	Explain the role of Computers in Accounting. Differentiate between Manual accounting and Computerized accounting system.	7	C04	BT3

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SCHOOL OF MANAGEMENT AND COMMERCE
DEPARTMENT OF MANAGEMENT
"End Semester Examination, Dec-2023"

SEMESTER	1	DATE OF EXAM	18/12/2023 (FN)
COURSE NAME	Accounting for managers	COURSE CODE	MCH103B
PROGRAM	BBA (BA/ EFB/ GOM/ HCM)	CREDITS	3
TIME DURATION	3 hrs	MAX. MARKS	80
NAME OF FACULTY	Dr. Madhvi Kush	NAME OF COURSE COORDINATOR	Dr. Madhvi Kush

Note: All Questions are Compulsory. Attempt all.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
Part A	Q1	"What is the main purpose of financial accounting, and who are the primary users of its accounting information?"	5	CO 2	BT 2	
	Q2	"What is a ledger in accounting, and can you provide a simple example of an item you might find recorded in a ledger?"	5	CO 2	BT 2	
Part B	Q3	**Journal entries** • Business started with cash of Rs. 900000 • Furniture purchased for cash of Rs. 80000	5	CO 3	BT 3	
	Q4	Explain five fundamental accounting principles? Additionally, provide a simple example illustrating the application of each principle in a business context.	5	CO4	BT2	
	Q5 (a)	"What are the key elements of cost in a business, and how do direct costs differ from indirect costs? Please give a simple example of each." **Or** XYZ Corporation is a newly established business in the service industry. As the newly appointed accountant, you are tasked with ensuring that the company's financial reporting adheres to accounting principles and	8	CO 4	BT 3	

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		practices.				
Part C	5 (b)	"What is standard costing, and why is it important for cost control in a business? How does variance analysis help identify problems in a manufacturing process? Please provide a straightforward example." Or Explain what the term 'Accounting Process' means, and outline the main steps in the accounting cycle? Briefly describe each step to illustrate the overall process.	7	CO 3	BT 4	
	Q6(a)	"What is a budget, and why are cash, purchase, and sales budgets important in financial management? Additionally, can you briefly describe the significance of fixed and flexible budgets in the budgeting process?" Or **Make Journal entries on following with narration** 1. Purchased goods from Meenu for 30,000 2. Purchased Goods for Cash 17,000 3. Sold goods for cash 21,000 4. Purchased machinery for cash 49,000 5. Purchased Land for 57,000	7	CO 4	BT 3	
	6(b)	Classify ratios into different categories such as Liquidity, Profitability, Financial, and Turnover Ratios. Provide examples for each category and discuss how these ratios can assist in assessing the overall financial health and performance of a company. Or Define the significance of trial balance, Profit and loss account and balance sheet in detail. Also explain the complete format of three of it	8	CO 4	BT 3	
Part D	Q7 (a)	Define the significance of trial balance, Profit and loss account in detail. Also explain the complete format of it	8	CO 4	BT 3	
	Q7 (b)	What is the role of an accountant? Discuss in details by giving an example.	7	CO 3	BT 3	
	Q8 (a)	Explain the task performed by an accountant in a firm. What is the role of an accountant? Discuss in details by giving an example.	7	CO 4	BT 3	

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	Q8(b)	What do you understand by Accounting Information system? Also discuss various advantages and disadvantages of using computers in accounting.	8	CO 3	BT 4

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SCHOOL OF EDUCATION AND HUMANITIES

DEPARTMENT OF EDUCATION

"End Semester Examination, Dec-2023"

SEMESTER	I	DATE OF EXAM/SESSION	20.12.2023 (I)
COURSE NAME	Business Communication -I	COURSE CODE	EDH 146
PROGRAM	BBA FAA/GOM/HCM/EFB/BA	CREDITS	3
TIME DURATION	3 HRS	MAX. MARKS	80
NAME OF FACULTY	Dr. Chhavi Kulshreshtha/Dr Akhilesh Kr. Dwivedi	NAME OF COURSE COORDINATOR	Dr. Chhavi Kulshreshtha

PART – A (10 Marks- All Questions are Compulsory)

Q. NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL
1.a	Identify the error in the following sentences and rewrite the them correctly: i. Ram enquired that whether he could join the course. ii. He wished to know what was the price of the camera. iii. Teacher asked me where I live. iv. The constable asked us what were we doing there. v. One of my uncles dances at the Rainbow Cafe.	1*5=(5)	CO1	L1
1.b	Change the following sentences into indirect speech: i. Vikas said to me, "Please take your book." ii. Priya said, "Where is your father?" iii. Raju said, "I saw a lion in the forest." iv. My friend said to me, "I shall go to Delhi tomorrow." v. "Are you travelling alone, sister?" he said to girl.	1*5=(5)	CO1	L1

PART – B (10 Marks- All Questions are Compulsory)

Q. NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL
2.a	Write short notes on the following terms: i. Downward/Upward Communication ii. Communication as a change agent	2.5*2=(5)	CO2	L1
2.b	"A model in communication is a systematic representation of an object or event in idealized and abstract form." Elaborate the SMCR model by David Berlo and Helical model by Frank Dance.	2.5*2=(5)	CO2	L4

PART – C (30 Marks- Attempt any 3 questions out of 4 questions of 10 marks each.)

Q. NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL

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3.a	In organizational setting how to conduct and attend the meeting. State the characteristics of handling meetings.	5+5=(10)	CO3	L2
3.b	"Grapevine communication is a type of communication that forms mostly from unintentional social interactions." Explain Grapevine Communication and its positive and negative sides for the organization. Mention the types of Grapevine Communication.	5+5=(10)	CO3	L2
3.c	Elaborate the Do's and Don'ts of an effective speaker. Write a speech as a President of Student Council addressing the new students of your University.	5+5=(10)	CO3	L2
3.d	Explain the steps of group discussions. Draft a brief group discussion on the topic 'Pollution: The Real Menace'.	5+5=(10)	CO3	L2

PART – D (30 Marks- Attempt any 3 questions out of 4 questions of 10 marks each.)

Q. NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL
4.a	"Notice is a formal, written, or printed announcement for a group of people." Explain the format of Notice. Draft a Notice as a Secretary of Environment Club informing about the Fair to be organized in the University.	5+5=(10)	CO2,4	L4
4.b	"The structure of a report has a key role to play in communicating information and enabling the reader to find the information they want quickly and easily." Elucidate the sequence of Report. Write an Annual Confidential Report as a manager giving appraisal to your employee.	5+5=(10)	CO2,4	L4
4.c	"Letter writing is an intricate task as it demands meticulous attention." Elaborate the functions and layout of letters.Draft a complaint letter to the Ms. Network complaining about the defected furniture they have sent. Ask for a replacement.	5+5=(10)	CO2,4	L4
4.d	"Paraphrasing a source involves changing the wording while preserving the original meaning." Define Paraphrasing. Paraphrase the following paragraph: "Like other marine animals living near heavily populated coasts, horse conchs have lost considerable habitat to development and pollution, including favorite breeding grounds along mud flats and seagrass beds. Their Gulf habitat is also warming due to climate change, which scientists think further pressures the animals, based on the negative effects extra heat has on other big mollusks" (Barnett, 2022).	5+5=(10)	CO2,4	L4

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SEMESTER	**I**	**DATE OF EXAM**	**22/12/2023(M)**
COURSE NAME	**PRINCIPLE OF MANUFACTURING**	**COURSE CODE**	**MCH111B**
PROGRAM	**BBAGOM**	**CREDITS**	**3**
TIME DURATION	**3 HOURS**	**MAX. MARKS**	**80**
NAME OF FACULTY	**MANDEEP BHADANA**	**NAME OF COURSE COORDINATOR**	**MANDEEP BHADANA**

Note: All questions are compulsory.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL
PART-A	Q1(A)	Classify the manufacturing industries on different basis.	5	CO1	BT4
	Q1(B)	Differentiate between the different types of manufacturing goods.	5	CO1	BT4
	Q2(A)	Describe any 5 Deming's philosophy for quality improvement.	5	CO2	BT2
	Q2(B)	Explain the objective and scope of manufacturing.	5	CO2	BT2
PART-B	Q3(A)	Analyze the process modeling. What are the benefits of using process modeling?	8	CO3	BT4
	Q3(B)	Identify the role of process control in manufacturing. Why it is important for a manufacturing industry?	7	CO3	BT3
	Q4(A)	Assess the role of coordination and technology in supply chain.	8	CO3	BT5
	Q4(B)	Evaluate the effects of lack of coordination and obstacles in supply chain.	7	CO3	BT5
	Q5(A)	Determine a new range of emerging trends in advanced manufacturing with their application.	8	CO4	BT5
	Q5(B)	Compare additive manufacturing and sustainable manufacturing by giving suitable example .	7	CO4	BT4

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Q6(A)	Differentiate between conventional and unconventional machining. How unconventional machining becomes first choice not an alternative of conventional machining.	8	CO4	BT4
Q6(B)	Determine a strategy to startup, scale up and operate a new business in today's high competitive market.	7	CO4	BT5

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SEMESTER	1st	DATE OF EXAM	22.12.2023 (I)
COURSE NAME	INTRODUCTION TO GLOBAL HEALTH	COURSE CODE	MCH128B
PROGRAM	BBA – Health Care Management	CREDITS	3
TIME DURATION	3 HOURS	MAX. MARKS	80
NAME OF FACULTY	DR POOJA KAPOOR	NAME OF COURSE COORDINATOR	DR POOJA KAPOOR

Note: *There are four sections in the paper. . Attempt all questions from each part.*

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A PART-B	1(A)	State the different kind of issues faced by Healthcare Industry worldwide.	5	CO1	BT2	
	1(B)	'Collaboration between the healthcare stakeholders is essential for ensuring equitable and effective healthcare for all citizens of India'. Write an overview about the different stakeholders in healthcare industry and their contribution.	5	CO1	BT2	
	2(A)	List the various types of health as per WHO which contribute to holistic wellbeing of individual?	5	CO2	BT1	
	2(B)	How healthcare accounting is unique and complex? Elaborate the challenges faced by Healthcare organizations in accounting.	5	CO2	BT2	
PART-C	Q3	'Healthcare HR teams must deal with complex government regulations and union contracts, as well as steadily rising labor costs. They also face unique challenges related to physical safety, work stress, and understaffing. It's critically important that these teams' help their organizations navigate these challenges, focusing on these top four.' -Clarify above statement regarding importance of Human Resource In Healthcare Industry -Discuss the HR challenges in Healthcare Industry.	(08+ 07)	CO3	BT3	
	Q4	A. Discuss the different domains of healthcare quality and explain the purpose of quality measures in Hospitals.	08	CO3	BT3	

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		B. What is the Healthcare quality regulations applied in an Indian Healthcare industry?	07	CO3	BT2	
PART-D	Q5	**India has the potential to achieve UN SDG – 3 'Good Health and Well Being'** According to annual report titled 'State of India's Environment 2023 (SoE)', released by the fortnightly magazine 'Down To Earth' published by New Delhi-based non-profit 'Centre for Science and Environment (CSE) in March 2023, India ranks 121 in 2022. The report cited that India has skidded down by nine spots as the country is facing challenges in 11 out of the 17 UN SDGs. The report has been compiled with ground level data collected from across states and interestingly it also highlights that there have been considerable improvements in individual states' performances in some of the major UN SDGs namely SDGs 1 (no poverty), 2 (zero hunger), 3 (good health and well-being), 5 (gender equality), 7 (affordable and clean energy), 11 (sustainable cities and communities) and 12 (responsible consumption and production). ***(CNBCTV18 Jul 25, 2023)*** • Analyze the above News Article in relation to the current healthcare industry scenario. • Describe the relevance of the Sustainable policies and in healthcare Industry with respect to SDG 3.	(08+ 07)	CO4	BT4	
	Q6	A) What is Patient Safety? Explain with various patient safety situations causing most concern. B) Mention key strategic action areas by WHO to enhance patient experience reduce risks and harm, achieve better health outcomes and lower costs.	7.5 7.5	CO4	BT3	

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SEMESTER	**1**	**DATE OF EXAM**	22/12/2023 (I)
COURSE NAME	**Entrepreneurship Theory & Practice**	**COURSE CODE**	**MCH108B**
PROGRAM	**BBA-EFB**	**CREDITS**	**3**
TIME DURATION	**3 HOURS**	**MAX. MARKS**	**80**
NAME OF FACULTY	**Daleep Parimoo**	**NAME OF COURSE COORDINATOR**	**Daleep Parimoo**

Note: There are four sections in the paper. . Attempt all questions from each part.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1(a)	Explain how would you differentiate between business idea and business concept	5	CO3	BT2	
	1(b)	Explain why do entrepreneurs fail in their venture?	5	CO4	BT2	
PART-B	2(a)	What role consumer plays in shaping up of the entrepreneurial activities?	5	CO2	BT1	
	2(b)	Are entrepreneurs high risk takers? Yes/No .Is it only the financial risk which is involved or any other risk also. Identify.	5	C21	BT3	
PART-C	Q3(a)	Examine the process as how an entrepreneurs start a venture? What are the formalities they must fulfill before starting a venture?	8	CO4	BT3	
	Q3(b)	What role entrepreneur plays in economic development of the country?	7	CO4	BT1	
	Q4(a)	Analyze the factors which influence investor's investment decision in any entrepreneurial venture.	7	CO4	BT4	

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	Q4(b)	Analyze the role of feedback and research in expanding business.	8	CO4	BT4
PART-D	Q5(a)	.Elaborate the concept of risk relate to potential returns an entrepreneur can expect from new venture.	8	CO3	BT5
	Q5(b)	Critically evaluate the role of skills in shaping up of a successful entrepreneur Give some practical examples.	7	CO3	BT5
	Q6 (a)	Elaborate How did Ritesh Agarwal started his venture Oyo Hotels and what is his business model for success of his venture?	7	CO3	BT6
	Q6(b)	Elaborate the role of Technology in the growth of an organization.	8	CO3	BT6

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

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SEMESTER	**III**	**DATE OF EXAM**	08/12/2023
COURSE NAME	**OPERATIONS MANAGEMENT**	**COURSE CODE**	**MCH203B** (II)
PROGRAM-	**BBA (EFB/FAA/GOM/BA/HCM)**	**CREDITS**	**3**
TIME DURATION	**3 HOURS**	**MAX. MARKS**	**80**
NAME OF FACULTY	**MS. VANDANA ZUTSHI BHAT MR. NEERAJ CHOPRA**	**NAME OF COURSE COORDINATOR**	**MS. VANDANA ZUTSHI BHAT**

Note: There are four sections in the paper. . Attempt all questions from each part.

	Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1(A)	Define operations management with suitable example	5	CO1	BT2	
	1(B)	Discuss briefly the common objectives of operations management	5	CO1	BT2	
PART-B	2(A)	Explain the five key elements of operations strategy	5	CO2	BT2	
	2(B)	Explain briefly the objectives of efficient plant layout	5	CO2	BT2	
PART-C	Q3(A)	Exemplify the significance of supply chain management in the modern business context, substantiating your explanation with a pertinent example.	7.5	CO3	BT3	
	Q3(B)	Illustrate the different kinds of relationships prevalent in supply chain dynamics.	7.5	CO3	BT3	
	Q4(A)	Analyze and determine the appropriate quantity of inventory for an operation, taking into account variables such as demand fluctuations, lead times, and cost considerations	7.5	CO3	BT3	

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	Q4(B)	Examine and elaborate the pros and cons of maintaining inventory in the context of operational efficiency, cost management, and customer satisfaction. Provide detailed examples to support your analysis.	7.5	CO3	BT3	
PART-D	Q5(A)	Discuss the concepts of Bill of Materials (BOM) and critically assess its significance in the context of manufacturing and production processes	7.5	CO4	BT4	
	Q5(B)	Examine the distinct variants of Bill of Materials (BOM) found in manufacturing, mentioning their unique characteristics and applications.	7.5	CO4	BT4	
	Q6(A)	Illustrate the practical application of Total Quality Management (TQM) principles in a business context, and analyze the possible challenges or drawbacks that organizations may face in the course of implementation."	7.5	CO4	BT3	
	Q6(B)	Showcase the practical value of Total Quality Management (TQM) in the present-day business context, specifying its importance through specific instances and its contributions to organizational success	7.5	CO4	BT3	

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SEMESTER	**III**	**DATE OF EXAM**	12/12/2023 (FN)
COURSE NAME	**RESEARCH TECHNIQUE**	**COURSE CODE**	**MCH250B**
PROGRAM	**BBA BA**	**CREDITS**	**3**
TIME DURATION	**3 HOURS**	**MAX. MARKS**	**80**
NAME OF FACULTY	**DR. RASHI BANERJI**	**NAME OF COURSE COORDINATOR**	**DR. RASHI BANERJI**

Note: There are four sections in the paper. . Attempt all questions from each part.

