

Registration No :

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Total Number of Pages: 02

Course: MBA
SubCode: 18MBA301A

3rd Semester Regular/Back Examination: 2022-23

SUBJECT: Consumer Behaviour

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

Time: 3Hours

Max Marks:100

Q.Code:L222

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)

- Define societal marketing.
- What do you understand by extensive problem-solving?
- Define the term impulsive buying.
- What is an affective choice?
- What is opinion leadership?
- What do you understand by the term cognitive learning?
- What are customer-centric organizations?
- What is selective perception?
- Define customer loyalty.
- What is the black box model?

Part-II

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

- Describe the meaning of the term 'Consumer Behavior'? Why is the study of consumer behaviour very relevant in today's context? Explain.
- Discuss the interrelationship between Consumer Behaviour and Marketing mix Strategies with suitable examples.
- What do you understand by the term 'Personality'? Explain the various determinants of Individual Personality.
- Explain the consumer decisions making process for buying a smartphone.
- Are 'Consumer Attitude' and 'Consumer Perception' the same thing? Give justify with suitable examples.
- How does consumer behaviour study multi-disciplinary in nature give justify?
- Describe the impact of the digital revolution on marketing and consumer behavior.
- What are the determinants of consumer involvement in a buying situation.?
- Explain the post-purchase process and its impact on marketers.
- What do you understand by the term social class?
- Examine the influences of reference groups on Consumer Behaviour.

- l) Explain the model of high and low involvement of the consumer in the purchasing process.

Part-III

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

- Q3** a Explain how diffusion of innovation takes place. Explain how the environmental factor influence on the diffusion process. (16)
b Write brief notes on the Economic, Cognitive Learning, Psychoanalytical, and Sociological models.
- Q4** a What is the effect of culture and sub-culture on consumer behavior? Explain various strategies adopted by marketers to deal with cross-cultural environments. (16)
b What are the different stages in the family life cycle? Explain how fast-food marketers would use the family life cycle concept in their strategy.
- Q5** a How do consumers make decisions? What factors influence their decision-making process? Give suitable examples (16)
b Why do some marketers feel that lifestyle segmentation is more appropriate than demographic segmentation in the present scenario? Discuss with a suitable example.
- Q6** a What is Blackwell's Model of consumer behaviours? Explain in detail what the different stages are involved in it. (16)
b How Does Omnichannel Transform Consumer Behavior? Explain the potential effects of omnichannel usage on issues about consumer behavior, such as brand loyalty, customer satisfaction, and buying behaviour.

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Total Number of Pages: 02

Course: MBA

Sub_Code: 18MBA302A / 18PTMBA501A

3rd / 5th Semester Regular/Back Examination: 2022-23

SUBJECT: Sales and Distribution Management

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

Time: 3Hours

Max Marks: 100

Q.Code:L327

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 are the primary purposes of a sales organization?
- What do you understand by the term sales force?
- Define pull distributions.
- Define Market Potential.
- Define sales territory.
- Elaborate on the term "Sales Quota"?
- What is store layout?
- What is sales audit?
- What is horizontal marketing?
- What is sales promotions?

Part-II

Q2

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

- What is merchandising? How it is essential in retail and distribution management.
- What do you understand by the term sales force? Why controlling and motivation essential for the sales force?
- What are the various steps involved in sales forecasting? Explain them in brief.
- What quantitative and qualitative criteria would you use as a sales manager to monitor the sales force's performance?
- Distinguish between salesmanship and Personal Selling.
- What are the different types of sales quotas?
- What are the criteria for a sound compensation plan? Discuss the different compensation plans used by the company.
- Define personal selling. Explain its growing importance in an economy like India.

- i) Discuss the horizontal and vertical marketing systems of managing marketing channels.
- j) Is salesmanship an art or a science? Discuss.
- k) Write short notes on
 - i) Wholesaling and retailing
 - ii) Stock turnover ratio
- l) "An efficient Channel Information System is critical for the overall success of distribution management function." – Explain with justifications.

