

Registration No.:

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Total Number of Pages: 02

Course: MBA  
Sub\_Code: 18MBA402A

4<sup>th</sup> Semester Regular/Back Examination: 2024-25

SUBJECT: Product & Branding Management

BRANCH(S): BA, FM, FM&HRM, GM, HRM, IB, LSCM, MBA, MBA (A & M), MBA (M & F), MM, RM

Time: 3 Hours

Max Marks: 100

Q.Code: S092

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right-hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- What do you mean by Product Line?
- What is Product Management and why it's needed?
- Explain the concept of Brand identity.
- Write any two key roles/responsibilities of product manager.
- What is Brand Equity?
- What is Product line?
- What is Product Mix decision?
- What is Test marketing?
- What is brand architecture?
- What is brand rejuvenation?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- Explain the POP & POD concept of Brand positioning with special reference to couple of brands, one FMCG and one durable brand.
- What are the criteria applied in brand naming decisions? Discuss the different types of brand name category by citing suitable examples.
- Elaborate the differences between Brand Positioning and Brand Repositioning in the context of modern day market dynamics.
- Write Short notes on: I. Brand Rituals II. Brand Imagery
- What are the characteristics that a good brand name should possess? Based on these characteristics develop a brand name for packaged fruit juice containing mixed fruit and tomato juice.
- Define brand loyalty and write about the loyalty levels of the customer with respect to brands.
- Elaborate the concept of 'Brand Identity Prism'. Discuss its relevance and use in the modern context.

- h) What are the hindrances to 'New Product Development'? Mention the reasons for New Product failure.
- i) Suggest a Brand Positioning strategy for a brand of your choice preferably from Fast Moving Consumer Goods (FMCG) industry.
- j) Which brands do you have the most resonance with? Can every brand achieve resonance with its customers? Why or why not?
- k) In what ways does the global marketing mix and marketing principles differs from the domestic marketing mix and principles from branding perspective?
- l) Comment upon the significance of branding for consumer products in today's competitive marketing environment.

**Part-III**

**Only Long Answer Type Questions (Answer Any Two out of Four)**

**(16x2)**

- Q3      What is a 'New Product'? What are its types? Discuss the process of New Product development by giving suitable examples.      **(16)**
- Q4      Elaborate the different stages of Product Life Cycle (PLC) and discuss the strategies needed in each stage by giving suitable example.      **(16)**
- Q5      Discuss the sources of measuring brand equity with respect to customer mindset. Elaborate the different qualitative and quantitative research techniques to gather the same.      **(16)**
- Q6      Explain the 'Customer-Based Brand Equity Pyramid' & discuss different hierarchical steps and the movement of brands therein.      **(16)**

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Course: MBA  
Sub\_Code: 18MBA402B

4<sup>th</sup> Semester Regular/Back Examination: 2024-25

SUBJECT: BEHAVIOURAL FINANCE

BRANCH(S): BA, FM, FM&HRM, GM, HRM, IB, LSCM, MBA, MBA (M & F), MM, RM

Time: 3 Hours

Max Marks: 100

Q.Code: S099

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions: (2 x 10)

- I use trend analysis for some stocks and based on the analysis, I invest in the stock of the same sector.
- I compare the current stock price with the 52 week high and low for my next investment.
- I use my stock market knowledge and predictive skills to time the market so that my portfolio shall outperform the market return.
- I am able to predict the end of a bullish or bearish run on NSE.
- When I foresee a sure gain, I don't take a chance, so I sell to avoid risk of a fall.
- I have a tendency to hold stocks as I feel the pain of seeing my stock falling more than the joy of seeing its rise.
- I am concerned with the performance of each stock individually than the portfolio as a whole.
- Other investors' decisions of buying and selling stocks have impacts on my investment decisions.
- I do not sell the stock gifted by my father to late father even if it has gone up substantially.
- I love to invest in shares when I see a 60% prospect of 15% gain than in shares where I see a 40% chance of losing 15% return.

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- Distinguish between BFMI and BFMA
- What is ambiguity aversion bias? Explain with an example bring out the risk perspectives of the investor.
- Who is an average investor? What are the characteristics to identify an average investor?
- Discuss how psychology is one of the building blocks of behavioural finance.
- Explain in detail the model of prospect theory.
- Every individual, irrespective of his education has his own mental accounting. Do you agree with this statement? Justify your answer.

- g) Explain how and when people exhibit the phenomenon of gambler's fallacy
- h) Write a short note on confirmation bias.
- i) What are the external factors that impact the behavioural bias?
- j) What is corporate behavioural finance?
- k) Explain the dynamism of overconfidence in affecting financial decisions
- l) Suppose you have purchased 100 shares each of the two stocks A and B at the rate of Rs. 300 and Rs. 100 respectively. In the first year, the rate of A has become Rs. 120 and that of B Rs. 320. You need Rs. 30,000 suddenly to meet some medical emergency. You want to dispose certain shares. Explain the best course of action with proper assumption and justification.