	Q.NO.	QUESTIONS	MARKS	CO	BT	PI
PART-A	Q1	What is big data analysis? How it is used in marketing research?	5	CO1	BT1	
	Q2	Differentiate between case analysis and focus group interviews?	5	CO1	BT2	
PART-B	Q3	Differentiate between exploratory, causal and descriptive research.	5	CO2	BT2	
	Q4	Discuss Measurement and Scaling Techniques with the help of scale characteristics Measurement & Scaling **Scale characteristics** • Description: unique labels or descriptors • Order:>,<,= • Distance: absolute difference • Origin: fixed begining	5	CO2	BT4	

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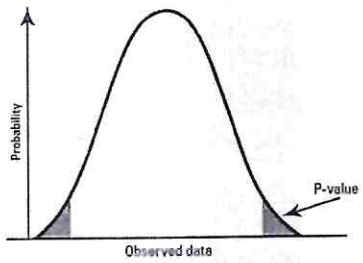
PART-C	Q5 (A)	Explain the different steps and processes of data cleaning such as missing data analysis, outlier detection and normality.	7.5	CO3	BT2
	Q5 (B)	Why data cleaning is important for primary research?	7.5	CO3	BT2
	Q6 (A)	Elaborate the statement "Handling missing data is a very important aspect of any research". What issues can arise because of missing data? What percentage of missing data is generally acceptable? Give reasons.	7.5	CO3	BT3
	Q6 (B)	Elaborate the concept of Outlier with the help of one real-life example. Why accessing their impact from the practical stand point of view important?	7.5	CO3	BT3
PART-D	Q7 (A)	Elaborate on the importance of normality in terms of **Skewness** and with the help of graphs.	7.5	CO3	BT3
	Q7 (B)	Elaborate on the importance of normality in terms of **Kurtosis** and with the help of graphs.	7.5	CO3	BT3
	Q8 (A)	What do you understand by the statistical power of the test?	7.5	CO4	BT4
	Q8 (B)	Explain the significance of Type I and Type II errors. What do the following graphs tell you about the p-value? 	7.5	CO4	BT4

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SEMESTER	**III**	**DATE OF EXAM**	**12.12.2023 (II)**
COURSE NAME	**RESEARCH METHODOLGY**	**COURSE CODE**	**MCH217B**
PROGRAM	**BBA (EFB/FAA/OM/HCM)**	**CREDITS**	**3**
TIME DURATION	**3 HOURS**	**MAX. MARKS**	**80**
NAME OF FACULTY	**DR. SHWETA GOEL/ MS. SHAGUN CHAHAL**	**NAME OF COURSE COORDINATOR**	**DR. SHWETA GOEL/ MS. SHAGUN CHAHAL**

Note: *There are four sections in the paper. Attempt all questions from each part.*

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	P
PART-A	1(A)	Explain the process of Business Research.	5	CO1	BT1	
	1(B)	What do you understand by Research Design? Explain its types.	5	CO1	BT2	
PART-B	2(A)	Explain the concept of validity of data.	5	CO2	BT1	
	2(B)	Explain the Interval and Ratio level of measurement scales.	5	CO2	BT2	
PART-C	Q3	Explain the following non-comparative scaling techniques with examples. A. Likert Scale B. Semantic Differential Scale C. Q- Sort technique	 5 5 5	CO3	BT3	

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Q4	Mr. Mohan Mehta has a chain of restaurants in many cities of Northern India and was interested in diversifying his business. His only son, Kamal never wanted to be in hospitality line. To settle Kamal into a line which would interest him, Mr. Mehta decided to venture into garment manufacturing. He gave this idea to his son, who liked it very much. Kamal had already done a course in fashion designing and wanted to do something different for the consumers of this industry. An idea struck him that he should design garments for people who are very bulky but want a lean look after wearing readymade garments. The first thing that came to his mind was to leave an estimate of people who wore large sized shirts (42 size and above) and large sized trousers (38 size and above). A meeting was called of experts from the garment industry and a number of fashion designers to discuss on how they should proceed. A common concern for many of them was to know the size of such a market. Another issue that was bothering them was how to approach the respondents. It was believed that asking people about the size of their shirt or trouser may put them off and there may not be any worthwhile response. A suggestion that came up was that they should employ some observers at entrances of various malls and their job would be to look at people who walked into the malls and see whether the concerned person was wearing a big sized shirt or trouser. This would be a better way of approaching the respondents. This procedure would help them to estimate in a very simple way the proportion of people who wore big-sized garments. A. Name the sampling design that is being used in the study. B. What are the limitations of the design so chosen? C. What method of data collection is being employed?	5 5 5	CO3	BT4	

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PART-D	Q5	A. How Discriminant analysis is used in research? B. What are the prerequisites of cluster analysis?	7.5 7.5	CO4	BT3
	Q6	A. What is the format of a report? B. What is the APA style of Referencing?	7.5 7.5	CO4	BT2

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"End Semester Examination, Dec-2023" PSC

SEMESTER	**3rd**	**DATE OF EXAM**	**14.12.2023 (I)**
COURSE NAME	**COST ACCOUNTING**	**COURSE CODE**	**LWH221**
PROGRAM	**BBA – FAA**	**CREDITS**	**4**
TIME DURATION	**3 HOURS** 8.30 - 11.30	**MAX. MARKS**	**100**
NAME OF FACULTY	**DR POOJA KAPOOR**	**NAME OF COURSE COORDINATOR**	**DR POOJA KAPOOR**

Note: *There are four sections in the paper. . Attempt all questions from each part.*

	Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL
PART-A	1(A)	Discuss the objectives of Cost Accounting?	5	CO 1	BT2
	1(B)	Mr. Ganesh furnishes the following data relating to the manufacture of a standard product during the month of April 2020: Raw material consumed — Rs. 15,000 Direct Labour charges — Rs. 9,000 Machine hours worked — 900 Machine hour rate — Rs. 5 Administrative Overheads — 20% on works cost Selling Overheads — Rs. 0.50 per unit Unit produced — 17,100 Units sold — 16000 at Rs. 4 per unit You are required to prepare a cost sheet from the above, showing: a) The cost per unit b) Cost per unit sold and profit for the period	5	CO 1	BT4
PART-B	2(A)	If total fixed costs are Rs. 9,00,000 and variable costs as a percentage of unit selling price are 40%, calculate the break-even point	5	CO 2	BT3
	2(B)	How CVP analysis is useful for business organizations?	5	CO 2	BT2

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PART-C	Q3	The following are some of the ways in which costs may be classified : a) Direct and Indirect b) Variable and Fixed c) Controllable and Uncontrollable d) Differential or opportunity Bring out clearly the significance of each of these classifications and explain the meaning of the term therein.	(05 +05 +05 +05)	CO 3	BT3
	Q4	a) Explain the concept of 'Material Control'. State the techniques of Inventory Control. b) About 50 items are required every day for a machine. A fixed cost of Rs. 50 per order is incurred for placing an order. The inventory carrying cost per item amounts to Rs. 0.02 per day. Compute Economic Order Quantity (EOQ).	(10 +10)	CO 3	BT3
PART-D	Q5	What are overheads? How should overheads be classified? To what extent will you include overhead charges in your valuation of (a) work-in-progress, and (b) finished goods? Discuss the reasons for overheads being analyzed into fixed and variable components.	(10 +10)	CO 4	BT3
	Q6	A) Discuss the use of Cost audit in cost accounting and what are the various techniques of cost auditing? B) The net profits of Nidhi Limited according to financial accounts were 84,377 while profits shown by cost accounts were 106,200 for the same year. **Prepare reconciliation statement to reconcile both the profits from the following information:** *i* Depreciation charged in financial accounts 5600 while recovered in cost accounts 6250 *ii* Works overheads under absorbed in cost accounts 1560 *iii* Office overheads over-recovered in cost accounts 850 *iv* Interest on loans (credit) not included in cost accounts 4000 *v* Loss due to obsolescence charged in financial accounts 2850 *vi* Bank interest and dividends received 375 *vii* Income-Tax paid 20150 *viii* Loss due to depreciation in inventories charged in financial accounts 3375 *ix* Stores adjustment credited in financial accounts 237	(10 +10)	CO 4	BT3

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SEMESTER	**3rd**	**DATE OF EXAM**	**15/12/2023 (II)**
COURSE NAME	**CLINICAL SERVICES**	**COURSE CODE**	**MCH 210 B**
PROGRAM	**BBA HCM**	**CREDITS**	**3**
TIME DURATION	**3 HOURS**	**MAX. MARKS**	**80**
NAME OF FACULTY	**Mr. Maharaj Kaul**	**NAME OF COURSE COORDINATOR**	**Mr. Maharaj Kaul**

Note: *There are four sections in the paper. . Attempt all questions from each part.*

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	P
PART-A	1(A)	Outline the benefits of Emergency services in hospital.	5	CO1	BT2	
	1(B)	Differentiate between Clinical and Non-Clinical Services of Hospital.	5	CO2	BT2	
PART-B	2(A)	Identify the various transportation used in Hospitals for Patient Service and non-clinical use.	5	CO3	BT3	
	2(B)	Appraise the term Organ Transplantation. Name the organs of the human body which can be transplanted.	5	CO4	BT4	
PART-C	Q3(A)	Examine the importance of Quality Management, Resource Management, Process improvement and patient safety as a key component of running Hospital operation with suitable example.	8	CO3	BT5	
	Q3(B)	Appraise the term Ophthalmology. Mention eye conditions Ophthalmologist treat. Outline the Causes of Cataract and Glaucoma with its Treatment.	7	CO3	BT4	
	Q4(A)	.Analyze the different types of physiotherapy specialties with example. Outline the functions of Electropathy, Shortwarewave Diathermy, ultrasound.	8	CO3	BT4	

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	Q4(B)	Asses the Conditions ICU are needed. Mention the Preparation of ICU. Outline the functions of :- Monitoring System. Oxygen Saturation Spo2, Catheter.	7	CO4	BT5
PART-D	Q5(A)	Blood Bank Department is a backbone of Hospital. Elaborate the functions of Following functions of Blood Bank: 1. Platelet Storage Equipment 2. Plasma Thawing Equipment 3. Blood Bank Refrigerators. 4. Blood Transport System	8	CO3	BT4
	Q5(B)	To ensure asepsis in OT (Operation Theatres) Zooning are essential part to control. Appraise the description of following: - a) Protective zoon b) Clean zoon C) Disposal Zoon d) Aseptic Zoon.	7	CO4	BT5
	Q6(A)	Examine the importance of Pharmacy services in hospital. Also mention the types of Pharmacies in general.	8	CO4	BT4
	Q6(B)	Appraise the body organs (All Parts) in detail CHEST, ABDOMEN, TISSUES, CELLS that a Living Donor and Donor can donate. Also Mention Timeline of Successful Transplants.	7	CO4	BT5

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SEMESTER	**3rd**	**DATE OF EXAM/SESSION**	15/12/2023 (II)
COURSE NAME	**Financial Services**	**COURSE CODE**	**MCH234B**
PROGRAM	**BBA FAA**	**CREDITS**	**3**
TIME DURATION	**3 hrs**	**MAX. MARKS**	**80**
NAME OF FACULTY	**Dr. Khushboo Gulati**	**NAME OF COURSE COORDINATOR**	**Dr. Khushboo Gulati**

Instructions: All the questions are compulsory.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	Q1	Differentiate between the money market and secondary market instruments?	5	C01	BT2	
	Q2	Discuss the concept of Demat Account?	5	CO3	BT1	
PART-B	Q3	Outline the structure of SEBI?	5	CO3	BT2	
	Q4	Name the options available for raising money from the primary market?	5	CO2	BT2	
PART-C	Q5A	Outline the major functions of SEBI?	8	C03	BT3	
	Q5B	A company wants to list itself on BSE as a financial adviser assist the company and provide guidance regarding process of listing on Bombay stock exchange? Also discuss the advantages that the company will get by listing on Stock exchange?	7	CO3	BT4	
	Q6A	Explain the concept of credit rating? Outline its advantages for the issuer of securities and the investor?	8	CO4	BT3	
	Q6B	An investor wants to invest his money in mutual funds suggest him the different options available for the investment?	7	C04	BT4	

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PART-D	Q7A	Elaborate the depository System of India?	8	C03	BT2	
	Q7B	Your Client wants to avail the factoring services. You are supposed to make him aware about the various factoring services available for him?	7	C04	BT4	
	Q8A	Differentiate between the primary and the Secondary market with relevant example?	8	C02	BT3	
	Q8B	Outline the concept of venture capital financing and discuss its the various stages?	7	C04	BT2	

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

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SEMESTER	**III**	**DATE OF EXAM/SESSION**	15/12/2023 (II)
COURSE NAME	**TOTAL QUALITY MANAGEMENT**	**COURSE CODE**	**MCH208B**
PROGRAM	**BBA GOM**	**CREDITS**	**3**
TIME DURATION	**3 Hours**	**MAX. MARKS**	**80**
NAME OF FACULTY	**Dr. Anuraag Awasthi**	**NAME OF COURSE COORDINATOR**	

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Note: There are four sections in the paper. Attempt all questions from each part.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL
PART-A	1(A)	What is TQM. List the components of TQM.	5	CO1	BT1
	1(B)	For qualifying a Vendor for supplying laptops, state the typical evaluation criteria you would consider?	5	CO1	BT2
PART-B	2(A)	Explain the stages in DMAIC model of Six Sigma.	5	CO2	BT3
	2(B)	What is SPC? Discuss the reasons why it is used.	5	CO2	BT2
PART-	Q3(A)	What do you mean by Quality Function Deployment (QFD). Explain with two examples.	8	CO2	BT3
	Q3(B)	What is the purpose of Total Productive Maintenance (TPM).	7	CO2	BT3

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C	Q4(A)	Illustrate the concept of TPM using an automobile company as an example.	8	CO3	BT3
	Q4(B)	Explain the steps in Quality by Design.	7	CO3	BT3
PART-D	Q5(A)	Explain any two of the following Quality Improvement Tools with example: 1. Cause & Effect Diagram 2. Check Sheet 3. Control Chart 4. Histogram 5. Pareto Chart	8	CO3	BT3
	Q5(B)	Explain the concept of 5S. Give 3 examples of how 5S can be used in our homes.?	7	CO3	BT3
	Q6(A)	What is FMEA? What are the responsibilities of Team Leader in FMEA Project?	8	CO4	BT1
	Q6(B)	How can TQM be implemented in Services Sector?	7	CO4	BT3

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SEMESTER	**III**	**DATE OF EXAM**	**15/12/2023 (II)**
SUBJECT NAME	**Statistics with R**	**SUBJECT CODE**	**MCH248B**
BRANCH	**BA**	**SESSION**	**I**
TIME	**12:30 PM – 2:00 pm**	**MAX. MARKS**	**50**
PROGRAM	**BBA(BA)**	**CREDITS**	**3**
NAME OF FACULTY	**Bhavesh Mathur**	**COURSE COORDINATOR**	**Bhavesh Mathur**

Note: All questions are mandatory.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	B
PART-A	1(A)	What is Factor in R?	2	CO4	BT
	1(B)	How to Associate the Values of Two Vectors?	2	CO2	BT
	1(C)	List basic statistical terms.	2	CO2	BT
	1(D)	Write about lapply () and sapply () functions.	2	CO5	BT
	1(E)	Explain Linear Regression with the help of an example in R.	2	CO3	BT
PART-B	Q2 (A)	Explain the correlation with the help of examples,	5	CO4	BT
	2(B)	Create 3 vectors for the data given below (150, 151, 152, 152, 151, 150) (153, 152, 148, 151, 149, 152) (156, 154, 155, 156, 157, 155) Convert above vectors in Data Frame and apply ANOVA to test variance.	5	CO2	BT

	2(C)	Explain the chi-square test.	5	CO2	BT 4
	2(D)	Explain Normal Distribution with the help of an example.	5	CO1	BT 2
PART - C	3(A)	Explain Binomial Distribution with the help of an example	5	CO3	BT 3
	3(B)	Explain the general rule of addition.	5	CO4	BT
	3(C)	Generate random samples from normal, binomial, and Poisson distributions.	5	CO4	BT
	3(D)	Plot the probability density/mass function and cumulative distribution function.	5	CO3	BT

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SEMESTER	**III**	**DATE OF EXAM**	18/12/2023 (II)
COURSE NAME	**BUSINESS LAW**	**COURSE CODE**	**MCH201B**
PROGRAM	**BBA FAA/EFB/HCM/OM/BA**	**CREDITS**	**3**
TIME DURATION	**3 Hours**	**MAX. MARKS**	**80**
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	1(A)	What legal consequences would be attracted in case of 'Dishonor of cheque'?	5	CO3	BT1	
	1(B)	Differentiate between Guarantee and Warrantee with the help of an example.	5	CO2	BT2	
Part B	2 (A)	Is Void-ab-initio agreement different from void-contract?	5	CO1	BT1	
	2 (B)	Draft an Object Clause of Memorandum of Association of a Steel Manufacturing Company.	5	CO4	BT3	
Part C	3 (A)	Write a note on following: (a) Crossing of cheque. (b) Types of crossing of cheque	7	CO3	BT1	
	3 (B)	Mr. Rajesh bought 10 quintals of rice from Mr. Gopal by sample and description. When the entire delivery was made, Mr. Rajesh got to know that the rice does not match the sample which was shown to him. Is this breach of condition or breach of warranty? Also, explain all the implied conditions and warranties with examples	8	CO3	BT3	
	4 (A)	Who is an unpaid seller? What are the rights of an unpaid seller against the buyer and the goods?	7	CO4	BT2	
	4 (B)	Mr. Kapil promises Ms. Sanjana to deliver the imported goods if they reach the Indian port on time. What kind of goods are these? Explain all	8	CO4	BT4	