Part-III

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

- Q3 a)** Explain how Sales Management becomes an integral part of Marketing Management and why it occupies a vital role in the success of an organisation? **(8x2)**
- b)** Why do companies form a suitable organisation for the sales of their Products? How the Sales Organisation is different for Industrial Products and Consumer Products.
- Q4 a)** Explain the new trends in distribution channel management. Explain the functions of each distribution channel. **(8x2)**
- b)** Define channel conflict. What are the reasons for channel conflicts? Briefly explain all the possible stages a channel conflict can go through. Also, explain all the conflict resolution styles in detail.
- Q5 a)** What do you understand by market logistics? Explain its objectives and decisions of market logistics with suitable examples. **(8x2)**
- b)** Discuss why it is essential for an organization to set sales objectives and sales budget. Explain How is sales budget is being prepared?
- Q6 a)** Discuss the role of information technology in sales force management in terms of sale performance evaluations and sale territory management. **(8x2)**
- b)** Discuss and elaborate on 'Intensive, Selective, and Exclusive' distribution strategies with appropriate examples.

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Course: MBA / MBAP
Sub_Code: 18MBA303A / 18PTMBA502A

3rd / 5th Semester Regular/Back Examination 2022-23

SUBJECT: DIGITAL MARKETING

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

Time : 3 Hour

Max Marks : 100

Q.Code : L438

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 inbound marketing?
- What do you understand by SEM?
- What is content marketing?
- What are QR codes?
- What is display advertising?
- What is cost per impression (CPM)?
- Who is a digital consumer? Give examples.
- What are the different types of digital marketing?
- What is web analytics?
- What is your idea about Ad Words?

Part - II

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

- What factors are to be considered before creating an online community?
- Give strategies for managing customer experience (CX) in digital marketing?
- What are planned emails and triggered emails? What are the advantages of email marketing?
- Illustrate how consumer segmentation and positioning is done through online tools.
- Explain the process of Google ad campaign.
- Explain the BEST principles in content marketing.
- Briefly describe different types of SEO?
- How does affiliate marketing help in creating strategic partnership.
- Describe the benefits of Paid, Owned and Earned Media (POEM) framework.
- What are the advantages and disadvantages of social media advertising?
- Briefly describe digital marketing landscape.
- Briefly describe Audience Analysis and Acquisition Analysis.

Part – III

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

(16 × 2)

- Q3** What are the different types of blogs? Describe blogging as a digital marketing strategy.
- Q4** What is mobile marketing? Describe different mobile advertising formats?
- Q5** Describe key drivers of digital marketing in India with statistical inputs.
- Q6** What is social media marketing? Enlist and describe the categories of social media marketing.

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Course: MBA/MBAP

Sub_Code: 18MBA304A/18PTMBA503A

3rd / 5th Semester Regular/Back Examination: 2022-23

SUBJECT - Service Marketing

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

Time : 3 Hour

Max Marks : 100

Q.Code : L537

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 moments of truth?
- Differentiate between augmented service and potential service. Give example.
- What are the additional 'P's in Service Marketing? How do they differentiate products and services?
- Can service be packaged? Justify your answer.
- Differentiate between standardization and customization.
- Define and explain customer life time value.
- How remote encounter is different from face to face encounter?
- What are the components of service marketing triangle? Sketch their relationship.
- What do you mean by zone of tolerance?
- What constitutes the service blueprint?

Part-II

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

- Explain the process of service delivery by "Zomato".
- What is single window service concept? Explain.
- What do you mean by service encounter? Discuss the various types of service encounters.
- State the implications of service characteristics in financial sector with suitable examples.
- Explain the different types of intermediaries in service distribution channel.
- Why service provider link employee satisfaction and customer satisfaction to company's profit? Justify the inter-relatedness with example.

- g) The service scape creates a mood, an attraction or a desire to visit the service provider. Explain with examples.
- h) Companies often find pricing of services more difficult than pricing of goods. Explain various approaches for pricing of services.
- i) "Matching capacity and demand is difficult in Service Marketing as services cannot be stored". Explain different strategic approaches for Managing Supply and demand for services.
- j) Give three important reasons behind the huge growth of service economy in India with justifications.
- k) Why extra 3Ps are required in addition to the traditional marketing-mix for the marketing of services? Explain your answer keeping in view the recent condition of telecommunication services.
- l) What is the importance of distribution channel for the marketing of services? Explain different types of channel conflict.