### Part-III

#### Only Long Answer Type Questions (Answer Any Two out of Four)

(16 x 2)

- |           |  |             |
|-----------|--|-------------|
| <b>Q3</b> | Every investor go through an emotional setback while investing in the shares. Elucidate such setbacks.                                       | <b>(16)</b> |
| <b>Q4</b> | Discuss the essential ingredients to become a successful investor.   | <b>(16)</b> |
| <b>Q5</b> | What is a bubble? Explain how it is created. What should you do to avoid being a party to such bubble?                                       | <b>(16)</b> |
| <b>Q6</b> | Explain the following: <ul style="list-style-type: none"> <li>a. Rational decision making process</li> <li>b. Types of investors.</li> </ul> | <b>(16)</b> |

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Course: MBA  
Sub\_Code: 18MBA402C

4<sup>th</sup> Semester Regular/Back Examination: 2024-25

SUBJECT: Strategic HRM

BRANCH(S): BA, FM, FM&HRM, GM, HRM, IB, LSCM, MBA, MM, RM

Time: 3 Hours

Max Marks: 100

Q.Code: S135

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- What is the objective of Strategic HRM?
- How Strategic HR is different from Traditional HR?
- Define core competency.
- What are high performances works practices? State in few lines.
- What is Investment perspective in HR?
- What is an Integrated HR System?
- What do you understand by Best Fit Approach?
- Define Strategic Performance Management.
- What are Strategic HR Policies?
- What do you mean by Universalistic theory of SHRM?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- Organizational outcomes depend on the performance of HRM? Do you agree? Justify.
- To get Global competitive advantage we need Global Competent managers. What is your view? Explain.
- Core competencies derive the competitive advantage. If you agree on the statement, explain with an example.
- Aligning HR Strategy with Business strategy is the need of the hour. Explain.
- What is core competency? How it gives the competitive advantage to the organization?
- What is the sustainable Global competitive advantage? Explain.
- What do you mean by integrated HR system? Justify its importance.
- Distinguish between expatriation & repatriation.
- Discuss the strategic issues in international assignments.
- Explain Best Practice Approach with an example of IT Company?

- k) In what ways does the HRD function relate to the organizations strategy? Give contextual examples?
- l) Is Investment in job Secure Workforce commendable? Explain & Justify.

**Part-III**

**Only Long Answer Type Questions (Answer Any Two out of Four)**

**(16 x 2)**

- Q3** What differentiates human resource management from strategic human resource management? **(16)**
- Q4** Explain Relationship between High Performing Work Team (HPWP) and Organizational Performance? **(16)**
- Q5** Differentiate between 'Best Fit' approach and 'Best Practice' approach. **(16)**
- Q6** How the strategy will help for a better utilization of Human Resources in an Organization? Explain. **(16)**

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Course: MBA  
Sub\_Code: 18MBA401D

4<sup>th</sup> Semester Regular/Back Examination: 2024-25  
SUBJECT: MANAGEMENT OF MANUFACTURING SYSTEM  
BRANCH(S): BA, FM, FM&HRM, GM, HRM, IB, MBA, MM  
Time: 3 Hours  
Max Marks: 100  
Q.Code: S055

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

**Part-I**

**Q1 Answer the following questions:**

**(2 x 10)**

- How production is different from manufacturing.
- Differentiate between pull and push concept of Kanban.
- State the advantages of cellular manufacturing.
- Outline the benefits of flexible manufacturing system.
- State the prime rationale behind manufacturing process planning.
- Outline the basic concept of Kanban system.
- Differentiate between process layout and product layout.
- What is production flow analysis?
- Define CONWIP.
- What purpose Gantt chart solves?

**Part-II**

**Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)**

**(6 x 8)**

- Describe the conceptual framework of Flexible Manufacturing System.
- Explain the various tools and techniques used for layout planning and analysis.
- State the qualitative analysis in cellular manufacturing.
- Explain the basic principles of JIT, highlighting the elements of JIT.
- Enumerate the types of Kanban system.
- State the design and improvement aspects of JIT.
- Briefly explain the concept of "control based on theory of constraints".
- How can minimization of inter-cell movement be achieved in a cellular manufacturing system?
- Explain the process mapping in work environment.
- Outline the constraints in manufacturing system.
- Explain the DBR Methodology.
- State the requirements for a smooth operation planning.