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		three kinds of goods covered under Sales of Goods Act, 1930.				
Part D	5 (A)	What are the different kinds of Meetings that can be conducted in a company? Explain any 5.	8	CO4	BT2	
	5 (B)	Mr. Sanjay, a director in the company is out of the country for 4 months. Who shall be appointed in his absence and why? Comment.	7	CO4	BT3	
	6 (A)	Who is a director? Are there any Qualifications and Disqualifications for the appointment of directors? Explain in detail.	7	CO4	BT2	
	6(B)	"A company is an artificial person different from its owners". Comment. Explain in detail the characteristics of a 'Joint Stock Company'.	8	CO4	BT3	
		********** END **********				

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SEMESTER	3rd	DATE OF EXAM	21/12/2023 (FN)
COURSE NAME	EPIDEMIOLOGY	COURSE CODE	MCH 237 B
PROGRAM	BBA HCM	CREDITS	3
TIME DURATION	3 HOURS	MAX. MARKS	80
NAME OF FACULTY	Mr. Maharaj Kaul	NAME OF COURSE COORDINATOR	Mr. Maharaj Kaul

Note: There are four sections in the paper. . Attempt all questions from each part.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	P
PART-A	Q1(A)	Extend the causes of diseases with examples mentioning signs and symptoms.	5	CO1	BT2	
	Q1(B)	Differentiate with suitable examples- Prevalence V/S Incidence.	5	CO2	BT2	
PART-B	Q2(A)	Analyze the suitable reasons of disease causations. Mention Global ten diseases which cause mortality and disability.	5	CO3	BT4	
	Q2(B)	Experiment with the usefulness of EPIDEMIC CURVE. With a suitable Curve diagram.	5	CO4	BT 5	
PART-C	Q3(A)	Examine how Statistics are useful in classification of disease. Ascertain all parameters for Evaluation.	8	CO4	BT3	

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	Q3(B)	Cholera Epidemic Out broke in year 2007 in Sharsa (Bihar) with following statics Incidence = 254 Population at risk = 5000 Time = One Year Total Population of Sharasa = 50, 000 Total Number of cholera Cases = 4000 Time = 2 years. Calculate incidence and prevalence rate.	7	CO3	BT5	
	Q4(A)	Appraise the Ecological Study in epidemiology with examples. Also explain the discovery of Cholera study, Diet and Cancer with the help of ecological study.	8	CO4	BT5	
	Q4(B)	Show diagrammatically the description and Synchronization of chain of infection with the help of below mentioned factors: 1.Causitive agent 2. Reservoir 3. Portal of exist 4. Mode of Transmission 5. Portal of entry 6. Susceptible Host	7	CO3	BT4	
PART-D	Q5 (A)	Examine the various precautions taken by Indian govt with the help of WHO to Control COVID-19 with significance of Lock down and also mention the preparedness measures taken by Ministry of Health to overcome with various epidemic variants. (give example)	8	CO3	BT4	
	Q5 (B)	Epidemiologist usually Expresses disease magnitude as RATE AND RATIO. Calculate Death rate and Ratio from below mentioned Case. Tuberculosis epidemic strike in Utter Pradesh in 1980.with the following statistics. Mortality = 14000 Midyear population = 30 Lacks. Mortality of women = 5000 Mortality of Men = 9000	7	CO4	BT5	
	Q6 (A)	Determine an intervention study among children with cancer to reduce Stress. Explain art therapy, aims, and objectives to cope with stress among children suffering from cancer done by Coimbatore Hospital. Give conclusions.	8	CO4	BT4	
	Q6 (B)	List out 10 Communicable diseases by WHO and 10 Causes of Death.	7	CO4	BT4	

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

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SEMESTER	**3rd**	**DATE OF EXAM**	21/12/2023 (II)
COURSE NAME	**Ware House management**	**COURSE CODE**	**MCH 209B**
PROGRAM	**BBA GLOBAL OPERATIONS MANAGEMENT**	**CREDITS**	**3**
TIME DURATION	**3 HOURS**	**MAX. MARKS**	**80**
NAME OF FACULTY	**Ms Vandna Zutshi Bhat**	**NAME OF COURSE COORDINATOR**	**Ms Vandna Zutshi Bhat**

Note: Part A &B Short answer type. All questions is compulsory. Part C&D- Descriptive type ,All questions compulsory

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1(A)	Define : 1.Drive in/Drive through Racking 2. What is a U flow warehouse layout?	5	CO1	BT2	
	1(B)	State the past role of a warehouse and what were its drawbacks?	5	CO1	BT2	
PART-B	2(A)	State the objectives of designing a warehouse layout.	5	CO2	BT1	
	2(B)	What factors should one keep in mind while designing the outside of building?	5	CO2	BT2	
PART-C	Q3(A)	Examine the potential advantages of implementing a Warehouse Management System (WMS)	7.5	CO3	BT3	
	Q3(B)	Analyze the factors an organization should consider when choosing the most suitable WMS for their need.	7.5	CO3	BT4	
	Q4(A)	State the objectives of carrying a Physical Audit?	7.5	CO3	BT3	

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PART-D	Q4(B)	Describe the benefits of a physical audit for warehouse processes.	7.5	CO3	BT3	
	Q5(A)	State the role of Third part logistic in the business of logistics.	7.5	CO4	BT3	
	Q5(B)	Discuss practical ways in which technology can be effectively utilized in warehouse management.	7.5	CO4	BT3	
	Q6(A)	Describe the types of wastes generated in a warehouse.	7.5	CO4	BT3	
	Q6(B)	As a Warehouse Manager what are the strategic measures and methodologies available for warehouses to effectively reduce their carbon footprints. Provide a detailed overview of sustainable practices, technological innovations, and operational adjustments that contribute to environmental conservation within warehouse operations.	7.5	CO4	BT4	

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SEMESTER	**III**	**DATE OF EXAM**	**21/12/2023 (II)**
COURSE NAME	**Business Modelling**	**COURSE CODE**	**MCH242B**
PROGRAM	**BBA- EFB**	**CREDITS**	**3**
TIME DURATION	**12:30 PM – 3:30 PM**	**MAX. MARKS**	**80**
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
PART-A	Q1	List the names of the different types of business models.	5	CO1	BT1
	Q2	Explain business model framework.	5	CO1	BT3
PART-B	Q3	Compare the pros and cons of business model innovation.	5	CO2	BT4
	Q4	What are the actions required at the end of leadership to foster a business model innovation mindset in an organization?	5	CO2	BT3
PART-C	Q5	a) Explain the Design in the context of Business models. b) Evaluate the relevance of design to business model development?	5+10	CO3	BT4 + BT4
	Q6	a) What is business model design process? b) In strategic design of a business model explain the several key drivers which play a crucial role?	7+8	CO3	BT1+ BT3
PART-D	Q 7	a) Managing the organizational challenges of business model implementation in startups can be a complex task. How do you perceive the above statement?	7+8	CO4	BT 4+ BT3

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		b) Explain the strategies to help you effectively manage the challenges of business model implementation.			
	Q 8	a) How revenue models can be built for business model implementation? b) Give real-life examples from some successful companies.	7+8	CO4	BT 3 +BT4

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SEMESTER	**3**	**DATE OF EXAM**	21/12/2023 (II)
COURSE NAME	**CONSUMER BEHAVIOUR**	**COURSE CODE**	**MCH249B**
PROGRAM	**BBA BA**	**CREDITS**	**3**
TIME DURATION	**3**	**MAX. MARKS**	**80**
NAME OF FACULTY	**MINAKSHI SHARMA**	**NAME OF COURSE COORDINATOR**	**MINAKSHI SHARMA**

Note: ALL QUESTIONS ARE COMPULSORY.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL
PART-A	1(A)	Explain how marketers conduct consumer research?	5	CO1	BT2
	1(B)	Discuss variables used to segment consumer markets? Explain with relevant examples.	5	CO1	BT2
	2(A)	Explain the Freudian theory of personality.	5	CO2	BT2
	2(B)	"In context of marketing subjective norms play a great role." Comment.	5	CO2	BT3
PART-B	3(A)	Explain the process of adoption of innovation in detail with diagram.	7.5	CO3	BT2
	3(B)	Assume that you are the marketing manager of a motorcycle brand.Until now the main target of your brand was urban youth. Now your company has decided to target rural youth by designing a different brand. You have to select a name, price range and product and set out the emotional benefits on the basis of which brand is to be designed. Justify your selections.	7.5	CO3	BT4
	4(A)	Explain the various stages in consumer decision making.	7.5	CO3	BT2
	4(B)	Explain the theory of diffusion of innovation in detail.	7.5	CO3	BT2

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5(A)	Explain the HCB model of consumer decision and its relevance for marketers.	7.5	CO4	BT2
5(B)	Define decision making and bring out its importance. How does it operate in integrating both the psychology and sociology of consumption.	7.5	CO4	BT3
6(A)	Write a detailed note on Consumer delight with example.	7.5	CO4	BT2
6(B)	Explain the concept of Cognitive dissonance with reference to a specific brand.	7.5	CO4	BT3

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SEMESTER	3rd	DATE OF EXAM	21.12.2023 (II)
COURSE NAME	MANAGEMENT ACCOUNTING	COURSE CODE	MCH239B
PROGRAM	BBA – FAA	CREDITS	3
TIME DURATION	3 HOURS (12:30-03:30)	MAX. MARKS	80
NAME OF FACULTY	DR POOJA KAPOOR	NAME OF COURSE COORDINATOR	DR POOJA KAPOOR

Note: *There are four sections in the paper. . Attempt all questions from each part.*

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL
PART-A	1(A)	From the following information, determine opening and closing stocks: Total Sales Rs 500000 Gross Profit 20% of sales Stock Turnover 5 times The closing stock value was more by Rs 20000 than the opening stock.	5	CO1	BT3
	1(B)	Explain the points of distinction between cost accounting and management accounting.	5	CO1	BT2
PART-B	2(A)	What factors would you consider when preparing functional budgets?	5	CO2	BT1
	2(B)	How a trend percentage technique is different from Common size Balance-sheet in Financial Statement Analysis?	5	CO2	BT2
PART-C	Q3	A) A manufacturing concern, which has adopted standard costing, furnished the following information: Standard Material for 70 kg finished product: 100 kg. Price of materials: Re. 1 per kg. Actual Output: 2,10,000 kg. Material used: 2,80,000 kg. Cost of material: Rs. 2,52,000. Calculate: (a) Material Usage Variance (b) Material Price Variance (c) Material Cost Variance	08	CO3	BT4

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		B)'Calculation of variances in standard costing is not an end in itself, but a means to an end.' Discuss.	07	CO3	BT3
	Q4	A) Calculate Labour cost variance from the information: Standard production : 50 units Standard Hours : 250 hours Wage rate per hour : Rs. 2 Actual production : 75 units Actual time taken : 400 hours Actual wage rate paid : Rs. 2.20 per hour	08	CO3	BT4
		B) Discuss the prerequisites in the installation of budget system.	07	CO3	BT3
PART-D	Q5	With the following data for a 60% capacity, prepare a budget for production at 80% and 100% activity. Production at 60% activity 6000 units. Materials Rs. 100 per unit (100% variable), Labour Rs..40 per unit (100% variable), Other expenses: Rs..10 per unit (Rs. 6 per unit fixed), Factory Expenses: Rs. 40,000 (40% fixed), Administrative expenses Rs. 30,000 (60% fixed). OR Enumerate the steps required to improve the margin of safety.	07	CO4	BT3
		B) Product X takes 20 hours to process on machine no 99. It has a selling price of Rs 100 and marginal cost of Rs 60. Y (a component part used in production) could be made on machine 99 in 3 hours for a marginal cost of rs 5. The supplier's price is Rs 10. Should one make or buy Y? Discuss in both situations (i) when machine 99 is working at full capacity and (ii) when there is idle capacity.	08	CO4	BT4
	Q6	A) How decision making and marginal costing is relevant in short term financial tactical decisions making process? What factors will have to be considered in taking decisions for 'make or buy' or 'lease or buy'?	08	CO4	BT3
		B) Discuss responsibility accounting in and its rationale. Also outline the basic principles of responsibility accounting. Mention Examples also.	07	CO4	BT3

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SEMESTER	**3rd**	**DATE OF EXAM**	22/12/2023 (FN)
COURSE NAME	**MANAGEMENT INFORMATION SYSTEM**	**COURSE CODE**	**ECH212-B**
PROGRAM	**BBA-BA,EFB,HCM,OM,FAA**	**CREDITS**	**3**
TIME DURATION	**1.5 HOURS**	**MAX. MARKS**	**50**
NAME OF FACULTY	**Dr. VANI CHAWLA**	**NAME OF COURSE COORDINATOR**	

Note: Part A is compulsory. Part B- Questions will be of descriptive type

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL
PART-A	1(A)	Name and Compare any two types of reports in brief	2	CO1	BT1
	1(B)	Name the different phases of SDLC	3	CO2	BT1
	2(A)	Define System analysis and design	2	CO2	BT2
	2(B)	Explain the importance of MIS in an organization	3	CO1	BT2
	3(A)	Define Information System in brief	2	CO1	BT2
	3(B)	Write any four characteristics of good information.	3	CO2	BT1
PART-B	Q4(A)	Define the term GDSS. Name and Explain any three ways by which it can be performed	5	CO3	BT2
	4(B)	Differentiate between DBMS and RDBMS	5	CO4	BT4

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	Q5(A)	Elaborate the three types of decisions - strategic decision ,Tactical decision ,operation decision	5	CO3	BT3
	5(B)	What are the keys of DBMS, Explain any three in brief.	5	CO4	BT3
	Q6(A)	Explain the various steps involved in Decision making process in detail OR Elaborate the term Enterprise management system , What are the three primary types of EMS	5	CO3	BT3
	6(B)	Comment on internal view, conceptual view and external view in Database management system **OR** Name and explain any three elements of DBMS in detail.	5	CO4	BT3
	Q7(A)	Illustrate ER modeling in brief .Write any two advantages and disadvantages **OR** Construct an E-R diagram for a car insurance company whose customers own one or more cars each	5	CO4	BT4

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SEMESTER	**3rd**	**DATE OF EXAM**	**26/12/2023 (FN)**
COURSE NAME	**PLANNING AND DESIGNING OF HOSPITAL**	**COURSE CODE**	**MCH 211 B**
PROGRAM	**BBA HCM**	**CREDITS**	**3**
TIME DURATION	**3 HOURS**	**MAX. MARKS**	**80**
NAME OF FACULTY	**Mr. Maharaj Kaul**	**NAME OF COURSE COORDINATOR**	**Mr. Maharaj Kaul**

Note: There are four sections in the paper. . Attempt all questions from each part.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1(A)	Outline the objective of Planning of Hospital Team.	5	CO2	BT2	
	1(B)	Explain the need and Importance of Day Care services in Hospital.	5	CO2	BT4	
PART-B	2(A)	Organize the management structure of Operation Theatre.	5	CO2	BT3	
	2(B)	Examine the concept of Go green Triangle of Hospital and importance of Go Green.	5	CO3	BT4	
PART-C	Q3(A)	Elaborate the statement "Housekeeping is backbone of hospital to take care of Patients ". Design the site of Housekeeping in Hospital.	8	CO4	BT6	
	Q3(B)	Covid 19 has Exposed Indian Health care system. Asses the initiatives taken by Govt. of India to upgrade the health care structure.	7	CO3	BT5	
	Q4(A)	Organize the internal Planning of PIMS (Super specialist Hospital of Punjab) from Ist Floor to 4th floor showing all wards and OT.	8	CO3	BT3	

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	Q4(B)	!!) Explain The term MRI, Asses the functions of MRI. the conditions in which MRI is recommended.	7	CO4	BT4	
PART-D	Q5(A)	!) Briefly describe the basic life support and advanced life support treatment given in emergency.	8	CO3	BT3	
	Q5(B)	Analyze a Module of Dialysis unit in Superspecality Hospital. Mention the considerations required for designing a Dialysis unit. .	7	CO4	BT4	
	Q6(A)	Draw a HAVC system model of Superspecality Hospital. Appraise requirements of HAVC system.	8	CO4	BT5	
	Q6(B)	Outline site of Pharmacy in hospital. Draw an Organizational chart of Hospital Therapeutic committee for the approval of Medicine and Surgical equipment's used in hospital.	7	CO4	BT4	

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SEMESTER	**3rd**	**DATE OF EXAM/SESSION**	26/12/2023 (II)
COURSE NAME	**IAPM**	**COURSE CODE**	**MCH205B**
PROGRAM	**BBA FAA**	**CREDITS**	**3**
TIME DURATION	**3 hrs**	**MAX. MARKS**	**80**
NAME OF FACULTY	**Dr. Khushboo Gulati**	**NAME OF COURSE COORDINATOR**	**Dr. Khushboo Gulati**