Part-III

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

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|-----------|---|-------------|
| Q3 | "Services are deeds, acts or Performances". Explain the statement in the perspective of Service Marketing. Make a comparative analysis between Goods and Services highlighting the characteristics of services. | (16) |
| Q4 | Draw the Gap Model and explain various types of gaps in delivery of services with suitable examples. Also state the advantages and limitations of the Gap Model. | (16) |
| Q5 | What is SERVQUAL? Using this scale how can you measure and compare public and private hospitals of your city? Explain appropriate components of each scale. | (16) |
| Q6 | What do you mean by service blue printing? Map a flow chart or service blue print of an Automated Teller Machine (ATM) for delivery of cash. | (16) |

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Total Number of Pages : 03

Course: MBA
Sub_Code: 18MBA301B

3rd Semester Regular/Back Examination: 2022-23
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
BRANCH(S): BA,FM,FM&HRM,GM,HRM,IB,LSCM,MBA,MBA (M & F),MM,RM,
Time : 3 Hour
Max Marks : 100
Q.Code : L267

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)

- a) You see an advertisement for a book costing Rs50 and that claims to show how you can make Rs1.00 crores with no risk and with no down payment. Will you buy the book?
- b) Infodisha is a start-up computer software development company. It owns computer equipment worth Rs2.50 crores and a cash balance of Rs50 lakhs contributed by its owners. The company made a transaction with TCS. The company sells software product to TCS, which will market in the name of TCS and the company receives 50000 equity shares of TCS. Identify if the company has created any financial asset or real asset.
- c) Why is portfolio management a continuous process?
- d) Suppose investors can earn a return of 2% per 6 months on a treasury bills of Rs1,00,000 with 6 months remaining until maturity. What price would you expect a six month treasury bill to sell for?
- e) You are bullish on a stock. The current market price is Rs500 per share. You have Rs50000 of your own to invest. You borrow an additional Rs50,000 from your broker at an interest of 12% per year and invest Rs1,00,000 in the stock. What will be your rate of return if the price of the stock goes up by 10% during the next year? The stock does not pay dividend.
- f) The total return of an equity stock during the year was 16.75% and the rate of inflation during the year was 4.82%. What is the inflation adjusted return?
- g) A portfolio manager invests in five stocks namely A,B,C,D and E in the ratio of 30%,20%,25%,15%, and 10% and respective returns are 12%, 14%, -20%, 10% and 9%. What is the return of the portfolio?
- h) Stock Y has a perfect negative correlation with Stock X. The expected return on stock X is 15.76% and stock Y is 3%. In order to achieve a risk free portfolio, you allocate a weight of 0.7 to stock Y and 0.3 to stock X. What is the return on a risk free asset in this economy?

- i) The correlation between fund x and the market is 1.0. The expected return on the index is 11%. The expected return on the fund is 9% and the risk free return is 3%. Based on the analysis what is the implied beta of the fund?
- j) A company has two divisions, X and Y. X division has a market value of Rs10 million and a beta of 1.3 and division Y has market value of Rs8 million with a beta of 0.8. What should be the beta of the company?

Part-II

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

- a) The data given below relates to companies X Ltd and Y Ltd

	X Ltd (Rs)	Y Ltd (Rs)
Expected dividend	5	8
Current Market price	60	120
Expected market price after one year		
Optimistic	100	175
Pessimistic	50	100

If an investor's holding period is one year, which stock he should buy?

- b) Stocks X and Y have the following parameters:
Find if there is any advantage of holding a combinations of X and Y. If yes, what should be the proportion of holding both the stocks to maximise return?

	Stock X	Stock Y
Expected return	10	15
Variance	64	25
Co-variance	40	

- c) Suppose you have a project that has a 0.7 chance of doubling your investment in a year and a 0.3 chance of halving your investment in a year. What is the risk of the rate of return on this investment?
- d) An investor has Rs2,00,000 to invest in two stocks A and B. Stock A has an expected return of 18% and Stock B has an expected return of 11%. The investor has a goal to create a portfolio with an expected return of 16.5%. How much money he will invest in stock A and stock B?
- e) Explain the Markowitz model of portfolio selection.
- f) Draw a matrix showing clearly how you would compute the risk of a portfolio comprising 4 assets using the matrix.
- g) Discuss the important market indicators that are useful in studying the trend of the market.
- h) What is speculation? Who are the different types of speculators? Explain their style of functioning.
- i) Discuss the factors contributing to the systematic and unsystematic risk.
- j) Discuss the concepts of reward to variability and reward to volatility with example.

k) A security pays a dividend of Rs 4.25 and sells currently at Rs 85. The security is expected to sell at Rs98 at the end of the year. The security has a beta of 1.15. The risk free rate is 6% and the expected return on market index is 15%. Assess whether the security is correctly priced?

l) What is differential return? Explain the ratio which deals with this.