**Part-III**

**Only Long Answer Type Questions (Answer Any Two out of Four)**

**(16 x 2)**

- Q3** Enumerate the scope for FMS in the world of manufacturing today? State the Types and composition. **(16)**
- Q4** "Good plant layout not only optimizes the space utilization but reduces material handling cost ". Elaborate the statement explaining essential of good plant layout and factors which are needed to be considered while adopting a particular type of layout. **(16)**
- Q5** Outline the key principles in scheduling. Explain the scheduling procedure and the Factors affecting scheduling. **(16)**
- Q6** Define process mapping. What are the generic building blocks of process mapping? With a flow chart explain process mapping in work environment. **(16)**

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Course: MBA  
Sub\_Code: 18MBA402D

4<sup>th</sup> Semester Regular/Back Examination: 2024-25  
SUBJECT: Sourcing Management  
BRANCH(S): BA, FM, FM&HRM, GM, HRM, IB, MBA, MM  
Time: 3 Hours  
Max Marks: 100  
Q.Code: S159

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

**Part-I**

**Q1 Answer the following questions:**

(2 x 10)

- What is unsystematic risk in risk management?
- What do you mean by Supplier Score card?
- What do you mean by sourcing Risk?
- What do you mean by Routine Vendor?
- Explain the concept of milk run.
- Give an example of single price break model in quantity discount model.
- What are the challenges of global sourcing?
- What are the three main skills required for successful global sourcing?
- What do you mean by win-win negotiation.
- Explain the term Triangle Talk.

**Part-II**

**Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)**

(6 x 8)

- Explain how and when the negotiator can effectively use e negotiation technique.
- Discuss the concept of BATNA and explain how a negotiator can effectively use it to plan a negotiation.
- Why does consultant typically want to avoid including detailed outcomes in their contracts? Is this ethical.
- Why India is emerging as an outsourcing hub? Explain how it is a win-win situation to both outsourcing and outsourced parties.
- What is outsourcing? Explain how it helps in growth and completeness in business.
- Explain the role of E-sourcing in modern era.
- How to managing risk in international business?
- Explain the methods of vendor rating.
- Write short notes on green sourcing.
- What are the factors affecting supply management's role in managing supplier quality?
- Why does the learning curve apply mainly to direct rather than indirect labor?
- Explain benefits of long-term contract.

**Part-III**

**Only Long Answer Type Questions (Answer Any Two out of Four)**

**(16 x 2)**

- Q3** Why do organizations commit the resources and time to evaluate suppliers before making a supplier selection decision? **(16)**
- Q4** Discuss in detail vendor selection process with suitable example. **(16)**
- Q5** Briefly explain reasons and roadblocks in outsourcing. **(16)**
- Q6** a) Discuss the different types of supplier development and support that a firm can offer. Which are the most common? Why? **(8 x 2)**
- b) What are the most important reasons for pursuing worldwide sourcing today?

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Course: MBA  
Sub\_Code: 18MBA401E

4<sup>th</sup> Semester Regular/Back Examination: 2024-25

SUBJECT: Strategic Management of IT

BRANCH(S): GM, MBA, RM

Time: 3 Hours

Max Marks: 100

Q.Code: S229

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

**Part-I**

**Q1 Answer the following questions: (2 x 10)**

- a) State the levels in formulation of strategy in descending order (from top to bottom).
- b) What are the steps in strategy formulation process in proper sequence?
- c) Mention the significant characteristics of Top-Down approach in planning for Strategic IT applications.
- d) How does Value Chain analysis help in IS/IT strategy?
- e) Give examples of Value Chain analysis related Primary and Support activities in any service industry.
- f) What are key areas that need special consideration under IT strategy in business?
- g) State the importance of some key aspects of IT Strategic Planning.
- h) What are the Critical Success Factors (CSFs) in successful implementation of IT strategies?
- i) How is Strategic Information Systems (SIS) useful in IT strategies?
- j) What are the four quadrants in the Strategic Grid?

**Part-II**

**Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)**

- a) Explain the major aspects of Inter-Organizational Systems (IOS).
- b) How Information Systems (IS) is related to Information Technology (IT) Strategies in an organization?
- c) Explain the prominent drivers behind transformation in business organization in the context of IT Strategies.
- d) Explain the major obstacles faced while implementing Information Systems in a real life business organization.
- e) Explain how IS and IT strategies are aligned with business needs of an organization, spanning from top level Vision to bottom level task and activities.
- f) What is meant by Organizational movements around the Strategic Grid, highlighting on the four quadrants?
- g) Explain the difference in implementation of IT systems in an existing organization and that for a new organization being setup.

- h) How has the healthcare services sector benefitted from IT systems? Furnish examples to explain the benefits.
- i) Explain how business analytics is an important differentiator in strategic IT between two competing organizations.
- j) Explain the importance of Chief Technology Officer (CTO) for visionary approach in IT strategy of any business organization.
- k) How has the OTT based Entertainment industry benefitted from IT systems? Furnish real world examples.
- l) Provide two (2) examples pertaining to IT future scenario in any sector of your choice, highlighting on the contribution of AI and Cloud Computing towards business success.