Note: There are four sections in the paper. Attempt all questions from each part.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	P
PART-A	Q1(A)	Define portfolio with a suitable example?	5	CO1	BT2	
	Q1(B)	Name the type of analysis undertaken by the investor before choosing the securities for investment?	5	CO2	BT3	
PART-C	Q2(A)	Explain the random walk theory?	5	CO2	BT2	
	Q2(B)	Define the systematic risk?	5	CO3	BT2	
	Q3(A)	Identify and explain the model that helps an investor to construct an optimal portfolio?	8	CO3	BT4	
	Q3(B)	Discuss the capital asset pricing model with suitable example?	7	CO3	BT3	
	Q4(A)	Differentiate between growth investing and value investing with real life examples?	8	CO4	BT3	
	Q4(B)	Explain the concept of portfolio evaluation and also discuss the performance measures used for evaluating a portfolio?	7	CO4	BT3	

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PART-D	Q5(A)	Critically outline the theory that focuses on the use of market information for deciding the stock prices?	8	CO	BT4
	Q5(B)	Outline the concept of portfolio Re-balancing? Discuss the strategies used by the investor for portfolio revision?	7	CO2	BT3
	Q6(A)	An investor wants to invest in stock market which type of analysis he should perform before making his investment decision and why?	8	CO1	BT4
	Q6(B)	While making an investment decision an investor need to look at the external environment? Discuss the vitality of accessing the external environment before making investment decision?	7	CO3	BT3

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SEMESTER	**III**	**DATE OF EXAM**	**26/12/2023 (II)**
COURSE NAME	**Family Business Governance**	**COURSE CODE**	**MCH 241 B**
PROGRAM	**BBA**	**MAX. MARKS**	**80**
TIME DURATION	**12:30- 3:30 PM**	**CREDITS**	**3**
NAME OF FACULTY	**Dr Pragati Chauhan**	**NAME OF COURSE COORDINATOR**	**Dr Pragati Chauhan**

***Note**: Attempt all parts. All are compulsory.*

Part-A

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL
PART-A	Q1	Define Family Business Governance? List some of the challenges of Family business governance?	5	CO1	BT2
	Q2	Explain the principles of family business governance.	5	CO1	BT2
PART-B	Q3	Explain the various functions of family Council as a governing body in the family governance.	5	CO2	BT2
	Q4	Distinguish between: a. Family governance and business governance b. Agency theory and stewardship theory.	5	CO2	BT2
PART-C	Q5	Answer the case situation below:	15 (5+5+5)	CO1, CO3	BT 3
	Q6(a)	Draw and explain in detail the four steps model of professional Board of directors.	8	CO3	BT2
	Q6(b)	Write short notes on: a. Types of family business owners b. Family expectations from board	7	CO3	BT2
PART-D	Q7(a)	Explain the various communication techniques that will help both family and board to discuss the overlapping concerns?	7	CO1, CO2 CO3, CO4	BT2
	Q7(b)	Elaborate on the evolution of family governance structures as the family evolves.	8	CO1, CO2 CO3, CO4	BT2
	Q8	Answer the case given below	15 (5+5+5)	CO3, CO4	BT4

Q5. Read the case situations and answer:

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 task of the nonexecutives is to ensure the quality of leadership and take personnel 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 the composition of board in the given family business is correct? Justify your answer explaining the right composition, size, term of office and that a board should have. (5)

b. Should the non-executives on board be always in majority? If there are only non-family managing directors then what should be the board composition? (5)

c. What should be the purpose of board meetings? (5)

Q8. Read the case given below and answer the questions:

Rob and Janet—members of a small family consisting of twelve members— wanted to complete their estate planning and needed a business valuation to model their plan. They contacted their business's accountant to discuss the matter and obtain the relevant information. The accountant had previously spoken to the family council chair, who directed that all communications between family shareholders and the accountant would need to be approved by the family council. The accountant informed Rob and Janet about the expectations and asked for permission to speak with the family council chair, Amber. They granted permission, and the accountant called Amber to discuss the matter. During the discussion, it became clear that Rob's and Janet's need was likely shared by other family members, and a more formal valuation would be needed to provide evidence that the valuation was accurate. Amber then spoke to Rob and Janet about the broader family's need, and they agreed to Amber's suggestion that they bring their company accountant in to discuss valuations and their impact on estate planning. Amber then secured the support of the family council and planned for the education session. When the meeting finally occurred the following month, it was discovered that senior generation members Mark and Mary Jo were also in need of updated information to evaluate their estate plans. It had been years since the family had visited the issue of estate planning, and changes in the business and the legal environment required an update.

a. In the given situation how was effective communication established between the family members and the outside advisor? What role did the family council play? (5)
b. Do you think that Family Council is the nerve center for ensuring effective communication in the family governance system? If yes, then in the above case had the family council not intervened what could have gone wrong? (5)
c. What is the role of Chief Family Officer? (5)

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SEMESTER	**V**	**DATE OF EXAM**	11/12/2023 (D)
COURSE NAME	**Company Law**	**COURSE CODE**	**MCH337B**
PROGRAM	**BBA FA/EFB/GOM**	**CREDITS**	**3**
TIME DURATION	**3 Hours**	**MAX. MARKS**	**80**
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
PART-A	Q1	What do you understand by "Perpetual Succession"?	5	CO2	BT1
	Q2	"Doctrine of Indoor Management" is an exception to "Doctrine of Ultra-Vires." Analyse the above statement.	5	CO1	BT4
PART-B	Q3	As an entrepreneur, which source would you prefer to raise funds from public- Debt or Equity and why?	5	CO3	BT3
	Q4	How does a 'share warrant' differ from 'share certificate'?	5	CO3	BT2
PART-C	Q5	(A) Explain the types of prospectus a company issues at the time of IPO. (B) A listed company issued a prospectus that contained a misstatement in the prospectus. Analyze the consequences the company can face?	(7,8)	CO3	BT4
	Q6	(A)'Preference shareholders do not have voting rights in the meetings' Do you agree? Explain in detail. (B) Also detail about the types of shares and debentures a company can issue.	(7,8)	CO3	BT3

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PART - D	Q7	(A)What is a joint stock company? Analyze the features of a joint stock in company. (B)Explain the types of companies on the basis of: i. Incorporation ii. Liability iii. Transferability of Shares	(7, 8)	CO4	BT2
	Q8	(A) What are the different kinds of Meetings that can be conducted in a company. How are they different from each other. Explain all. (B) In which situations a company can go into winding up? Explain the procedure in brief.	(7,8)	CO4	BT2

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SEMESTER	**V**	**DATE OF EXAM**	11/12/2023 (I)
COURSE NAME	**Legal & Ethical Aspects of Health Care**	**COURSE CODE**	**MCH 312B**
PROGRAM	**BBA HCM**	**CREDITS**	**3**
TIME DURATION	**3 Hours**	**MAX. MARKS**	**80**
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	P
Part A	Q1	Differentiate between Fraud and Negligence.	5	CO1	BT1	
	Q2	What do understand by "TPA"?	5	CO1	BT1	
Part B	Q3	Mention any 5 rights of Health Care Provider in India	5	CO2	BT2	
	Q4	What are the rights available to a patient in health care centers?	5	CO2	BT3	
Part C	Q5	Write a note on the following: (a) PWD (Persons with Disabilities) Laws (b) MTP (Medical termination of pregnancy) Laws	(8,7)	CO3	BT1	
	Q6	(a) Is Euthanasia legal in India? Explain its types and mention the legal guidelines prescribed for the same. (b)List all the health care related laws that are to be referred to by the health care players.	(8,7)	CO3	BT3	

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Part D	Q7	(a) Analyze the areas touched under the 'Consumer Protection Act' in the HealthCare Sector? Evaluate its legal provisions in detail. (b) What are the contemporary challenges in health care laws in Indian healthcare system? Give your opinion.	(8,7)	CO4	BT4
	Q8	(a)As an elder member of your house, which Insurance Policy would you chose and why? Comment. (b)What is the significance of having a Medical Insurance? Explain different types of insurance available in the country.	(7,8)	CO4	BT3

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SEMESTER	**V**	**DATE OF EXAM**	11/12/2023
COURSE NAME	**FINANCIAL ANALYTICS**	**COURSE CODE**	**MCH345B**
PROGRAM	**BBA BA**	**CREDITS**	**3**
TIME DURATION		**MAX. MARKS**	**50**
NAME OF FACULTY	**DR. RASHI BANERJI**	**NAME OF COURSE COORDINATOR**	**DR. RASHI BANERJI**

Note: *There are four sections in the paper. Attempt all questions from each part.*

Q.NO.		QUESTIONS	MARKS	CO	B
PART-A	Q1	Describe the properties of financial assets that make them superior to other asset classes.	2.5	CO1	B'
	Q2	Differentiate between primary and secondary capital market	2.5	CO1	B'
PART-B	Q3	What is inflation risk and how does it affect the pricing of securities	2.5	CO2	B'
	Q4	What is interest rate risk and how do its two components move in the opposite direction?	2.5	CO2	B'
PART-C	Q5 (A)	What is the time value of money?	5	CO3	B'
	Q5 (B)	Calculate the future value of Rs. 50,000 at 9% interest rate for periods of 5 years and 7 years.	5	CO3	B
	Q6 (A)	Explain the concept of annuity in detail with the help of real-life examples.	5	CO3	B
	Q6 (B)	Calculate the future value of an annuity of Rs. 1,00,000 p.a. at a 5% interest rate for 5 years.	5	CO3	B

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PART-D	Q7 (A)	Give the importance of capital budgeting techniques. Elaborate the steps of calculating NPV of any project.	5	CO4	BT2
	Q7 (B)	Calculate NPV of a project with CO=100000 C1=25000 C2=25000 C3=30000 C4=30000 At 5% interest rate.	5	CO4	BT4
	Q8 (A)	Give the key aspects and methods of financial statement analysis.	5	CO4	BT2
	Q8 (B)	How balance sheets, cash flow statements, and income statements important tools for financial analysis?	5	CO4	BT3

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SEMESTER	**V**	**DATE OF EXAM**	13/12/2023 (I)
COURSE NAME	**INTERNATIONAL BUSINESS**	**COURSE CODE**	**MCH302B**
PROGRAM	**BBA (EFB/FAA/OM/BA/HCM)**	**CREDITS**	**3**
TIME DURATION	**3 HOURS**	**MAX. MARKS**	**80**
NAME OF FACULTY	**MR. NEERAJ CHOPRA**	**NAME OF COURSE COORDINATOR**	**MR. NEERAJ CHOPRA**

Note: *There are four sections in the paper. . Attempt all questions from each part.*

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1(A)	Distinguish between tariff and non-tariff barriers	5	CO1	BT4	
	1(B)	Explain briefly absolute cost advantage theory	5	CO1	BT2	
PART-B	2(A)	Explain the impact of economic environment on international business	5	CO2	BT2	
	2(B)	Explain the various threats and opportunities of international business	5	CO2	BT2	
PART-C	Q3(A)	Explore the differences between Foreign Direct Investment (FDI) and Foreign Portfolio Investment (FPI), providing a detailed examination of the unique attributes that characterize each form of investment.	7.5	CO3	BT3	
	Q3(B)	Illustrate the characteristics of ASEAN countries, providing a detailed explanation of their distinctive features."	7.5	CO3	BT3	
	Q4(A)	Examine and describe the components of the Balance of Payments, presenting a comprehensive analysis of each component	7.5	CO3	BT3	

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	Q4(B)	Explore the dynamics of the flexible and fixed exchange rate systems, offering examples to enhance comprehension of their respective mechanisms	7.5	CO3	BT3	
PART-D	Q5(A)	Assess the benefits and drawbacks of centralized and decentralized international production, supported by illustrative examples to deepen understanding of the strategic impact of each approach.	7.5	CO4	BT4	
	Q5(B)	Explain the differences between product standardization and product customization, offering a detailed overview of the distinctive features inherent in each concept	7.5	CO4	BT3	
	Q6(A)	Examine and explain the intricacies of International Human Resource Management (IHRM) within a Multinational Corporation (MNC), emphasizing the complexities encountered in a global context.	7.5	CO4	BT3	
	Q6(B)	Evaluate and showcase actual outlets for global recruitment, drawing on real scenarios to provide a detailed understanding of the sources and their strategic implications in today's business environment	7.5	CO4	BT4	

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SEMESTER	**V**	**DATE OF EXAM/SESSION**	15/12/2023
COURSE NAME	**INDIAN CONSTITUION**	**COURSE CODE**	**LWS3264** (CIL)
PROGRAM	**BBA**	**CREDITS**	**2**
TIME DURATION	**90 Minutes**	**MAX. MARKS**	**40**
NAME OF FACULTY	**Ms. Yamini Atreya**	**NAME OF COURSE COORDINATOR**	**Ms. Yamini Atreya**

Yamini

PART – A (5 Marks)

Q. NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL
1.	What does the context of Constitutionalism entail in the context in the governance, and how does it contribute to the Rule of Law?	5	CO2	BT2

PART – B (5 Marks)

Q. NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL
2.	Can Fundamental Rights be suspended during emergencies. And if so, under what Conditions?	5	CO3	BT3

PART – C (15 Marks- Attempt any one question of 15 marks each)

Q. NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL
3.	How do Directive Principles contribute to the promotion of social and economic justice in India?	15	CO2	BT1
4.	Explore the evolution of Fundamental Rights in India since the adoption of the Constitution. And Provide examples of cases where the judiciary played a crucial role in upholding fundamental rights.	15	CO3	BT2

PART – D (15 Marks- Attempt all the Questions)

Q. NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL
5.	Explain the concept of federal structure in the Indian context and the distribution of legislative powers between the Union and States.	10	CO1	BT1
6.	Discuss the historical perspectives of the Constitutional amendments in India.	5	CO2	BT1

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SEMESTER	5th	DATE OF EXAM	18.12.2023 (I)
COURSE NAME	BUSINESS TAXATION	COURSE CODE	MCH305B
PROGRAM	BBA FAA	CREDITS	3
TIME DURATION	3 HOURS	MAX. MARKS	80
NAME OF FACULTY	DR POOJA KAPOOR	NAME OF COURSE COORDINATOR	DR POOJA KAPOOR

Note: There are four sections in the paper. . Attempt all questions from each part.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1(A)	In what way does the liability of tax of a "not ordinarily resident" person differ from that of a "resident" person under the Income-tax Act?	5	CO1	BT3	
	1(B)	Y is an Indian citizen. He is employed by CITY GROUP in USA. He comes to India during the previous year 2021-22 for a visit of 190 days on July1, 2021. He left India for the first time on October 30, 2019 for employment outside India. Before October 30, 2019, he was never out of India since his birth. Find out the residential status of X for the assessment year 2022-23.	5	CO1	BT 2	
PART-B	2(A)	Discuss the term "annual value" under section 23(1) of the Income tax Act. Give examples.	5	CO2	BT1	
	2(B)	In computing the taxable income from house property, what deductions are allowed from annual value?	5	CO2	BT2	
PART-C	Q3	A) X, a resident of Dehradun, receives Rs 1,92,000 per annum during the previous year 2021-22. 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. B) A person retires from service on December 31, 2021. He gets gratuity and pension. Discuss the mode of taxation of these receipts. He, however, pays Rs. 21,500 per annum as	08 07	CO3 CO3	BT4 BT3	

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		house rent. Determine the quantum of House Rent Allowance exempt from tax.				
	Q4	**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)** A house property was purchased on 1st January 2000 for INR 20 lakhs. On 1st January 2005, repairs were done on the house, which amounted to INR 5 lakhs. On 1st January 2023, the house was sold for INR 75 lakhs. A brokerage was paid to the broker, which was INR 1 lakh. What would be the capital gain amount?	08 07	CO3 CO3	BT4 BT3	
PART - D	Q5	**A)**Clarify the legal provisions governing the filing of return of total income under the income tax law? **OR** What is the Tax Treatment of different kinds of Provident Fund?	08	CO4	BT3	
		B) State the functions and powers of CBDT. Discuss the Organization structure of Income Tax Authorities and Judicial Originations. **OR** Discuss in detail -FORM 26AS and FORM 16.	07	CO4	BT4	
	Q6	A) Enumerate the different types of income specifically mentioned as chargeable to tax under the head "Income from other sources". B) Discuss the provisions relating to deductions (80C to 80U) from gross total income?	07 08	CO4	BT3	

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SEMESTER	**V**	**DATE OF EXAM**	18/12/2023 (I)
COURSE NAME	**HEALTH CARE INSURANCE & MANAGEMENT CARE**	**COURSE CODE**	**MCH310B**
PROGRAM	**BBA HCM**	**CREDITS**	**3**
TIME DURATION	**3 Hours**	**MAX. MARKS**	**80**
NAME OF FACULTY	**Dr Sunil Kadyan**	**NAME OF COURSE COORDINATOR**	**Dr Sunil Kadyan**

Note: There are four parts in the paper. Attempt all questions from each part.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
Part A	1	Define the following terms with example: Co-payment (3 marks) Waiting Period (2 marks)	5	CO1	BT1	
	2	Explain the main features of corona specific policies in India.	5	CO1	BT 2	
Part B	3	Define Underwriting? Examine the factors affecting Morbidity in Underwriting?	5	CO2	BT 4	
	4	Explain the various tools and significance of Health Insurance Underwriting.	5	CO2	BT 2	
Part C	5 (A)	Discuss the code of conduct of TPA in India as per IRDAI Guidelines?	8	CO3	BT 3	
	5 (B)	Raj aged 36 years along with his wife (age 33) and one child (age 6 years) is residing in Noda. He has worked as an Associate Professor (Occupation Class I) in GGSIP University for 10 years. The salary package is 18 lakh per annum. Right now, he does not have any health insurance policy. As a Health Insurance company profession suggest some good product for Raj citing its distinguished features.	7	CO3	BT 4	