Part-III

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

Q3 The returns and market portfolio for a period of 4 years are as follows: **(16)**

Year	Return of Stock B (%)	Return on market portfolio (%)
1	10	8
2	12	10
3	9	9
4	3	-1

For Stock B, you are required to determine

- i. Characteristic line
- ii. Systematic and unsystematic risk

Q4 Consider the following data of a fund **(16)**

Return on the market = 40.58%

Standard deviation of market return = 18.57%

Beta of the portfolio = 1.121

Annual return on the stock = 55%

Standard deviation of the stock return = 32%

Risk free rate of return = 8%

You are required to compute the Fama's measure of total selectivity and net selectivity on the above portfolio.

Q5 Describe the key economic variables that an investor must monitor as part of his fundamental analysis. **(16)**

Q6 **(16)**

- a. What factors necessitate portfolio revision?
- b. Explain formula plans with appropriate examples.

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Course: MBA/MBAP
Sub_Code: 18MBA302B/18PTMBA501B

3rd/ 5th Semester Regular/Back Examination: 2022-23

FINANCIAL DERIVATIVES

BRANCH(S): MBA

Time : 3 Hour

Max Marks : 100

Q.Code : L349

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)

- Why might individuals buy stock futures rather than buying the stock itself?
- The one month Nifty futures are traded at Rs10200. The market lot is 100. An investor buys 4 lots. On settlement day the Nifty is 10,260. Find out his net position.
- Is short selling different from short futures? Explain
- How are financial derivatives different from commodity derivatives?
- Distinguish backwardation from contango with example.
- How does an interest rate swap work?
- The value of a Nifty contract is Rs200,000. The value of the portfolio is Rs500,000 and the portfolio beta is 1.3. Find the number of futures contracts that should be bought / sold?
- Explain long futures and Short futures payoffs through an example and diagrams
- What is a cost – of - carry model?
- What are exchange traded contracts?

Part-II

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

(6 x 8)

- Enumerate the functions of clearing house.
- What are the differences between forward markets and futures market?
- What is the purpose of initial and maintenance margin? How does marking to market affect the amount of funds held in the futures investor's margin?
- Name the major players in the derivative markets and their functions in brief.
- "Options and futures are zero-sum games" Do you agree? Justify with examples.
- Do you agree that every increase in spot price leads to an increase in intrinsic value? Justify.

- g) A call with a strike price of Rs60 costs Rs6. A put with the same strike price and expiration date costs Rs4. Construct a table showing the profits or loss from a straddle.
- h) What is a covered call strategy? Show its payoffs and profit functions.
- i) Sunny Energy share is currently trading at Rs64.50. One month call option is trading with a strike price of Rs80 at Rs3. One month put option with a strike price of Rs55 is trading at Rs2. How strangle can be created? What is the payoff of this strategy? What are the investor's payoff, if the share prices are Rs95, 65, and Rs50?
- j) Arian stock is currently priced at Rs19. Two call option at strike price of Rs17 and 21 are trading at Rs2 and Rs1. Create a bull call spread. The lot size is 200. What will be his profit, if the stock price is (a.) Rs23 and (b.) Rs18
- k) Explain Binomial one period model with the help of an example,
- l) Explain the put – call parity. Does it apply to American or European options?

Part-III

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

- Q3** What are the common types of derivatives? What categories of investors and traders use derivatives? **(16)**
- Q4** Write an essay on the growth of exchange traded derivatives in India. **(16)**
- Q5** M/s Astha Venture capital raised Rs100 crores through issue of 12% bonds on 1st January, 2022. These bonds will mature after 10 years. In March 2022, the interest rate was declined to 11% due to the economic revival in the country. It is expected that there will be further decline in future. The company is currently facing financial burden due to higher cost of funding. To hedge this risk the company decided to have a swap agreement with the New Bank, Mumbai. The terms of the swap agreements are;
 Bank will pay fixed 10% and receive MIBOR as floating rate on the notional principal of Rs100 crores for next 10 years
 At present the MIBOR is 10.5
 Would it be advisable to go for swap contract at 10% fixed rate offered by New Bank
 Advise. **(16)**
- Q6** Write short note on **(16)**
- a. Types of Swaps
 - b. Indian Swap market