### Part-III

#### Only Long Answer Type Questions (Answer Any Two out of Four)

(16 x 2)

- Q3 Explain elaborately how Data Analytics is helping functional operations (like Finance, Mktg., HR etc.) in business organizations. Support with sufficient real life industry examples. (16)
- Q4 Prepare an IT strategy formulation plan for an organization (choose any sector of your liking) covering as much details in terms of Levels and Formulation of Strategy. Give examples to substantiate your formulation plan. (16)
- Q5 Explain how the following sectors in India have benefited from use of IT. (8 x 2)
  - i. E-Commerce portals.
  - ii. Travel & Tourism services.
- Q6 "IS and IT strategies are increasingly becoming critical backbone of every business for survival." Debate the pros and cons of the statement, citing examples from various sectors. (16)

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Course: MBA  
Sub\_Code: 18MBA403E

4<sup>th</sup> Semester Regular/Back Examination: 2024-25

SUBJECT: Managing Software Projects

BRANCH(S): GM, MBA, RM

Time: 3 Hours

Max Marks: 100

Q.Code: S250

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

**Part-I**

**Q1 Answer the following questions:**

**(2 x 10)**

- a) How are software projects different from other projects?
- b) Enumerate the key activities in Software project management in proper sequence.
- c) What are the plus points in Agile methodology frameworks over traditional ones?
- d) What is the meaning of Project Closure in software project management activities?
- e) Who all are the Stakeholders in software projects? Mention as many as possible.
- f) State the objectives of Project Portfolio management.
- g) What are the benefits of evaluation of individual projects?
- h) What is CBA used for?
- i) Why is it necessary to do Risk Assessment?
- j) How is Program management different from Project management?

**Part-II**

**Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)**

**(6 x 8)**

- a) Explain the concept of Program management Aids and its relevance.
- b) What is Stepwise project planning and how does it benefit the whole process?
- c) Explain briefly how effective management control is put in place for adhering to scope, cost, timeliness, and needs of the stakeholders?
- d) What is the difference between Risk Prioritization and Risk Mitigation?
- e) Make a comparison between Waterfall model and Spiral model based on respective pros and cons.
- f) Explain the key aspects of Software Prototyping.
- g) How are the concepts of Project management, Program management, and Project Portfolio management related to each other in terms of hierarchy of positions and scope coverage?
- h) While doing effort estimation, what are Size estimation, Effort calculation and Refinement & Iteration?

- i) Briefly narrate the phases of Waterfall model in proper sequence.
- j) Briefly explain how Change Management is addressed in context of Program Management Aids.
- k) Explain the factors contributing to success of a software project and the factors leading to failure.
- l) In Cloud Services, briefly explain what are SaaS (Software as a service), Paas (Platform as a service), and Iaas (Infrastructure as a service).

**Part-III**

**Only Long Answer Type Questions (Answer Any Two out of Four)**

**(16 x 2)**

- |           |   |             |
|-----------|---|-------------|
| <b>Q3</b> | Elaborate and explain fully all the basis of software estimating and their importance in managing the projects.   | <b>(16)</b> |
| <b>Q4</b> | Explain in details the key considerations in various Activities covered by Software Project Management, with industry examples of any sector of your choice.  | <b>(16)</b> |
| <b>Q5</b> | Explain the factors to be considered in selection of Build or Buy approach. State clearly, when to Build and when to Buy? Provide examples to support your answer.  | <b>(16)</b> |
| <b>Q6</b> | Present an elaborate note on the impact of cloud computing and new-age AI tools on software projects management activities at various levels. You may draw reference to On-Line education by Institutes and Universities for giving examples. | <b>(16)</b> |

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Course: MBA  
Sub\_Code: 18MBA402E

4<sup>th</sup> Semester Regular/Back Examination: 2024-25  
SUBJECT: Managing Digital Innovation and Transformation  
BRANCH(S): GM, MBA, RM  
Time: 3 Hours  
Max Marks: 100  
Q.Code: S238

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

**Part-I**

**Q1 Answer the following questions:**

**(2 x 10)**

- a) What are the five domains of Digital Transformations?
- b) What are the key aspects covered in "Harnessing Customer Networks"?
- c) Why is Data seen as a strategic resource in digital transformation?
- d) How is understanding customer needs very important for adapting value proposition?
- e) What are the broad categories of digital transformation classifications?
- f) What is meant by Business Model?
- g) How is Agile approach important for Product development?
- h) Why is it necessary to integrate Social media in almost every aspects of business to drive digital transformation?
- i) What are the key elements of building digital capabilities?
- j) Give examples of prominent digital innovation in Banking and Financial organizations.

**Part-II**

**Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)**

**(6 x 8)**

- a) Give an example of digital transformation of Business Model from any sector of your choice.
- b) Explain how Data Analytics along with AI and Machine Learning are very useful for digital transformation. Provide examples.
- c) Explain the significance of organizational culture for success of digital transformation.
- d) Explain the contribution of Social Media in digital transformation with real-life examples.
- e) Explain the key social media tactics used to engage with target audience and build community. Furnish some examples.
- f) Explain how Gap Analysis and Recommendation are done in digital transformation context.
- g) Briefly explain the challenges involved in building digital capabilities.
- h) How digital technology can be useful for small scale organizations? Elaborate with specific examples.

- i) How is cloud computing contributing in terms of resource management for digital transformations in industry?
- j) Explain how social media transformation contributes to popularity of OTT platforms.
- k) With advent of AI tools (e.g., ChatGPT or similar), what are the risks associated in knowledge management aspects of digital transformation?
- l) Explain how digital transformation helped organizations to adopt hybrid models for workforce (work from home and physical office).