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	6 (A)	Discuss Role of Third-Party Administrator in Health Insurance industry as per IRDAI regulations.	7	CO3	BT 2	
	6 (B)	Define health services by TPA. Analyze the reasons for revocation or cancellation of a TPA license?	8	CO3	BT 4	
Part D	7 (A)	Write a note on causes and effects of insurance fraud and discuss fraud mitigation measures	8	CO4	BT 3	
	7 (B)	Explain two types of claim settlement. Discuss the health insurance claim settlement procedure. Mention the various documents required under health insurance policy	7	CO4	BT 3	
	8 (A)	Discuss the types and triggers of Health Insurance Fraud in India?	8	CO4	BT 2	
	8 (B)	Compare Major illness policy with a Health Insurance Policy	7	CO4	BT 4	

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SEMESTER	**V**	**DATE OF EXAM**	18/12/2023 (I)
COURSE NAME	**New Age Entrepreneurship**	**COURSE CODE**	**MCH338B**
PROGRAM	**BBA-EFB**	**CREDITS**	**3**
TIME DURATION	3 Hrs.	**MAX. MARKS**	**80**
NAME OF FACULTY	**Dr. Yogita Sharma**	**NAME OF COURSE COORDINATOR**	**Dr. Yogita Sharma**

Note: All Parts are compulsory to attempt.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	Q1	What do you think should be the basic model of Entrepreneurship in today's scenario?	5	CO1	BT3	
	Q2	What should you do to prioritize to set your business up for financial success?	5	CO1	BT3	
PART-B	Q3	Entrepreneurs launch businesses for different reasons. Some want to become their own boss. Others want to make millions of dollars. Cite an example for a successful entrepreneur in today's business world.	5	CO2	BT4	
	Q4	What qualities do you think every entrepreneur should possess? What should be the Profile of a New Age Entrepreneur?	5	CO2	BT3	
PART-C	Q5(A)	Tesla in its initial business plan, by co-founder Martin Eberhard, the electric sports car company that promises to provide the value of a high-end sports car at a lower cost to the customer and a lower environmental cost to the planet. The generic automotive manufacturing business model relies on collaborative manufacturing with industry partners and a distribution model dependent on third parties. Tesla's business model is different. How have they adopted design thinking and New Age Innovation in their automotive business model?	8	CO3	BT4	

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	Q5(B)	Consider that you are in middle management of a company who has expanded its business to offer software's at corporate especially in aviation industry and is running well. If their leadership changes in between, do you think they will be able to enter a new sector with the same growth? How?	7	CO3	BT4
	Q6(A)	Lalitha is CEO and Co-Founder of garaj.com. Apart from being a serial entrepreneur and an investor, she is also a very active individual in the Indian startup ecosystem. She Sold her last Company to create a new venture that requires a lot of capital. How can she get the funding of Ventures/Enterprises in the New Age Economy & Industry?	8	CO3	BT4
	Q6(B)	In entrepreneurship, risks are essential. You can never expect to propagate if you are not daring enough to take the risks. What are the areas that you need to work on while deciding on Venture Conceptualization and Business Planning?	7	CO3	BT4
PART-D	Q7(A)	Shashank, a biotechnology student from NIT, decided to build software to simplify health care. He roped in a classmate and they founded Practo Ray, online management software that allows doctors to upload and store medical records and prescriptions, patient history, billing schedule, make appointments, and so on. How can they take use of Corporate Governance and Corporate Social Responsibility for a seamless growth?	8	CO4	BT4
	Q7(B)	How can we estimating Value Creation and achieve business model innovation using value proposition equation in new age dynamics?	7	CO4	BT3
	Q8(A)	How does Disruptive Innovations and Strategies for Scaling Business Impact an understanding of growth of a business in future?	8	CO4	BT3
	Q8(B)	There are a lot of opportunities because of India's progression in the world. Which are the two promising sectors and why?	7	CO4	BT3

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SEMESTER	**V**	**DATE OF EXAM**	**18/12/2023(M)**
COURSE NAME	**PURCHASING AND INVENTORY MANAGEMENT**	**COURSE CODE**	**MCH314B**
PROGRAM	**BBA OM**	**CREDITS**	**3**
TIME DURATION	**3 HOURS**	**MAX. MARKS**	**80**
NAME OF FACULTY	**MANDEEP BHADANA**	**NAME OF COURSE COORDINATOR**	**MANDEEP BHADANA**

Note: All questions are compulsory.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL
PART-A	Q1(A)	Explain the purchase responsibilities of purchase manager.	5	CO1	BT2
	Q1(B)	Describe requisition in purchasing process.	5	CO1	BT2
	Q2(A)	Mention 5 Key factors for supplier selection.	5	CO2	BT2
	Q2(B)	Describe the key factors for supplier performance.	5	CO2	BT2
PART-B	Q3(A)	Examine Inventory control and write elements of effective inventory control.	8	CO3	BT4
	Q3(B)	Develop a procedure for setting up an efficient Inventory Control System.	7	CO3	BT3
	Q4(A)	Compare V.E.D analysis and S.D.E analysis with example.	8	CO3	BT4
	Q4(B)	Explore the value analysis in purchasing management.	7	CO3	BT5
	Q5(A)	Explain Stores Management and write the purpose of Store Management.	8	CO4	BT2
	Q5(B)	Compare new developments in Storing with old storing system.	7	CO4	BT4
	Q6(A)	Explore the role of integrated computer system for materials management & material planning.	8	CO4	BT5

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Q6(B)	Examine some difficulties faced by organization in materials management.	7	CO4	BT4

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SCHOOL OF MANAGEMENT & COMMERCE
DEPARTMENT OF MANAGEMENT & COMMERCE
"End Semester Examination, Dec-2023"

SEMESTER	5th	DATE OF EXAM	18/12/2023 (I)
COURSE NAME	HR ANALYTICS	COURSE CODE	MCH340B
PROGRAM	BBA – BA	CREDITS	3
TIME DURATION	1.30HRS	MAX. MARKS	50
NAME OF FACULTY	Dr. Animesh Singh	NAME OF COURSE COORDINATOR	Dr. Animesh Singh

Note: There are four sections in the paper. Attempt all questions from each part.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1(A)	Discuss the role of various HR matrices in success of the any organization.	2.5	CO1	BT2	
	1(B)	Explain major contribution of HR analytics in Business organizations	2.5	CO1	BT2	
PART-B	2(A)	Why is it important to prioritize diversity and inclusion, and can you discuss some strategies that are currently being employed to promote diversity and inclusion?	2.5	CO2	BT2	
	2(B)	What is employee turnover? Illustrate various costs associated with employee turnover	2.5	CO2	BT3	
PART-C	3(A)	Identify and describe various types of selection bias commonly encountered in the selection process.	5	CO3	BT3	
	3(B)	Elaborate on some methods used to measure employees' performance.	5	CO3	BT2	
	4(A)	Examine the role of various techniques to measure the reliability of selection models.	5	CO3	BT4	
	4(B)	Illustrate how employee happiness at work influences employee behavior.	5	CO3	BT3	

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PART-D	5(A)	Discuss the concept of work-life balance, its significance, and the challenges individuals face in achieving it.	5	CO4	BT2	
	5(B)	Analyze the role of sampling and control conditions in tracking the impact of HR intervention.	5	CO4	BT4	
	6(A)	Examine the role of ethics in HR analytics and discuss some important ethical standards for the HR analytics team.	5	CO4	BT4	
	6(B)	Examine the role of workload and the nature of work in measuring work-life balance.	5	CO4	BT4	

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"End Semester Examination, Dec-2023"

SEMESTER	**FIFTH**	**DATE OF EXAM**	2-12-2023 (I)
COURSE NAME	**LOGISTIC AND INTERNATIONAL SUPPLY CHAIN MANAGEMENT**	**COURSE CODE**	**MCH313B**
PROGRAM	**BBA OPERATIONS MANAGEMENT**	**CREDITS**	**3**
TIME DURATION	**3 HOURS**	**MAX. MARKS**	**80**
NAME OF FACULTY	**Ms Vandna Zutshi Bhat**	**NAME OF COURSE COORDINATOR**	**Ms Vandna Zutshi Bhat**

Note: *Part A &B all questions are compulsory. Part C & D- All Questions are compulsary.*

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1(A)	Why are reverse logistics operations required?	5	CO1	BT2	
	1(B)	How is Distribution and Fulfillment carried out in international supply chain?	5	CO1	BT2	
PART-B	2(A)	Briefly describe the relationship between Inventory management & the supply chain?	5	CO2	BT2	
	2(B)	What are the different types of 3PL providers? Give an example of each type?	5	CO2	BT2	
PART-C	Q3(A)	In what ways are Modularization and Postponement key characteristics of Logistic Networks?	7.5	CO3	BT3	
	Q3(B)	State the advantages of Modularization and Postponement in Logistic Networks? Explain with examples	7.5	CO3	BT3	
	Q4(A)	In terms of orienting international facilities what are the tradeoffs for following the Market, Product Family or Process Focus?	7.5	CO4	BT3	
	Q4(B)	Analyse the tradeoffs for Market, Product Family or Process Focus while Giving an example for a real world case .	7.5	CO4	BT4	

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PART-D	Q5(A)	Categorize the Key Performance Indicators.	7.5	CO3	BT3	
	Q5(B)	Explain how the above categorization should be carried out and what are the factors involved.	7.5	CO3	BT3	
	Q6(B)	Global Supply Chains have an impact on societal, business, and cultural contexts. Do you agree with the statement? Give reasons	7.5	CO4	BT3	
	Q6(B)	Suggest ways in which the organizations can ensure a cultural fit. Give examples with the help of a case study from real world scenario.	7.5	CO4	BT4	

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DEPARTMENT OF MANAGEMENT AND COMMERCE
"End Semester Examination, Dec-2023"

SEMESTER	**Vth**	**DATE OF EXAM/SESSION**	20/12/2023 (II)
COURSE NAME	**Social Media Analytics**	**COURSE CODE**	**MCH341B**
PROGRAM	**BBA BA**	**CREDITS**	**2**
TIME DURATION	1.5 HRS	**MAX. MARKS**	**50**
NAME OF FACULTY	**Ms. Manisha**	**NAME OF COURSE COORDINATOR**	**Ms. Manisha**

***Note**: Part A: All questions are compulsory. Questions will be of short answer type (2 Marks). Part B &C: Questions will be of descriptive type or numerical. Each question will be of 5 marks.*

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1(A)	What is a Network Node?	2	CO1	BT1	
	2(A)	What is XML or JSON?	2	CO1	BT1	
	3(A)	Define Cluster Analysis.	2	CO2	BT3	
	4(A)	What is SMA?	2	CO2	BT2	
	5(A)	How do you define an HTTP and HTTPS?	2	CO3	BT3	
PART-B	1(B)	Explain the concept of metrics and measurement in the context of social media.	5	CO3	BT4	
	2(B)	Discuss the difference between online social networks and offline social networks, providing examples of each.	5	CO1	BT4	
	3(B)	Explain the concept of Regular expression along with examples.	5	CO2	BT1	
	4(B)	Describe the role of dashboards in social media analytics and how they help in monitoring and analyzing social media data.	5	CO2	BT1	
PART-C	1(C)	What is stemming?	5	CO3	BT1	
	2(C)	What are the benefits of mobile analytics and the types of mobile analytics?	5	CO3	BT3	
	3(C)	What is the method to perform web scraping?	5	CO1	BT2	
	4(C)	Explain the term social media Listening, Social Media Scoring, and Social Media Modelling.	5	CO4	BT3	

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

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DEPARTMENT OF MANAGEMENT
"End Semester Examination, Dec-2023"

SEMESTER	5	**DATE OF EXAM**	20/12/2023 (I)
COURSE NAME	**International Family Business Model**	**COURSE CODE**	**MCH339B**
PROGRAM	**BBA (EFB)**	**CREDITS**	**3**
TIME DURATION	**3 hrs**	**MAX. MARKS**	**80**
NAME OF FACULTY	**Dr. Madhvi Kush**	**NAME OF COURSE COORDINATOR**	**Dr. Madhvi Kush**

Note: *All Questions are Compulsory. Attempt all.*

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
Part A	Q1	"How do family businesses from different countries help their countries grow? Can you share three examples of successful family businesses in India?"	5	CO2	BT1	
	Q2	"How can we make sure people become good leaders, owners, and family members during changes in a family business? What are the important things to do?"	5	CO2	BT2	
Part B	Q3	"How can cultural, legal, and economic differences between countries affect decisions, planning for the future, and the long-term success of a family business?"	5	CO3	BT3	
	Q4	Discuss the challenges and opportunities the family business might encounter in implementing an effective international business model.	5	CO4	BT2	
Part C	Q5 (a)	"How does having a good family governance system help in dealing with both family relationships and business challenges?"	8	CO4	BT 3	
	5 (b)	"How do families in business handle conflicts while balancing family bonds and business needs?" Evaluate the dynamics of conflict management in business families.	7	CO3	BT4	
	Q6(a)	"How do families in business manage conflicts while keeping a balance between family relationships and business requirements?"	7	CO4	BT3	

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	6(b)	Examine the symbiotic relationship between the operating company and the essential corporate governance structure needed to sustain the overarching family organization	8	CO4	BT3	
Part D	Q7 (a)	"Why is succession planning for passing down leadership crucial in family businesses, taking into account the difficulties and strategic factors? Provide a detailed answer covering the main points.	8	CO4	BT3	
	Q7 (b)	Analyze the role of a Family Office in managing family assets and the associated wealth governance. In your comprehensive response, address the important key components:	7	CO3	BT3	
	Q8 (a)	"Explore how a Family Office plays a strategic role in international business operations. In your detailed answer, discuss important aspects such as managing wealth globally, legal considerations, and cultural and ethical awareness."	8	CO4	BT3	
	Q8(b)	"Assess the various theories related to different types of international business."	7	CO3	BT4	
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"End Semester Examination, Dec-2023"

SEMESTER	V	DATE OF EXAM	20/12/2023 (I)
COURSE NAME	QUALITY ASSURANCE IN HEALTH CARE.	COURSE CODE	MCH 311 B
PROGRAM	BBA HCM	CREDITS	3
TIME DURATION	3 HOURS	MAX. MARKS	80
NAME OF FACULTY	Mr. Maharaj Kaul	NAME OF COURSE COORDINATOR	Mr. Maharaj Kaul

Note: There are four sections in the paper. . Attempt all questions from each part.

	Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	Q1(A)	Outline OHONOS seven forms Of waste.	5	CO1	BT2	
	Q1(B)	Outline the definition of quality given by Deming's, Joseph Jurhan, Philip Crosby	5	CO2	BT2	
PART-B	Q2(A)	Develop a PDCA Module of a Hospital highlighting the importance of this model.	5	CO3	BT3	
	Q2(B)	Examine the benefits Of ISO , NABH and JCI	5	CO4	BT4	
PART-C	Q3(A)	Extend the reasons of the importance of Bench Marking justify with Suitable Process.	8	CO3	BT4	
	Q3(B)	Appraise with a Graphical presentation of Histogram, Scatter Diagrams, and Flow Chart showing Cause and effect of process.	7	CO3	BT5	
	Q4 (A)	Appraise with ISO 9000 Standards. Outline ISO 9000: 2015 seven quality management principles that management promotes for organizational improvement.	7	CO4	BT5	

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	Q4 (B)	Elaborate the role and key duties of a Quality Manager.	8	CO4	BT4	
PART-D	Q5 (A)	Examine the role of JCI . Outline the section 3 and section 4 standards of 6th edition :- Section 3 -Health Care Organization management standards. Section 4 – Academic Medical Center Hospital Standards.	8	CO4	BT4	
	Q5 (B)	Outline Statistical Audit, Audit Of disease, Audit of Operated Cases. Mention type of Indicators use by Auditors.	7	CO4	BT4	
	Q6 (A)	Examine the following ISO Health care standards. 1. ISO 50001: 2018 Energy Management Standards. 2. ISO 27001: 2017 Laboratory Test Standards. ISO 14001: 2015 Environmental Standards in Hospital.	8	CO4	BT4	
	Q6 (B)	Design a Module of Quality that Hospital requires to meet Patients' rights, and patients' satisfaction	7	CO4	BT6	

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"End Semester Examination, Dec-2023"

SEMESTER	V	DATE OF EXAM	20.12.2023 (I)
COURSE NAME	MERGERS AND ACQUISITIONS	COURSE CODE	MCH306B
PROGRAM	BBA (FAA)	CREDITS	3
TIME DURATION	3 HOURS	MAX. MARKS	80
NAME OF FACULTY	DR. ARUSHI M. MEHTA	NAME OF COURSE COORDINATOR	DR. ARUSHI M. MEHTA