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Course: MBA/MBAP

Sub_Code: 18MBA303B/18PTMBA502B

3rd / 5th Semester Regular/ Back Examination: 2022-23

SUBJECT: Advanced Management Accounting

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

Time: 3 Hour

Max Marks: 100

Q.Code : L491

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)

- a) What is the benefit of management accounting to the organization?
- b) What do you mean by fixed cost? Give suitable example.
- c) What do you understand by contribution?
- d) How do you calculate cost of production?
- e) What is marginal costing and its uses for organization?
- f) What is contract costing. Give suitable example.
- g) Briefly define direct and indirect costs with examples.
- h) What do you understand by fixed overheads? Give examples.
- i) Define cost unit and cost center. Give examples for both.
- j) List out few tools used for cost control.

Part-II

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

- a) What is cost accounting? Discuss its important objectives in a business entity.
- b) Distinguish between fixed cost and variable cost. Give suitable examples. How these costs do affect the price of the goods?
- c) Distinguish between joint product and byproduct.
- d) How do you apportion the overhead expenses? Illustrate with examples.
- e) How do you treat Abnormal loss in process costing?
- f) Compare between Performance Budgeting and Zero-based Budgeting.
- g) Compare between FIFO and LIFO method of inventory valuation and their implication.
- h) Briefly explain ABC method of material procurement and its advantages for the organization.
- i) What are the problems associated with marginal costing?
- j) Given, Fixed cost is Rs 2 lakh, Profit volume ratio is 25%. Compute the production quantity (in units) at which it reaches Break Even point.

- k) Given, Quantity of Production= 100000 units, Fixed cost = Rs 200000, Variable cost = Rs 6 per unit, Compute Profit amount using technique of marginal costing.
- l) Describe briefly the main features of Process Costing.

Part-III

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

- Q3** Define EOQ. Explain the method of computing EOQ with the help of graph. What are the benefits of EOQ model in terms of cost, time and transparency in procurement of materials. **(16)**
- Q4** Analyse and evaluate both Marginal Costing and Absorption Costing in relation to their appropriateness. **(16)**
- Q5** Evaluate various methods of absorption of overhead expenses in a factory. Justify apportionment of common expenses into different heads giving appropriate reasons. **(16)**
- Q6** Given, Fixed Cost = Rs 1,20,000. Variable Cost per unit = Rs 3. Selling price per unit = Rs 7. Quantity produced =50000 units. Determine the profit for following situations; **(16)**
- a) As per the data given above
 - b) With 10% increase in production
 - c) With 10% increase in Fixed Cost
 - d) With 10% increase in Variable Cost.

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MBA / MBAP
18MBA304B / 18PTMBA503B

3rd & 5th Semester Regular / Back Examination: 2022-23

PROJECT APPRAISAL AND FINANCING

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

Time : 3 Hour

Max Marks : 100

Q.Code : L552

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 project and its characteristics?
- Explain the Zero based project formulation?
- Write short notes on the 'Project execution plan'
- What are the responsibilities of a modern project manager?
- Explain how do project cost estimated for any project.
- Write a note on social cost-benefit analysis
- Write short notes on 'Technical appraisal of projects
- What is project monitoring and control?
- What are the reasons for project failure?
- What is project termination?

Part-II

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

- What are the factors determining the initial selection of Project ideas?
- What are the components of a detailed feasibility report? Explain
- Write a short note on UNIDO approach of social cost and benefit analysis.
- Explain the factors to be considered for preliminary screening.
- Explain the key drivers for project risk in project finance.
- Evaluate the different stages in project financing. Also recommend the different methods of financing the project in India.
- Briefly explain the techniques, with one example each, used in evaluating the investment proposals under uncertainty in order to the best project
- Discuss in brief the techniques of Economic appraisal for an industrial project
- What are the key steps in the monitoring and controlling process of a project?
- "Viability test of a project is to be carried out by examining the project from various aspects". Discuss these aspects in brief.
- Discuss the role of banks and financial institutions in financing infrastructure projects.
- What is the difference between project control and project monitoring?