**Part-III**

**Only Long Answer Type Questions (Answer Any Two out of Four)**

**(16 x 2)**

- |           |   |             |
|-----------|---|-------------|
| <b>Q3</b> | Explain how business process is undergoing fast improvements due to digital transformation in organizations. Support your answer with relevant examples.  | <b>(16)</b> |
| <b>Q4</b> | "Cloud computing is a cornerstone of Digital transformation". Debate this statement with its benefits and risks involved. Provide adequate examples from business world.  | <b>(16)</b> |
| <b>Q5</b> | In light of our military system (Army, Navy, & Air force), explain how digital transformation has helped in building up digital capabilities for security of the country. Furnish as much examples as possible. | <b>(16)</b> |
| <b>Q6</b> | Explain how organizations manage challenges related to handling employees and organizational culture during digital transformation. Provide examples for any service sector.                                    | <b>(16)</b> |

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Course: MBA  
Sub\_Code: 18MBA403D

4<sup>th</sup> Semester Regular/Back Examination: 2024-25  
SUBJECT: Operations Research Applications  
BRANCH(S): BA, FM, FM&HRM, GM, HRM, IB, MBA, MM  
Time: 3 Hours  
Max Marks: 100  
Q.Code: S222

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- Explain the term State variable.
- Write mathematical model of transportation problem.
- What do you mean by Capacitated Vehicle Routing Problem
- Write Kendal and Lee notation of Queuing Model.
- What are the three types of queuing system?
- What are the components of queuing system?
- Write standard form of Quadratic programming?
- How quadratic programming does differs from LPP?
- What is vehicle routing problem? Why is it important
- What is best fit bin packing?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- What are the techniques used in Operations Research? Explain.
- What is operations research? Describe its characteristics.
- Write the characteristics of dynamic programming.
- Explain computational procedure for the solution of all integer programming problem by Gomory method.
- What are the Solutions for Solving Vehicle Routing Problems?
- Discuss the cutting-plane algorithm for solving integer programming problems.
- Describe basic features of dynamic Programming.
- What are the factors affecting portfolio optimization?
- Explain advantages of branch bound method.
- Using Dynamic programming, Determine the value of  $U_1$ ,  $U_2$ , and  $U_3$  so as to  $\text{Max } Z = U_1.U_2.U_3$   
Subject to constraints  $U_1 + U_2 + U_3 = 10$   
 $U_1, U_2, U_3 \geq 0$

k) A T.V repairman repair the sets in the order in which they arrive and expects that the time required to repair a set has an ED with mean 30 mins. The sets arrive in a Poisson fashion at an average rate of 10/8 hours a day.

- I. What is the expected idle time / day for the repairman?
- II. How many TV sets will be there awaiting for the repair?

l) A company has three production facilities S1, S2, and S3 with production capacity of 7, 9, and 18 units (in 100s) per week of a product, respectively. These units are to be shipped to four warehouses D1, D2, D3, and D4 with requirement of 5, 8, 7, and 14 units (in 100s) per week, respectively. The transportation costs (in rupees) per unit between factories to warehouses are given in the table below: Formulate this transportation problem as an LP model to minimize the total transportation cost.

	D1	D2	D3	D4	Supply
S1	19	30	50	10	7
S2	70	30	40	60	9
S3	40	8	70	20	18
Demand	5	8	7	14	34

### Part-III

**Only Long Answer Type Questions (Answer Any Two out of Four)**

**(16 x 2)**

**Q3** What are the phases of operations Research method? **(16)**

**Q4** Use branch and bound technique to solve the following problem **(16)**

$$\begin{aligned} \text{Max } Z &= 7X_1 + 9X_2 \\ \text{S.C } & -X_1 + 3X_2 \leq 6 \\ & 7X_1 + X_2 \leq 35 \\ & 0 \leq X_1, X_2 \leq 7 \\ & X_1 \text{ and } X_2 \text{ are integer} \end{aligned}$$

**Q5** A vessel is to be loaded with stocks of 3 items. Each unit of item (i) has a weight (wi) and value (ri). The maximum cargo weight of the vessel can take is 5 and the details of the three items are as follows: **(16)**

I	1	2	3
Wi	1	3	2
ri	30	80	65

Develop the recursive equation for the above case and find the most valuable cargo load without exceeding the maximum cargo weight by using dynamic programming.

**Q6 a)** What is quadratic Programming? Explain Wolf's method in solving it. **(8 x 2)**

**b)** The processing time and due dates for 5 jobs A, B, C, D, and E are given in the table below:

Job	A	B	C	D	E
Processing Time(days)	20	18	16	22	17
Due date (days from Now)	28	32	37	27	52

Sequences these jobs according to EDD rule and calculate  
 (I) Total completion time (II) Total flow time (III) Average Flow Time  
 (IV) Average number of jobs in the system (V) Average job lateness.