Note: There are four sections in the paper. Attempt all questions from each part.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL
PART-A	1(A)	Classify the factors influencing the decision for corporate restructuring.	5	CO1	BT2
	1(B)	List the differences between Inbound and Outbound Cross Border Merger.	5	CO2	BT1
PART-B	2(A)	Highlight the differences between Merger, Acquisition and Amalgamation.	5	CO1	BT1
	2(B)	Describe the procedure for Fast-Track Merger under the Companies Act, 2013.	5	CO2	BT2
PART-C	Q3(A)	Distinguish between all the factors required for carrying out the valuation process of a company.	8	CO5	BT4
	Q3(B)	Explain EBITDA highlighting its importance in the valuation process.	7	CO4	BT2
	Q4 (A)	What do you understand by goodwill? Examine the effect of goodwill on valuation of a company?	8	CO4	BT4
	Q4 (B)	Demonstrate the importance of SWAP in valuation of a company.	7	CO4	BT3
PART-D	Q5 (A)	X who already owns 24% shares in XYZ Co Ltd wishes to acquire more control in the company. He purchases more shares of the company from the stock market which increases his share to 28%. Is he entitled to make an open offer? If yes, demonstrate the procedure for making an open	8	CO3	BT3

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		offer under the SEBI(SAST) Regulations, 2011?			
	Q5 (B)	Explain the three major changes introduced by SEBI Takeover Regulations 2011 in comparison to SEBI Takeover Regulations 1997.	7	CO3	BT2
	Q6(A)	Elaborate upon the various triggers for MBR.	7	CO3	BT3
	Q6 (B)	In a discussion paper released by SEBI, it suggested two ways of redefining Control, one was a Framework for Protective Rights and the other was Adopting a Numerical Threshold. Which one of these approaches turned out to be a preferred approach and which one of these is also called as a *Brightline Test*? Examine the case of *Kamat Hotels (India) Limited* considering this.	8	CO3	BT4

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"End Semester Examination,Dec-2023"

SEMESTER	**5th**	**DATE OF EXAM**	22/12/2023 (I)
COURSE NAME	**Strategic Management**	**COURSE CODE**	**MCH303B**
PROGRAM	**BBA – FAA/OM/HCM/EFB/BA**	**CREDITS**	**3**
TIME DURATION	**3 hours**	**MAX. MARKS**	**80**
NAME OF FACULTY	**Dr.Parul Jhajharia**	**NAME OF COURSE COORDINATOR**	**Dr.Parul Jhajharia**

Note:*Part A is compulsory. Part B- Questions will be of descriptive type or numerical.*

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	P
PART-A	1(A)	Take an MNC of your choice and explain why the companies create Vision Mission and Philosophy.	5	CO 1	BT 2	
	1(B)	Discuss the need of Strategic management in the corporate world.	5	CO 1&2	BT 2	
PART-B	Q2(A)	Conduct the value chain analysis as per Michael Porter of Air India in detail with a suitable diagram.	5	CO 3	BT 3	
	2(B)	Companies conduct PESTLE analysis in order to scan the external Environment. Discuss the Technological and Legal Environment with reference to a Company	5	CO 2	BT 2	
PART-C	Q3(A)	A company uses various intensive Strategies in order to remain competitive in the market. Discuss and analyze various Intensive strategies with reference to a company.	8	CO 3&4	BT 4	
	3(B)	Nyka a consumer brand in the cosmetic Industry has grown in leaps and bounds Discuss the diversification strategies of Ms Falguni for the aggressive growth in the competitive market	7	CO 4	BT 4	

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PART-D

Q4(A)	Go Air is facing severe losses during this Financial Year You are hired as a consultant to the Company to suggest various retrenchment Strategies in order to reduce their losses and stay Competitive.	8	CO 4	BT 4	
4(B)	Analyse SBU Strategies of Cost Leadership,Differentiation And focus Strategies with a suitable corporate example	7	CO 4	BT 5	
Q5(A)	Strategic Controls are intended to steer the company towards its long term direction. Discuss the various types of strategic Control that company employs in order to evaluate their strategies	8	CO 4	BT 4	
5(B)	Discuss the Various steps taken by the companies in order to conduct the strategic Monitoring &Control .	7	CO 3&4	BT 3	
Q6(A)	Discuss BCG Matrix and GE Matrix - a strategy tool that helps the management investment decision in a SBU in detail of Nestle with suitable diagrams.	8	CO 4	BT 4	
6(B)	Compare BCG Matrix and GE Matrix with suitable validation and elaborate which one is better &why	7	CO 4	BT 3	

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

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SEMESTER	**V**	**DATE OF EXAM**	26/12/2023 (I)
COURSE NAME	**SERVICE OPERATION MANAGEMENT**	**COURSE CODE**	**MCH315B**
PROGRAM	**BBA-OM**	**CREDITS**	**3**
TIME DURATION	**3 HOURS**	**MAX. MARKS**	**80**
NAME OF FACULTY	**MS. SHAGUN CHAHAL**	**NAME OF COURSE COORDINATOR**	**MS. SHAGUN CHAHAL**

Note: *There are four sections in the paper. Attempt all questions from each part.*

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	Q1	What is capacity planning? How this helps in service operations management?	5	CO2	BT1	
	Q2	How is service quality" an important factor in service operations management? Explain with an example.	5	CO1	BT2	
PART-B	Q3	How do managers manage the supplier relationships and why it is important?	5	CO2	BT2	
	Q4	Explain services operations for a pizza chain, how do they ensure that customer's demands are met on time every time?	5	CO1	BT2	
PART-C	Q5(A)	"Service Operations management is an important business function in today's dynamically changing world" Explain the statement with example.	8	CO3	BT2	
	Q5(B)	Create the matrix of service characteristics. Give industry example to explain in detail.	7	CO1	BT4	
	Q6(A)	Maruti is market leader known for Quality, Durability and Reliability. How does Maruti ensure the safety of its workers in the shop floor/factory? Analyze the work design ensuring the productivity and safety of workers.	7	CO2	BT4	

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	Q6(B)	Consider a service organization that provides on-site technical support for various clients. Explain the importance of scheduling in optimizing service operations, personnel, and vehicles. Provide two real-world examples of how effective scheduling positively impacts the efficiency and responsiveness of service delivery.	8	CO4	BT3	
PART-D	Q7(A)	Taking an example of a fast-food restaurant (McDonalds'). Explain the services operations management starting from procurement of raw material from suppliers to food delivery to customer. Draw diagram as necessary.	8	CO4	BT3	
	Q7(B)	Define the concept of Total Quality Service (TQS). Analyze how implementing TQS differs from traditional approaches to quality management in manufacturing. Provide specific examples of how a service organization can integrate TQS principles into its operations to create a culture of continuous improvement and excellence in service delivery.	7	CO3	BT4	
	Q8(A)	Total Productive Maintenance (TPM) is traditionally associated with manufacturing, but it can be adapted for services. Discuss how TPM principles can be applied to improve maintainability and reliability in service-oriented businesses. Provide a comprehensive plan outlining the key steps a service organization should take to implement TPM successfully, emphasizing the benefits it brings to service quality and customer satisfaction.	8	CO4	BT4	
	Q8(B)	Illustrate the indispensability of personnel training in the service industry. Highlight the significance of ongoing training for staff in enhancing customer experience. Additionally, propose strategies that companies can employ to elevate customer satisfaction within a service-oriented framework.	7	CO3	BT4	

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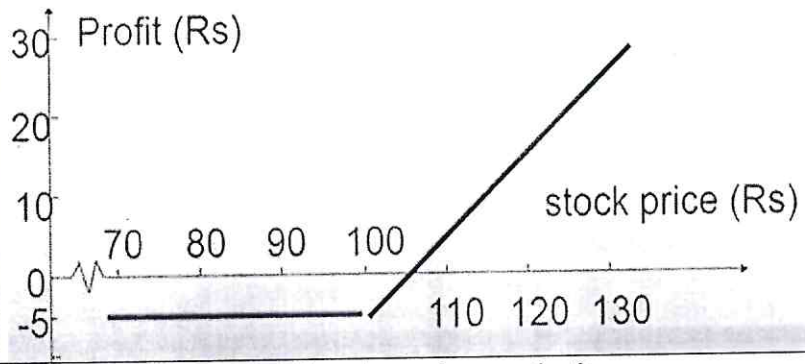
SEMESTER	**V**	**DATE OF EXAM**	26/12/2023 (I)
COURSE NAME	**FINANCIAL DERIVATIVES**	**COURSE CODE**	**MCH304B**
PROGRAM	**BBA FAA**	**CREDITS**	**3**
TIME DURATION	**3 HOURS**	**MAX. MARKS**	**80**
NAME OF FACULTY	**DR. RASHI BANERJI**	**NAME OF COURSE COORDINATOR**	**DR. RASHI BANERJI**

Note: *There are four sections in the paper. . Attempt all questions from each part.*

Q.NO.		QUESTIONS	MARKS	CO	BT	PI
PART-A	Q1	Differentiate between hedgers, speculators and arbitragers. How derivatives are utilized by them to achieve their objectives?	5	CO1	BT1	
	Q2	Differentiate between future and forwards. Which type of derivative instrument is standardized derivative. As a trader in which instrument you would prefer to invest and why?	5	CO1	BT2	
PART-B	Q3	Explain the payoff diagram below? 	5	CO2	BT4	
	Q4	Differentiate between call option and put option?	5	CO2	BT2	

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PART-C	Q5 (A)	Explain the different kinds, benefits, and facilitators of Swaps.	7.5	CO3	BT1
	Q5 (B)	Swap Quote of 5 YEARS USD Fixed/Floating: LIBOR + 50/60 Explain the above swap quote	7.5	CO3	BT4
	Q6 (A)	Give details of the following types of swaps: • Interest Rate Swap • Currency Swap • Equity Swap • Commodity Swap	7.5	CO3	BT1
	Q6 (B)	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."	7.5	CO3	BT3
PART-D	Q7 (A)	Give the importance of Foreign Exchange Markets. Why they are important for the financial system of any country. What is floating and fixed exchange rate system	7.5	CO4	BT2
	Q7 (B)	Differentiate between horizontal and vertical FDI and the impact of FDI investments in the host country	7.5	CO4	BT3
	Q8 (A)	Appraise the concepts of locational and triangular arbitrage with the help of example with respect to foreign exchange market.	7.5	CO4	BT4
	Q8 (B)	Appraise how foreign exchange markets are different from capital markets in terms of trading, players and risk management.	7.5	CO4	BT2

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SEMESTER	**Ist**	**DATE OF EXAM/SESSION**	8/12/2023 (I)
COURSE NAME	**Database Management Systems & SQL**	**COURSE CODE**	**MCH506B**
PROGRAM	**MBA BA**	**CREDITS**	**2**
TIME DURATION	1.30 Hrs.	**MAX. MARKS**	**50**
NAME OF FACULTY	**Ms. Manisha**	**NAME OF COURSE COORDINATOR**	**Ms. Manisha**

Note: Part A: All questions are compulsory. Questions will be of short answer type (2 Marks). Part B &C: Questions will be of descriptive type or numerical. Each question will be of 5 marks.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1(A)	What is SQL?	2	CO2	BT1	
	2(A)	Define the term Normalization.	2	CO2	BT1	
	3(A)	How can you explain the Views of DBMS?	2	CO1	BT3	
	4(A)	What is Joins?	2	CO1	BT2	
	5(A)	What do you mean by the term DBMS?	2	CO1	BT3	
PART-B	1(B)	Explain the characteristics of DBMS (at least 3).	5	CO4	BT4	
	2(B)	Enumerate the difference between DDL and DML.	5	CO1	BT4	
	3(B)	Explain the 2-tier and 3-tier architecture.	5	CO2	BT1	
	4(B)	How can you define the ER Diagram of Library Management? (4 entities)	5	CO4	BT1	
PART-C	1(C)	Explain the process of transaction state.	5	CO3	BT1	
	2(C)	What are the different normal forms?	5	CO2	BT3	
	3(C)	How can you explain the implementation of atomicity and durability?	5	CO3	BT2	
	4(C)	Explain the difference between tuple relational calculus and domain relational calculus, and give examples of each.	5	CO3	BT3	

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(FORMERLY MANAV RACHNA COLLEGE OF ENGINEERING)
NAAC ACCREDITED 'A' GRADE INSTITUTION)
Declared as State Private University under section 2f of the UGC act, 1956

SEMESTER	**I**	**DATE OF EXAM**	**11/12/2023 (I)**
SUBJECT NAME	**Management Process & Organizational Behaviour**	**SUBJECT CODE**	**MCH 501B**
BRANCH	**MBA**	**SESSION**	**I**
TIME	**8:30-11:30 AM**	**MAX. MARKS**	**80**
PROGRAM	**BA**	**CREDITS**	**3**
NAME OF FACULTY	**Dr Pragati Chauhan**	**NAME OF COURSE COORDINATOR**	**Dr Pragati Chauhan**

***Note**: Attempt all parts. All are compulsory.*

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	Q1	Explain the models of OB.	5	CO1	BT2	
	Q2	Explain the two terms: a. Levels of planning b. Elements of organizing	5	CO1	BT2	
PART-B	Q3	Explain the stages in perceptual process.	5	CO2	BT2	
	Q4.	Elements of personality-Id, Ego and Superego with examples	5	CO2	BT2	
PART-C	Q5	Answer the case given below	8+7	CO3	BT3	
	Q6	Write short notes on: a. Classical and Operant Conditioning theories of learning with examples b. Complementary and crossed transactions with two examples each.	7+8	CO3	BT3	
PART-D	Q7	a. Define the terms: i. Socialization Model ii. Kurt Lewin's Change Model	7	CO4	BT2	

		b. In today's employment climate, companies face the challenge of finding the right candidates as they expand. To attract the best talent, businesses must consider various structures, including on-site, hybrid and remote, as well as attractive employee perks like flexible schedules and paid time off. While everyone wants high pay, there's a limit on what employees are willing to sacrifice to get it. A strong company culture can safeguard your business by fostering employee happiness and long-term goodwill. How strongly do you agree with this statement? Justify your answer by giving at least 7 ways to create a positive culture.	8	CO4	BT4	
	Q8.	a. "Conflict is an inevitable part of any organization or team dynamic. Conflicts can arise from differences in opinions, conflicting goals, or even interpersonal issues. However, what is important is to not only manage but also leverage conflict as a catalyst for growth and innovation" i. Give your points on why would a business want to embrace/accept workplace conflicts? ii. Explain the steps in the process of conflict.	8(4+4)	CO4	BT3	
		b. Analyze and state your opinion on the industry shifts from Industry1.0 to Industry 4.0 and the future work trends on the workplace environment in general and managing human behavior in particular.	7	CO4	BT3	

Q5. Answer the case given below:

A team has been pulled together from various parts of a large service organisation to work on a new process improvement project that is needed to improve how the company manages and supports its client base. The team lead on this project is Sandra from the Chicago office who has 15 years' experience as a project manager/team lead managing process improvement projects. The other members of the team include:

- Peter: 10 years' experience on various types of projects, expertise in scheduling and budget control (office location: San Diego)
- Sarah: 5 years' experience as an individual contributor on projects, strong programming background, some experience developing databases (office location: Chicago)
- Mohammed: 8 years' experience working on various projects, expertise in earned value management, stakeholder analysis and problem solving (office location: New York)
- Donna: 2 years' experience as an individual contributor on projects (office location: New York)
- Ameya: 7 years' experience on process improvement projects, background in developing databases, expertise in earned value management (office location: San Diego)

Sandra has worked on projects with Sarah and Mohammed, but has never worked with the others. Donna has worked with Mohammed. No one else has worked with other members of this team. Sandra has been given a very tight deadline to get this project completed. Sandra has decided that it would be best if the team met face-to-face initially, even though they will be working virtually for the project. She has arranged a meeting at the New York office (company headquarters) for the entire team. They will spend 2 days getting introduced to each other and learning about the project.

(a)You are required to apply Tuckman's Five Stages of Group development and elaborate as to how this group will define the agendas of each stage? (8)

(b)What is group cohesiveness? Suggest a few ways by which the above group can work to increase cohesiveness? (7)

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SEMESTER	**I**	**DATE OF EXAM**	**14.12.2023 (I)**
COURSE NAME	**FINANCIAL MANAGEMENT**	**COURSE CODE**	**MCH503B**
PROGRAM	**MBA-BA**	**CREDITS**	**3**
TIME DURATION	**3 HOURS**	**MAX. MARKS**	**80**
NAME OF FACULTY	**DR. SHWETA GOEL**	**NAME OF COURSE COORDINATOR**	**DR. SHWETA GOEL**

Note: There are four sections in the paper. Attempt all questions from each part.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1(A)	Explain Materiality concept of Accounting.	5	CO1	BT 2	
	1(B)	Explain types of accounts as per Modern approach in detail. Give suitable examples.	5	CO1	BT 2	
PART-B	2(A)	**Balance Sheet**	5	CO2	BT 3	

Liabilities	Rs.	Assets	Rs.
Equity Capital	1,50,000	Goodwill	50,000
10% Preference Capital	50,000	Plant	1,80,000
General Reserve	70,000	Building	1,20,000
Profit & Loss Account	30,000	Stock	60,000
9% Debentures	1,00,000	Investments	40,000
Sundry Credito	95,000	Cash	35,000

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		rs					
		Outstanding Wages	5,000	Bank	15,000		
		Total	5,00,000	Total	5,00,000		
		Calculate Debt Equity Ratio and Proprietary ratio.					
	2(B)	Calculate the cash from operating activities from the following information-			5	CO2	BT 3
		Particulars	31.03.2021	31.03.2022			
		-	Rs.	Rs.			
		Profit & Loss Account	60,000	65,000			
		Debtors	85,000	48,000			
		Bills Receivable	40,000	81,000			
		General Reserve	1,72,000	2,07,000			
		Outstanding wages	26,000	8,000			
		Prepaid salaries	8,000	10,000			
		Goodwill	70,000	60,000			
PART-C	Q3	A. Explain the meaning, types and significance of Leverage. B. ABC ltd. has Debt equity ratio of 3:7. Its cost of Equity is 25%. And the cost of debt is 10%. Calculate weighted average cost of capital.			7.5+7.5	CO3	BT 2
	Q4	A. Differentiate between Profit Maximization and Wealth Maximization as goal for firms. What are the objections to Profit Maximization? B. Explain the concept of Time Value of Money with example.			7.5+7.5	CO3	BT 2
PART-D	Q5	Omic Ltd. is the country's premier electronic equipment manufacturing organization covering 70% of the market in western India. It has around 1000 employee managing its various activities. Post COVID-19, the prices of components have skyrocketed. This has increased its cost of manufacturing and reduced the profit margins. All the electronic equipment being manufactured by Omic Ltd. require			15	CO4	BT 4

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component-M12. Till now, this component was being manufactured using a machine based on old technology. In order to improve the quality of the product and bring down operating cost, it is planning to replace the existing machine with a new one based on latest technology. Following are the relevant information.

Existing machine:

Purchased 5 years ago
Current book value Rs. 3,00,000
Remaining life 5 years
Realizable market value Rs. 3,50,000
Salvage value Rs. 20,000
Annual depreciation Rs. 28,000
Depreciation on straight line method

New Replaced machine:

Capital cost Rs. 10,00,000
Estimated useful life 5 years
Estimated salvage value Rs. 1,00,000

The replacement machine would permit an output expansion. As a result, sales is expected to increase by Rs. 1,00,000 per year, operating expenses would decline by Rs. 2,00,000 per year. It would require an additional inventory of Rs. 2,00,000 and would cause an increase in accounts payable by Rs. 50,000.

Assuming a corporate tax rate of 30% and the cost of capital of 12%, advise the company about replacement of the existing machine.

Q6	Omigo Ltd. has furnished following data relating to the year ending 31st March, 2021,	7.5+7.5	CO4	BT 4

	(Rs. Lakh)
Sales	450
Material consumed	150
Direct wages	30
Factory overheads (100% variable)	60
Office overheads (100% variable)	60
Selling overheads	50

The company wants to make a forecast of working capital needed for the next year and anticipates that:

- Sales will go up by 100%
- Selling expenses will be Rs. 150 lakhs.
- Stock holdings for the next year will

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be: raw material for two and half months. Work in progress for one month, finished goods for half month and book debts for one and half months.

- Lags in payment will be 3 months for creditors. 1 month for wages and half month for all overheads.

You are required to:

A. Prepare statement showing working capital requirements for next year.

B. Calculate maximum permissible bank finance as per Tandon committee guidelines assuming the core current assets of the firm are estimated to be Rs. 30 lakhs.

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SEMESTER	**1**	**DATE OF EXAM**	16/12/2023 (I)
COURSE NAME	**Introduction to Business Analytics**	**COURSE CODE**	**MCH505B**
PROGRAM	**MBA**	**CREDITS**	**3**
TIME DURATION	**Hours** (1.5)	**MAX. MARKS**	**50**
NAME OF FACULTY	**Dr. Animesh Singh**	**NAME OF COURSE COORDINATOR**	**Dr. Animesh Singh**

Note: *There are four sections in the paper. Attempt all questions from each part.*

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1(A)	A survey handed out to individuals at a major shopping mall in a small Florida city in July asked the following: • Gender • Age • length of residency • overall satisfaction with city services (using a scale of 1–5, going from poor to excellent) • quality of schools (using a scale of 1–5, going from poor to excellent) What types of data (categorical, ordinal, interval, or ratio) would each of the survey items represent?	2.5	CO1	BT3	
	1(B)	Explain Descriptive, Predictive, and Prescriptive analytics with appropriate examples.	2.5	CO1	BT2	
PART-B	2(A)	How does the statement "A data mart is a scaled-down version of a data warehouse that focuses on a particular subject area" explain the concept of data marts? Provide an explanation, citing reasons and characteristics that support this definition.	2.5	CO2	BT2	
	2(B)	Explain various measures of Location and their uses in analytics.	2.5	CO2	BT2	

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PART-C	3 (A)	Differentiate between Data Mining and Statistics.	5	CO3	BT4	
	3(B)	Differentiate between Data Science and Data Analytics.	5	CO3	BT4	
	4 (A)	"Data mining is a nontrivial process of identifying valid, novel, potentially useful, and ultimately understandable patterns in data stored in structured databases" Elaborate this statement by explaining potential applications of data mining in different industries.	5	CO3	BT3	
	4(B)	Explain the data mining process in detail.	5	CO3	BT2	
PART-D	5(A)	Summarize the most useful charts available in Excel and the types of applications for which they should be used.	5	CO4	BT2	
	5(B)	Identify and explain various opportunities for applying analytics in the retail value chain.	5	CO4	BT3	
	6	Read the Case and Answer the questions:	3+3+4	CO4	BT3	

Kaleida Health, the largest healthcare provider in western New York, has more than 10,000 employees, five hospitals, a number of clinics and nursing homes, and a visiting nurse association that deals with millions of patient data records. Kaleida's traditional reporting tools were inadequate to handle the growing data; they were faced with the challenge of finding a business intelligence tool that could handle large data sets effortlessly and quickly, and have a much deeper analytic capability.

At Kaleida, many of the calculations are now done in Tableau, primarily pulling the data from Oracle databases into Excel and importing the data into Tableau. For many of the monthly analytic reports, the data is directly extracted into Tableau from the data warehouse. Many of the data queries are saved and rerun, which results in saving time when dealing with millions of records—each having more than 40 fields per record. Besides speed, Kaleida also uses Tableau to merge different tables for generating extracts.

Using Tableau, Kaleida is able to analyze emergency room data to determine the number of patients who visit more than 10 times a year. The data often reveals that people frequently use emergency room and ambulance services inappropriately for stomachaches, headaches, and fevers. Kaleida can manage resource utilizations—the use and cost of supplies—which will ultimately lead to efficiency and standardization of supplies management across the system.

Kaleida now has its own business intelligence department and uses Tableau to compare itself to other hospitals across the country. Comparisons are made on various aspects, such as length of patient stay, hospital practices, market share, and partnerships with doctors.

Questions for Discussion

1. What are the desired functionalities of a reporting tool?
2. What advantages were derived by using a reporting tool in the case?
3. What all we learn from This Case.

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SEMESTER	**I**	**DATE OF EXAM**	18/12/2023 (I)
COURSE NAME	**Marketing Management**	**COURSE CODE**	**MCH502B**
PROGRAM	**MBA-Business Analytics**	**CREDITS**	**3**
TIME DURATION	**3 HOURS**	**MAX. MARKS**	**80**
NAME OF FACULTY	**Prof. (Dr.) Tanushri Purohit**	**NAME OF COURSE COORDINATOR**	**Prof. (Dr.) Tanushri Purohit**

Note: Part A is compulsory. Part B-All Questions compulsory

	Q.NO.	QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	Q1	a)Discuss the factors affecting Marketing Environment? Explain in brief any two factors affecting Micro Environment of a Company? (2,5) b)Explain any two concepts of marketing.(2.5)	5	CO1	BT2	
	Q2	a)Discuss the main elements of marketing mix with suitable example from consumer durable industry.(2.5) b)Examine the concept of 'Green Marketing' and impact on marketing strategy.(2.5)	5	CO1	BT3	
PART-B	Q3	a)Explain the basic elements that influence in selecting the strategy for market segmentation?(2.5) b) Discuss the various stages of a new product development process by taking the example of an electric car as a new product concept.(2.5)	5	CO2	BT2,3	
	Q4	a)"Consumers buy brands not products". Discuss the importance of branding in the light of above statement with suitable example of your choice .(2.5) b)Discuss the factors that should always be considered while making pricing decisions ? Would these change in case of new product Why?(2.5)	5	CO2	BT3,4	

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PART-C	Q5(A)	Discuss the factors that determine the channel decision for an industrial product?	7.5	CO3	BT3	
	Q5(B)	Discuss the different channel functions which are performed with reference to FMCG sector	7.5	CO3	BT3	
	Q6(A)	Compare Horizontal conflict and Vertical conflict.	7.5	CO3	BT3,2	
	Q6(B)	Explain the role of technology in changing the dimensions of distribution channel	7.5	CO3	BT3,2	
PART-D	Q7(A)	Discuss briefly the objectives of Advertising strategy of an organization who has newly launched a series leather accessories	7.5	CO4	BT3	
	Q7(B)	Elaborate on the elements of Promotion mix	7.5	CO4	BT3	
	Q8	Sachin and Virag are two enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Sachin and Virag fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by Star Hotel in Bangalore. Further, the hotel placed orders for supply of 20 kgs every day. Now mushroom industry is run by small entrepreneurs, like Sachin and Virag. Another big player M/s Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in the export market. Sachin and Virag have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food. **(A)** Design a promotion strategy for the product. **(B)** Choose two elements of promotion mix on which the promoters should focus on. Give reasons	7.5 7.5	CO4 CO4	BT4 BT4	

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SEMESTER	**1st**	**DATE OF EXAM/SESSION**	26/12/2023 (I)
COURSE NAME	**Research Methodology**	**COURSE CODE**	**MCH504B**
PROGRAM	**MBA BA**	**CREDITS**	**3**
TIME DURATION	**3 hrs**	**MAX. MARKS**	**80**
NAME OF FACULTY	**Dr. Khushboo Gulati**	**NAME OF COURSE COORDINATOR**	**Dr. Khushboo Gulati**

Instructions: All the questions are compulsory..

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	Q1	Differentiate between Independent and control variables?	5	CO1	BT2	
	Q2	Discuss the concept of confidence interval and level of significance?	5	CO4	BT3	
PART-B	Q3	Elaborate the steps for constructing a research design?	5	CO1	BT2	
	Q4	Explain the sources of secondary data collection?	5	CO3	BT2	
	`Q5A	A Researcher wants to collect primary data for his research suggests him the focus group discussion and observation technique with rationale?	8	CO3	BT3	
	Q5B	Explain the rating scales with examples?	7	CO4	BT2	
PART-C	Q6A	An IT company wants to conduct an online survey for assessing the customer satisfaction? Explain in detail the steps they need to follow for developing an online survey?	8	CO2	BT4	
	Q6B	Discuss the determinants of Sample size? Differentiate between sampling and non-sampling error?	7	CO4	BT3	

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PART-D	Q7A	You are working as a manager in FMCG company and you have to submit a report analyzing the performance of newly launched product? Design a report to be submitted to your management?	8	CO4	BT4	
	Q7B	Discuss the application of t-test, Z-test and F-Test in research?	7	CO2	BT3	
	Q8A	Elaborate the following types of research with real life examples: (1) Exploratory (2) Descriptive (3) Causal (4) Applied	8	CO1	BT2	
	Q8B	Outline the rationale for choosing non-sampling techniques available to a researcher for selecting a sample over probability technique?	7	CO3	BT2	

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SEMESTER	**III**	**DATE OF EXAM**	8/12/2023 (II)
COURSE NAME	**SUPPLY CHAIN ANALYTICS**	**COURSE CODE**	**MCH610B**
PROGRAM	**MBA(BUSINESS ANALYTICS)**	**CREDITS**	**3**
TIME DURATION	**3 HOURS**	**MAX. MARKS**	**80**
NAME OF FACULTY	**MR. NEERAJ CHOPRA**	**NAME OF COURSE COORDINATOR**	**MR. NEERAJ CHOPRA**

Note: There are four sections in the paper. . Attempt all questions from each part.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1(A)	Explain briefly the objectives of supply chain management.	5	CO1	BT2	
	1(B)	Illustrate the scope of supply chain management in modern business environment	5	CO1	BT2	
PART-B	2(A)	Briefly illustrate the evolution of supply chain management	5	CO2	BT2	
	2(B)	Explain briefly how supply chain management helps in gaining competitive advantage?	5	CO2	BT2	
PART-C	Q3(A)	Illustrate the strategies a manufacturer could employ to enhance responsiveness through its facilities, providing a detailed explanation of the operational adjustments and facility-related initiatives that contribute to increased agility in meeting market demands.	7.5	CO3	BT3	
	Q3(B)	Illustrate the key components involved in facilities decision-making, providing a detailed explanation of the factors and considerations that influence the strategic choices in managing and optimizing facilities within an organizational context.	7.5	CO3	BT3	

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	Q4(A)	Explain how supply chain drivers play a pivotal role in optimizing process effectiveness and responsiveness, providing specific examples to demonstrate their impact on operational dynamics	7.5	CO3	BT3	
	Q4(B)	Illustrate several facilities-related metrics, providing a detailed explanation of the key performance indicators and measurement criteria used to assess and optimize facility management within an organizational context.	7.5	CO3	BT3	
PART-D	Q5(A)	Analyze and justify the intricate role of transportation in the strategic framework of supply chain management, exploring the multifaceted impact of transportation decisions on overall operational efficiency, cost-effectiveness, and customer satisfaction.	7.5	CO4	BT4	
	Q5(B)	Illustrate the components integral to transportation decisions, providing a detailed explanation of the factors and considerations that shape strategic choices in managing and optimizing transportation within the context of supply chain management.	7.5	CO4	BT3	
	Q6(A)	Examine the influence of technology on supply chain dynamics, providing specific instances that highlight the transformative role of digital advancements in optimizing operations.	7.5	CO4	BT3	
	Q6(B)	Illustrate the components essential to information decisions, providing a detailed explanation of the factors and considerations that shape strategic choices in managing and optimizing information flows within the context of supply chain decision-making processes.	7.5	CO4	BT3	

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SEMESTER	**III**	**DATE OF EXAM**	**11-12-2023** (II)
SUBJECT NAME	**Big Data Analytics**	**SUBJECT CODE**	MCH602B
BRANCH	**BA**	**SESSION**	II
TIME	**12:30-3:30pm**	**MAX. MARKS**	**80**
PROGRAM	**MBA(BA)**	**CREDITS**	**3**
NAME OF FACULTY	**Bhavesh Mathur**	**COURSE COORDINATOR**	**Bhavesh Mathur**

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Note: All questions are mandatory.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL
PART-A	1(A)	What is Apahe Pig?	5	CO1	BT1
	(B)	What is Hive?	5	CO1	BT1
PART-B	Q2 (A)	What are the key benefits of cloud computing for businesses and organizations?	5	CO2	BT1
	(B)	Write advantages of Cloud Computing over traditional on-premises computing.	5	CO2	BT2
PART – C	Q 3(A)	How does grid computing differ from traditional distributed computing models	7	CO3	BT2
	Q3(B)	What are the main architectural components, challenges, and potential applications that make it a viable solution for tackling complex and resource-intensive	8	CO3	BT3

		computational tasks across geographically dispersed, interconnected resources within academic, scientific, and industrial domains?			
	Q 4(A)	How has the integration of big data analytics transformed the retail industry by enabling data-driven decision-making, personalizing customer experiences, optimizing supply chain management, and enhancing marketing strategies,	8	CO3	BT3
	Q 4(B)	What are the key challenges and ethical considerations associated with collecting, processing, and utilizing vast amounts of customer and market data in this context?	7	CO3	BT3
Part – D	Q5(A)	What is MapReduce and how does it facilitate parallel processing of large datasets?.	7	CO4	BT3
	Q5(B)	How does MapReduce facilitate the processing of large-scale data by breaking down tasks into map and reduce phases, and what are the key principles and benefits associated with this programming model in distributed computing?	8	CO4	BT3
	Q 6(A)	How does the Hadoop ecosystem contribute to distributed storage and processing of big data, and what are the key components and their respective roles within the Hadoop framework?	8	CO4	BT3
	Q 6(B)	Explain in detail all the components of Hadoop ecosystem with a schematic diagram.	7	CO4	BT3

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SEMESTER	**3rd**	**DATE OF EXAM**	14/12/2023 (FN)
COURSE NAME	**Human Resource Management**	**COURSE CODE**	**MCH604B**
PROGRAM	**MBA - BA**	**CREDITS**	**3**
TIME DURATION	**3 Hrs**	**MAX. MARKS**	**80**
NAME OF FACULTY	**Dr. Animesh Singh**	**NAME OF COURSE COORDINATOR**	**Dr. Animesh Singh**

Note: *There are four sections in the paper. . Attempt all questions from each part.*

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1(A)	What are the important trends influencing human resource management, discuss each trend along with a brief illustration.	5	CO1	BT2	
	1(B)	Explain the scope of human resource management?	5	CO1	BT2	
	2(A)	What is the distinction between job enlargement and job enrichment, explain the same with relevant examples.	5	CO2	BT4	
PART-B	2(B)	How can you elaborate on the importance of effective recruiting and provide insights into enhancing the effectiveness of the recruitment process?	5	CO2	BT2	
PART-C	3(A)	Compare and contrast performance management and performance appraisal	7.5	CO3	BT4	
	3(B)	Explain the performance management process along with appropriate examples.	7.5	CO3	BT2	
	4(A)	Imagine you are in the Analysis phase of the ADDIE model for a customer service training program. What specific activities and considerations would you undertake during this phase to ensure the training meets the identified needs?	7.5	CO3	BT3	