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Course: MBA  
Sub\_Code: 18MBA403C

4<sup>th</sup> Semester Regular/Back Examination: 2024-25  
SUBJECT: INDUSTRIAL LEGISLATIONS  
BRANCH(S): BA, FM, FM&HRM, GM, HRM, IB, LSCM, MBA, MM, RM  
Time: 3 Hours  
Max Marks: 100  
Q.Code: S207

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

**Part-I**

**Q1 Answer the following questions:**

**(2 x 10)**

- Why is Industrial legislations significant in industries?
- What is a hazardous process under Factories Act?
- When does an employer refuse to pay Bonus to an employee legally?
- Define Industrial disputes.
- What are the objectives of Minimum Wages Act?
- What is doctrine of notional extension in Employees compensation Act?
- What is a lockout? When can a company declare lockout?
- What is the role of a conciliation officer?
- What is the amount of contributions made by employee and employer under EPF Act?
- What is an employment injury?

**Part-II**

**Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)**

**(6 x 8)**

- Discuss the provisions of payment of gratuity (when to pay, whom to pay, and how much to pay) to an employee of a company.
- Describe the procedure to register a trade union and obtain certificate for the same.
- Discuss briefly the mechanisms of settling industrial disputes.
- Enumerate the different forms of collective bargaining process.
- What are the procedures for retrenchment of workmen of an industrial organisation?
- Briefly discuss the provisions of the Factories Act with regard to health of workers.
- Distinguish between model standing orders and certified standing orders.
- Write a note on Payment of subsistence allowance under IE (standing orders) Act.
- Distinguish between Arbitration and Adjudication under the Industrial Disputes Act.
- Distinguish between sickness benefit and medical benefit under ESI Act.
- Discuss the principles governing domestic enquiry.
- Discuss different types of strikes that may take place in an industrial establishment.

**Part-III**

**Only Long Answer Type Questions (Answer Any Two out of Four) (16 x 2)**

- Q3** Describe the provisions of Factories Act with respect to Welfare. (16)
- Q4** Discuss the different types of compliances a company must adhere to under the Factories Act. (16)
- Q5** State the penalties for the closure of an undertaking without giving notice under the Industrial Disputers Act. (16)
- Q6** Discuss the provisions relating to the privileges of registered trade union. Also describe the rules regarding change of the name of the registered union. (16)

Registration No.:

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Total Number of Pages: 02

Course: MBA/MBAP  
Sub\_Code: 18MBA403B/18PTMBA603B

4<sup>th</sup> / 6<sup>th</sup> Semester Regular/Back Examination: 2024-25

SUBJECT: Mergers and Corporate Restructuring

BRANCH(S): BA, FM, FM&HRM, GM, HRM, IB, LSCM, MBA, MBA (M & F), MM, RM, MBA(PT)

Time: 3 Hours

Max Marks: 100

Q.Code: S197

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

**Part-I**

**Q1 Answer the following questions:**

**(2 x 10)**

- What are different types of growth strategies available for corporate?
- What is internal restructuring of companies?
- When rescue finance is needed?
- What is MBO?
- What is the concept of due diligence?
- What is employee buyout?
- What is conglomerate growth strategy?
- Mention few reasons of merger failures.
- Define dividend growth model for business valuation.
- How strategic intent leads to corporate restructuring?

**Part-II**

**Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)**

**(6 x 8)**

- What is hostile takeover? What are the conditions that prevail under hostile takeover of a Company?
- What is asset divestiture? Why companies divest their assets?
- What kind of take over defense can be adopted by a corporate?
- Explain various characteristics of the corporate restructuring.
- Differentiate between downsizings and lay off strategy.
- What is reverse merger? Explain its advantages and disadvantages.
- What are the major factors considered while selecting a target company for merger?
- What is co-insurance concept and how it is useful in merger activity?
- Explain the conditions where the restructuring of management of the organizations necessary.
- What do you mean by LBO? What are the main provisions of the LBO?
- What is spin offs? How it affects the shareholders?
- What are the major post merger issues faced by Indian companies?

**Part-III**

**Only Long Answer Type Questions (Answer Any Two out of Four)**

**(16 x 2)**

- Q3** Explain the concept of rescue financing. Explain in detail how with the help of rescue financing a corporate can get a better execution of its merger activities. **(16)**
- Q4** a) What are the various income based valuation models that can be used to evaluate a target company? **(10 + 6)**  
b) Company X paid a dividend of Rs. 1.80 per share this year. The company expects dividends to grow in perpetuity at 5 % per year, and the company's cost of equity capital is 7 %. Calculate the Price of the share by using DDM.
- Q5** Why cross boarder merger and acquisition is adopted by Corporate? Explain in detail the advantages and disadvantages of cross boarder merger. **(16)**
- Q6** What are the major regulation that governs the merger activity in India? Explain the SEBI take Over Code with recent provisions. **(16)**

Registration No.:

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Total Number of Pages: 02

Course: MBA  
Sub\_Code: 18MBA403A

4<sup>th</sup> Semester Regular/Back Examination, 2025

SUBJECT: B2B Marketing

BRANCH(S): BA, FM, FM&HRM, GM, HRM, IB, LSCM, MBA, MBA (A & M), MBA (M & F), MM, RM

Time : 3 Hours

Max Marks: 100

Q.Code: S163

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- Illustrate the importance of B2B marketing
- Differentiate between Business market and consumer market
- What do you understand by reverse logistics?
- Differentiate between straight re-buy and modified re-buy.
- How can marketers build customer relationships in B2B?
- What is the importance of advertising in B2B market?
- Why is tendering required?
- What is price bid?
- Discuss briefly about buying roles in B2B buying.
- What is understood by firmographics?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- Explain how Business Buyers can be engaged with digital and social media.
- What skill sets and competencies are required to the buying centre in B2B manufacturer?
- How can segmentation of business market be done?
- What do you understand by positioning? What are the criteria for making a good positioning strategy?
- Explain CRM strategies which can be used for Business markets?
- B2B marketing is more complex than B2C marketing. Comment.
- Evaluate how the buying behavior is likely to be different in the Commercial offices from individual households.
- Discuss the composition of a business Centre and their respective roles in the business Centre.

- i) What are the challenges for selling to a buying centre?
- j) Discuss the importance and factors influencing pricing in B2B markets.
- k) Sales promotion can be targeted to different customer categories in B2B marketing. Comment
- l) Explain various elements of IMC in Business marketing communication and their significance

**Part-III**

**Only Long Answer Type Questions (Answer Any Two out of Four)**

**(16 x 2)**

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|-----------|--|-------------|
| <b>Q3</b> | Explain the factors affecting industrial buying behaviour. Discuss the buyers' decision process approach with suitable examples.           | <b>(16)</b> |
| <b>Q4</b> | Branding plays a crucial role in B2B marketing, Comment. Develop a business channel strategy for a packaged bottling manufacturer.         | <b>(16)</b> |
| <b>Q5</b> | How do you measure the success of a B2B market campaign? Describe your experience while developing and executing B2B marketing strategies. | <b>(16)</b> |
| <b>Q6</b> | How can B2B marketing manager make use of the changing technology to increase the customer base?   | <b>(16)</b> |

Registration No.:

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Total Number of Pages: 02

Course: MBA  
Sub\_Code: 18MBA401C

4<sup>th</sup> Semester Regular/Back Examination: 2024-25  
SUBJECT: Team Dynamics At Work  
BRANCH(S): BA, FM, FM&HRM, GM, HRM, IB, LSCM, MBA, MM, RM  
Time: 3 Hours  
Max Marks: 100  
Q.Code: S043

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right-hand margin indicate marks.

Part-I

- Q1 Answer the following questions: (2 x 10)
- What is the purpose of forming teams in organizations?
  - How does a group differ from a team?
  - What is the role of social influence in team performance?
  - Define a virtual team.
  - How does a virtual team differ from a traditional team?
  - What are the key elements to consider when evaluating a team performance?
  - What is meant by "team building"?
  - Define diversity in the context of team dynamics.
  - Mention two factors that contribute to effective team communication.
  - Distinguish between cooperation and competition in teams.

Part-II

- Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)
- Discuss the various types of teams with suitable examples. How do the types of teams impact communication and collaboration?
  - What strategies can organizations adopt to ensure adequate training of cross-functional teams?
  - Illustrate the process of team building. Why is it crucial for team success?
  - Explain the importance of evaluating and rewarding teams. What methods can be used to ensure fair assessment and motivation?
  - Discuss the impact of social influence on individual behavior within teams. How can it be managed positively?
  - Compare and contrast self-managed teams and cross-functional teams. How do their dynamics differ?
  - "Conflict brings out a communication gap among employees." Explain.

- h) How can organizations design training programs that align with team needs and organizational goals?
- i) How do reward systems influence motivation and performance in teams? Suggest both financial and non-financial rewards.
- j) What are the best practices for onboarding members into a virtual team to ensure smooth integration?
- k) How can organizations create an environment that supports effective team dynamics and performance?
- l) Explain the term 'Decision Making' and the role of teams in organizational decision-making.

**Part-III**

**Only Long Answer Type Questions (Answer Any Two out of Four)**

**(16 x 2)**

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|-----------|---|-------------|
| <b>Q3</b> | Examine the key challenges faced by team leaders in managing diversity within teams. How can leaders leverage diversity to enhance team creativity, inclusivity, and performance? Provide examples.   | <b>(16)</b> |
| <b>Q4</b> | Briefly explain the functions and challenges of a cross-functional team. How can understanding basic team processes improve collaboration and performance in organizational teams?                    | <b>(16)</b> |
| <b>Q5</b> | Discuss the relationship between team culture and organizational culture. How can alignment between the two influence team motivation, cohesion, and outcomes?  | <b>(16)</b> |
| <b>Q6</b> | "A team is more than the sum of its parts." Critically analyze this statement in the context of team synergy, communication, and mutual accountability. Support your answer with models and examples. | <b>(16)</b> |