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	4(B)	Identify and Suggest some on-the-job training methods for newly recruited HR Managers.	7.5	CO3	BT3	
PART-D	5(A)	How can an HR professional implement innovative work-life balance strategies for healthcare professionals, considering the challenges such as unpredictable workload, high pressure, and on-call and emergency roles in their jobs?	7.5	CO4	BT3	
	5(B)	Examine the role of compensation. work flexibility, and organizational support in measuring work-life balance.	7.5	CO4	BT4	
	6(A)	Differentiate between diversity and inclusion. Why it is important for any organization to focus on diversity and inclusion practices.	7.5	CO4	BT4	
	6(B)	Discuss the role of the Human resource information system in organization's growth	7.5	CO4	BT2	

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SEMESTER	**III**	**DATE OF EXAM**	16/12/2023 (I)
COURSE NAME	**OPERATIONS & SUPPLY CHAIN MANAGEMENT**	**COURSE CODE**	**MCH605B**
PROGRAM	**MBA(BUSINESS ANALYTICS)**	**CREDITS**	**3**
TIME DURATION	**3 HOURS**	**MAX. MARKS**	**80**
NAME OF FACULTY	**MR. NEERAJ CHOPRA**	**NAME OF COURSE COORDINATOR**	**MR. NEERAJ CHOPRA**

Note: There are four sections in the paper. . Attempt all questions from each part.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
PART-A	1(A)	Briefly discuss the scope of operations management	5	CO1	BT2	
	1(B)	Elaborate the five key elements of operations strategy.	5	CO1	BT2	
PART-B	2(A)	Explain the objectives of material requirement planning	5	CO2	BT2	
	2(B)	Illustrate the need of production planning and control in managing the operations of a firm.	5	CO2	BT2	
PART-C D	Q3(A)	Illustrate the necessity of Business Process Reengineering (BPR) in operations management, providing a detailed explanation along with a relevant example to highlight how BPR contributes to operational efficiency and organizational improvement	7.5	CO3	BT3	
	Q3(B)	Illustrate the importance of maintenance in a production plant, providing a detailed explanation and supporting your discussion with practical examples that demonstrate how effective maintenance practices contribute to operational reliability and productivity.	7.5	CO3	BT3	

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	Q4(A)	Examine the practical importance of different maintenance types under the purview of operations managers in plant management. Illustrate the significance with specific examples that demonstrate their role in ensuring continuous and effective plant operations.	7.5	CO3	BT3	
	Q4(B)	Illustrate the significance of purchase management in operations management, providing a detailed explanation of how effective procurement practices contribute to the overall efficiency and success of operational processes.	7.5	CO3	BT3	
PART-D	Q5(A)	Illustrate concisely the different strategies employed by a supply chain manager, providing a detailed explanation of each approach and their respective impact on optimizing the overall supply chain efficiency	7.5	CO4	BT3	
	Q5(B)	Delve into the nuanced aspects of the various factors that significantly influence the discipline of inventory management.	7.5	CO4	BT3	
	Q6(A)	Illustrate concisely the importance of supply chain decisions in responding to environmental changes, providing a detailed overview of how strategic planning contributes to organizational resilience	7.5	CO4	BT3	
	Q6(B)	Illustrate the concept of ERP through a pertinent example, providing a detailed explanation to enhance understanding of how Enterprise Resource Planning (ERP) systems operate in real-world scenarios	7.5	CO4	BT3	
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SEMESTER	**III**	**DATE OF EXAM**	18/12/2023 (II)
COURSE NAME	**Consumer Behaviour**	**COURSE CODE**	**MCH607B**
PROGRAM	**MBA-BA**	**CREDITS**	**3**
TIME DURATION	3 hrs.	**MAX. MARKS**	**80**
NAME OF FACULTY	**Dr. Yogita Sharma**	**NAME OF COURSE COORDINATOR**	**Dr. Yogita Sharma**

Note: *All Parts are compulsory to attempt.*

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	P
PART-A	Q1	What are the Factors influencing consumer behavior in case of a mobile manufacturing company?	5	CO1	BT2	
	Q2	Can you get a hold on the market by having an understanding of profile of Indian and Global Consumers?	5	CO1	BT3	
PART-B	Q3	Does Personal or Psychological Influences really work in the field of 'Consumer Behaviour'? How? Explain with the help of relevant examples.	5	CO2	BT3	
	Q4	The consumer is assumed to be smart, and his goal is to get the most out of his money while getting the most out of his needs. Elaborate the statement with relevant example.	5	CO2	BT3	
PART-C	Q5(A)	ITC Ltd. entered the convenience food market in India under two brand names, 'Kitchens of India' and 'Aashirvaad', for the upmarket and middle-class segment respectively. What are the factors which have prompted ITC to enter the convenience food market? How can they take use of customer learning outcomes to form their marketing strategy?	8	CO3	BT4	
	Q5(B)	Self-concept and Lifestyle are major determinants to understand the customized jewelry market. Would consumers be ready to pay a premium for this product?	7	CO3	BT4	

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	Q6(A)	Starbucks is known around the world for the unique blends of coffee it serves its customers through its coffee service outlets in 35 countries. The company also sells a line of premium tea, cookies, snacks, espresso machines, and coffee brewers. "More than coffee, it was the Starbucks experience that made customers come back to the store." Discuss whether the companies should cut down prices or cut down expenditure to maintain a healthy growth?	8	CO3	BT4
	Q6(B)	Are 'Consumer Attitude' and 'Consumer Perception' the same thing? Give logical reason to justify the same taking example of a fashion sunglasses manufacturing Company.	7	CO3	BT4
PART-D	Q7(A)	"In 2001, Maruti Udyog Limited (MUL), the market leader in the car industry in India, entered the used-car market in India by launching its True Value operations." Do you think the situational influences post covid will help the company maintain its leadership position in the Indian car market?	8	CO4	BT4
	Q7(B)	How do consumers reduce post purchase dissonance? How can marketers provide reinforcement to consumers after the purchase to reduce their dissonance? Explain.	7	CO4	BT4
	Q8(A)	Burger King failed to attract nutrition-conscious diners through Satisfries, a lower-calorie, healthier version of its French fries, with the result that the company withdrew the product from two-thirds of its restaurants. Moreover, its overpricing, weak brand positioning, bad marketing decision, wrong social media advertisements, and lack of product differentiation among others, resulted in the failure of Satisfries. Do you think they have demographics and social stratification understanding of consumer behavior before launching their product in the market?	8	CO4	BT4
	Q8(B)	Advertising and marketing influence consumer decision-making at various stages in the consumer's mindset. Based on marketing and advertising, consumers choose specific products over others, are influenced, and are made aware of the benefits of products and services. How Can marketers better their advertising appeal to attract Consumers?	7	CO4	BT4

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SEMESTER	3rd	**DATE OF EXAM**	18/12/2023 (II)
COURSE NAME	Financial Derivatives Analysis	**COURSE CODE**	MCH609B
PROGRAM	MBA (BA)	**CREDITS**	3
TIME DURATION	3 hrs	**MAX. MARKS**	80
NAME OF FACULTY	Dr. Madhvi Kush	**NAME OF COURSE COORDINATOR**	Dr. Madhvi Kush

Note: All Questions are Compulsory. Attempt all.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
Part A	Q1	Explain the concept of Forward Contracts in the in derivatives? Additionally, discuss the different categories of traders present in the financial market.	5	CO 2	BT1	
	Q2	Evaluate the term 'future contract'. Write a short note on Currency Futures	5	CO 2	BT2	
Part B	Q3	Explain the differences between future and option contracts. Support with examples.	5	CO 3	BT3	
	Q4	Explain on the concept of margin money requirements in the context of derivatives.	5	CO 4	BT2	
Part C	Q5 (a)	Explain the various types of derivatives. Differentiate between cash and futures market.	8	CO 4	BT3	
	5 (b)	Discuss the diverse forms of derivatives. Distinguish between the cash market and the futures market.	7	CO 3	BT4	
	Q6(a)	Explain the concept of Binomial option pricing model by focusing on both steps.	7	CO 4	BT3	
	6(b)	Explain the different types of SWAP contracts in detail by using different examples.	8	CO 4	BT3	

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Part D	Q7 (a)	Examine the development of the derivatives market in India by taking it to the evolution and development.	8	CO 4	BT3	
	Q7 (b)	Elaborate on the risks associated with financial derivatives and propose measures to mitigate them.	7	CO 3	BT 3	
	Q8 (a)	Distinguish between : (i) Call option and put option (ii) Intrinsic value option and time value option (iii) American option and European option.	8	CO 4	BT 3	
	Q8(b)	Examine the Black-Scholes Option Pricing model thoroughly, providing examples for illustration..	7	CO 3	BT 4	

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SEMESTER	**III**	**DATE OF EXAM**	**20-12-2023**
SUBJECT NAME	**AI/ML (Machine learning & AI)**	**SUBJECT CODE**	**MCH603B**
BRANCH	**BA**	**SESSION**	**II**
TIME	**12:30-3:30pm**	**MAX. MARKS**	**80**
PROGRAM	**MBA(BA)**	**CREDITS**	**3**
NAME OF FACULTY	**Bhavesh Mathur**	**COURSE COORDINATOR**	**Bhavesh Mathur**

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Note: All questions are mandatory.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL
PART -A	1(A)	List Association rules.	5	CO1	BT1
	(B)	Write advantages and disadvantages of Support Vector Machine.	5	CO1	BT1
PART -B	Q2 (A)	What is support in Association?	5	CO2	BT1
	(B)	What are different types of unsupervised machine learning?	5	CO2	BT1
PART – C	Q 3(A)	Calculate Entropy, Information Gain and Gini Index of Data given below	8	CO3	

Instances	A1	A2	A3	Target Class
1	T	T	1.0	+

		2	T	T	6.0	+			BT4
		3	T	F	5.0	-			
		4	F	F	4.0	+			
		5	F	T	7.0	-			
		6	F	T	3.0	-			
		7	F	F	8.0	-			
		8	F	F	7.0	+			
		9	F	T	5.0	-			
	Q3(B)	Write Advantages and Disadvantages of Decision Trees.					7	CO3	BT2
	Q 4(A)	What is an artificial neural network? Explain with suitable examples.					7	CO3	BT3
	Q 4(B)	How does ANN work in mimicking the human brain's computational processes, including its layers, connections, and learning algorithms, to solve complex tasks like pattern recognition, prediction, and decision-making in machine learning and artificial intelligence applications?					8	CO3	BT3
Part – D	Q5(A)	Explain kernels in support vector machine with the help of examples.					7	CO4	BT3
	Q5(B)	How does a Support Vector Machine (SVM) work in the context of machine learning, and what are the key concepts, such as kernels and margin, that play a crucial role in SVM classification?					8	CO4	BT3
	Q 6(A)	Explain Apriori algorithm in detail.					7	CO4	BT3

	Q 6(B)	How does the Apriori algorithm contribute to association rule mining in data analysis, and what are the fundamental steps and key concepts involved, such as frequent itemsets, support, and confidence?	8	CO4	BT4

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SEMESTER	**III**	**DATE OF EXAM**	**22-12-2023**
SUBJECT NAME	**Marketing Analytics**	**SUBJECT CODE**	**MCH606B**
BRANCH	**BA**	**SESSION**	**II**
TIME	**12:30-3:30pm**	**MAX. MARKS**	**80**
PROGRAM	**MBA(BA)**	**CREDITS**	**3**
NAME OF FACULTY	**Bhavesh Mathur**	**COURSE COORDINATOR**	**Bhavesh Mathur**

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Note: All questions are mandatory.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL
PART -A	1(A)	List different types of data relevant to marketing.	5	CO1	BT1
	(B)	What are Ways to use data from generating ideas to automating decisions?	5	CO1	BT1
PART -B	Q2 (A)	Explain Management Processes in Marketing.	5	CO2	BT2
	(B)	Explain Market design.	5	CO2	BT2
PART – C	Q 3(A)	Explain Analytics in B2B marketing.	8	CO4	BT2

	Q3(B)	How to build digital marketing ecosystem?	7	CO3	BT3
	Q 4(A)	What are typical designs and outcomes for marketing decisions?	8	CO3	BT2
	Q4(B)	Summarize consumer behavior Customer lifetime value	7	CO3	BT3
Part – D	Q5(A)	Explain automating experimentation.	8	CO4	BT2
	Q 5(A)	Explain modeling probability of product purchase.	7	CO4	BT2
	Q6(A)	What are recent developments in data use for marketing?	8	CO4	BT2
	Q6(B)	Explain experiments for customer acquisition and product innovation.	7	CO4	BT2

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SEMESTER	**III**	**DATE OF EXAM**	22/12/2023 (FN)
COURSE NAME	**FINANCIAL ANALYTICS**	**COURSE CODE**	**MCH608B**
PROGRAM	**MBA BA**	**CREDITS**	**3**
TIME DURATION	**3 HOURS**	**MAX. MARKS**	**80**
NAME OF FACULTY	**DR. RASHI BANERJI**	**NAME OF COURSE COORDINATOR**	**DR. RASHI BANERJI**

Note: There are four sections in the paper. . Attempt all questions from each part.

Q.NO.		QUESTIONS	MARKS	CO	BT	PI
PART-A	Q1	Appraise how financial assets are better than physical assets and intangible assets in terms of liquidity, risk and return on investment.	5	CO1	BT2	
	Q2	Give the characteristics of money market instruments. Elaborate characteristics of T bills.	5	CO1	BT1	
PART-B	Q3	What are the components of systematic risk? Is this type of risk diversifiable?	5	CO2	BT2	
	Q4	As a financial analyst what aspects you would consider while performing a fundamental analysis of a stock?	5	CO2	BT1	
PART-C	Q5 (A)	What is the time value of money? What are the reasons which are attributed to the time value of money?	7.5	CO3	BT1	
	Q5 (B)	Calculate the future value of Rs. 50,000 at a 9% interest rate for periods of 5 years and 7 years respectively.	7.5	CO3	BT3	
	Q6 (A)	Explain the concept of annuity in detail with the help of real-life examples.	7.5	CO3	BT2	
	Q6 (B)	Calculate the future value of an annuity of Rs. 1,00,000 p.a. at a 5% interest rate for 5 years.	7.5	CO3	BT4	

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PART-D	Q7 (A)	Give the importance of capital budgeting techniques. Elaborate the steps of calculating NPV of any project.	7.5	CO4	BT2
	Q7 (B)	Calculate the NPV of a project with CO=100000 C1=25000 C2=25000 C3=30000 C4=30000 At 5% and 10% interest rate.	7.5	CO4	BT4
	Q8 (A)	Give the importance of 5 dimensions of financial statement analysis namely: • Operating Efficiency • Profitability • Liquidity • Solvency • Valuation	7.5	CO4	BT2
	Q8 (B)	Differentiate between horizontal and vertical analysis of financial statements. As a financial analyst, what three statements would you analyze for any company? What is the role of auditors in enhancing confidence in financial statements?	7.5	CO4	BT2

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SEMESTER	III	DATE OF EXAM	26.12.2023 (II)
COURSE NAME	IT Project Management	COURSE CODE	MCH612B
PROGRAM	MBA-BA	CREDITS	3
TIME DURATION	3 Hours	MAX. MARKS	80
NAME OF FACULTY	Dr. V. K. Mahna	NAME OF COURSE COORDINATOR	Dr. V. K. Mahna

Note: Part A&B is compulsory.

Q.NO.		QUESTIONS	MARKS	CO ADDRESSED	BLOOM'S LEVEL	PI
Part A	1(A)	Select the correct choice for the following question. i) The Nature of IT project is different from projects in other industries because they are very..... .....a)Expensive b) Technical c) Diverse d) Challenging ii) Personnel in a ..... organisational structure often report to two or more seniors. a)functional b)project c)matrix d)hybrid iii) Which of the following is not part of the three sphere model for system management. a)Communication b) organisation c) Technology d)Business iv) Which of the following is not included in charter. a) Name of Project manager b) Project information c) Stakeholder's signature d) Gantt chart v) Which of the following is not constraint for project management. a)Meeting scope goals b)Meeting time goals c)Meeting communication goals d)Meeting quality goals	5	CO1	BT1	

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	1(B)	i) Discuss best practise for new product development projects? ii) How to perform integrated change control?	5	CO1	BT2	
Part B	2 (A)	What is knowledge areas of project management?	5	CO2	BT1	
	2 (B)	Discuss the four frames of an organization?	5	CO2	BT3	
Part C	3 (A)	Discuss the project integration management and it's criticality to success of project?	7	CO3	BT1	
	3 (B)	What are the Constraints for a project?	8	CO3	BT3	
	4 (A)	Discuss ethical practices in project management	7	CO4	BT2	
	4 (B)	Discuss the various Organisational structures?	8	CO4	BT3	
Part D	5 (A)	Discuss three sphere model for system management ?	7	CO4	BT4	
	5 (B)	Discuss Briefly the ten knowledge areas contextual to project management?	8	CO4	BT3	
	6 (A)	Discuss importance of communication in project management?	7	CO4	BT2	
	6(B)	Discuss lifecycle of project?	8	CO4	BT3	

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