Registration No.:

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Total Number of Pages: 02

Course: MBA  
Sub\_Code: 18MBA401B

4<sup>th</sup> Semester Regular/Back Examination: 2024-25

SUBJECT: BUSINESS TAXATION

BRANCH(S): BA, FM, FM&HRM, GM, HRM, IB, LSCM, MBA, MBA (M & F), MM, RM

Time: 3 Hours

Max Marks: 100

Q.Code: S011

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

**Part-I**

- Q1 Answer the following questions: (2 x 10)**
- Why GST is called a dual concept of tax system?
  - Differentiate between short term and long term capital asset from IT point of view.
  - What is Input Tax credit? Discuss the eligibility to claim this.
  - What is perquisite? Give examples.
  - Discuss the standards deduction available under Section 24 (a) of the Income Tax Act.
  - A Bhubaneswar based company has supplied goods worth Rs. 15.00 lakhs to another company at Rourkela. Compute the taxability and how will you treat it in the books of accounts of the Bhubaneswar based company?
  - Explain with examples the concepts of Allowance and special Allowances.
  - Why should one have a PAN? Who are exempted from quoting PAN?
  - What do you mean by income of business and profession? Give examples.
  - What does salary include under Income Tax Act?

**Part-II**

- Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)**
- Explain the residential status of an assessee with respect to the taxability of Incomes earned by the assessee.
  - What are the difference between Tax Planning and Tax evading?
  - What types of incomes are excluded from the purview of computation of taxable income?
  - What are Bondwashing Transactions? Enumerate.
  - An individual owns two house properties in the same town. Explain the provisions for taxability of the same.
  - What are the savings mode available for a salaried person to save tax and for providing for his old age?
  - Explain the salient points in New Tax regime and Old Tax regime.

- h) What are the components of agricultural income? What are its tax liability?
- i) Discuss the income tax provision with respect to the investment allowance for investment in a new plant and machinery.
- j) What are the positive impacts of GST in India?
- k) What is VAT? Discuss the applicability of the same.
- l) What do you understand by impact and incidence of income Tax?

**Part-III**

**Only Long Answer Type Questions (Answer Any Two out of Four)**

**(16 x 2)**

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|-----------|---|-------------|
| <b>Q3</b> | Explain the deductions available while computing income from house property.  | <b>(16)</b> |
| <b>Q4</b> | Discuss the salient features of GST in India.   | <b>(16)</b> |
| <b>Q5</b> | What is a Provident Fund? Explain the different types of Provident Fund schemes available to employees by the employers.  | <b>(16)</b> |
| <b>Q6</b> | A company wants to set up an in-house scientific research unit in a new technology. The objective is to enhance its production capacity and quality products. Discuss the tax provisions for the expenditure incurred during the previous year. | <b>(16)</b> |

Registration No.:

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Total Number of Pages: 02

Course: MBA  
Sub\_Code: 18MBA401A

4<sup>th</sup> Semester Regular/Back Examination: 2024-25

SUBJECT: Retail Management

BRANCH(S): BA, FM, FM&HRM, GM, HRM, IB, LSCM, MBA, MBA (A & M), MBA (M & F), MM, RM

Time: 3 Hours

Max Marks: 100

Q.Code: S004

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right-hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- Explain the concept of "Impulsive Buying Behaviour".
- What is the relevance of retail layout?
- What is loss leader pricing?
- What are the four types of retail store layout?
- Define dynamic pricing in retailing.
- What is the point of purchase display?
- What do you understand by visual merchandising?
- Who is a channel captain in the distribution system?
- Explain the term GMROI.
- Define CRM.

Part-II

Q2 Only Focused-Short Answer Type Questions - (Answer Any Eight out of Twelve)

(6 x 8)

- What are the elements of retail marketing mix?
- Explain the different types of organized retail format with suitable examples.
- How economic and political factors impact on the retail environment?
- Describe the factors to be considered to have an effective retail pricing decision.
- Discuss the challenges and opportunities prevailing in global retailing sphere.
- What are the duties and responsibilities of store manager?
- What are the steps of personal selling in Retail?
- Write a short note on "Retail Supply Chain Management".
- Explain the factors those influence choice of retail location.
- What is retail inventory? Discuss.
- Differentiate between logistics and inventory management.
- What is the difference between Speciality stores and Discount stores?

**Part-III**

**Only Long Answer Type Questions (Answer Any Two out of Four) (16x2)**

- Q3** Explain the importance of supply chain management and logistics in service retailing and product retailing in India by giving suitable examples. (16)
- Q4** Describe the process of setting a price for the retail product. Discuss the various pricing strategies useful to leverage demand-supply fluctuations in dynamic market scenario. (16)
- Q5** Explain in detail about the different factors affecting retail consumers' buying decisions. Describe the decision making process in retail. (16)
- Q6** Define Merchandising. Discuss its importance and scope in retail business. Enumerate the factors that retailers should consider while merchandising objectives. (16)