Part-III

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

- Q3** What do you mean by project identification describe the process of formulation of a project? (16)
- Q4** What are the steps taken by Financial Institutions while appraising the project? How do the financial institutions monitor the projects financed by them? (16)
- Q5** Define Project Appraisal. Discuss the various aspects of Project Appraisal. (16)
- Q6** What is Project evaluation? Explain the various project evaluation methods. (16)

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Course: MBA

Sub Code: 18MBA301C

3rd Semester Regular / Back Examination: 2022-23

Manpower Planning

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

Time: 3 Hours

Max Marks: 100

Q. Code: L207

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 purpose of staffing? (2)
- What is the aim of behavioral interviews? (2)
- What do you mean by skill inventory? (2)
- What is total manpower cost? (2)
- What is strategic HR planning? (2)
- How manpower data are helpful for generating key information? (2)
- How trend analysis works? (2)
- How employee turnover can be identified? (2)
- State the reasons of under utilization of manpower? (2)
- How manpower control and reviews works? (2)

Part-II

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

(6 x 8)

- What are the prerequisites for Human Resource Planning? (6)
- Outline the relationship between job analysis and HRP. (6)
- How recent market trends impact manpower decisions? (6)
- Gap analysis is the foundation of strategic development. Discuss. (6)
- Elucidate the subjective facets of manpower planning? (6)
- What are the main obstacles for accurate forecasting? (6)
- Distinguish demand and supply forecasting. (6)
- Explain the process of organizational competency building. (6)
- What are the internal and external factors influence workforce planning? (6)
- Business is a system of processes. Comment. (6)
- Explain the use of interviews in manpower planning. (6)
- Discus the application of workforce data in manpower planning. (6)

Part-III

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

- Q3** Why HR planning is essential for any organization? Discuss the micro and macro objectives of manpower planning. (16)
- Q4** Define competency and competitive advantage? What is the procedure of competency mapping? (16)
- Q5** What are the statistical and mathematical models applicable in manpower planning? Discuss the use of these methods. (16)
- Q6** Explain how strategic manpower planning crucial for the growth and sustainability of any organization with examples? (16)

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Total Number of Pages : 02

Course: MBA / MBAP

Sub Code: 18MBA302C/18PTMBA501C

3rd / 5th Semester Regular/Back Examination: 2022-23

Employee Relations

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

Time: 3 Hours

Max Marks: 100

Q. Code: L285

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)
- a) What is the aim of employees' relations? (2)
 - b) How deregulation and liberalization impact industrial relations? (2)
 - c) What do you mean by trade union dynamics? (2)
 - d) What is an employer's union? (2)
 - e) What is Gandhi's idea on industrial relations? (2)
 - f) How interest of management and employees should reciprocate each other? (2)
 - g) What are the levels of strategy in an organization? (2)
 - h) Differentiate general union and industrial union? (2)
 - i) State two ILO conventions. (2)
 - j) How workers can be empowered? (2)

Part-II

- Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)** (6 x 8)
- a) What do you mean by psychological contract and why it is gaining significance these days? (6)
 - b) What are the recent trends pervasive in employee relations? (6)
 - c) How strategic decisions influence industrial relations? (6)
 - d) Discuss the significance of collective bargaining. (6)
 - e) Elucidate how employment policies shape the industrial harmony. (6)
 - f) What are the main obstacles for the success of collective bargaining? (6)
 - g) Distinguish industrial relations from employee relations. (6)
 - h) Explain the process of dispute resolution in brief. (6)
 - i) Differentiate between code of conduct and code of discipline. (6)
 - j) Most of the industrial disputes can be prevented. Comment. (6)
 - k) Explain workers participation in management. (6)
 - l) Discuss the major functions and roles of ILO. (6)

Part-III

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

- Q3** Employee relations management is an art. Analyze the statement and major issues of ER with suitable examples. (16)
- Q4** Define bipartism and tripartism. How both of them strengthen social dialogue and industrial harmony? (16)
- Q5** What are the different approaches to industrial relations? Discuss the roles of different parties in industrial relations system. (16)
- Q6** What are various causes of employee grievances? Elucidate the grievance management system in India. (16)

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Total Number of Pages : 02

Course: MBA / MBAP

Sub_Code: 18MBA303C / 18PTMBA502C

3rd / 5th Semester Regular/Back Examination: 2022-23

SUBJECT : Compensation and Benefit Management

BRANCH(S): MBA, MBA(PT)

Time : 3 Hour

Max Marks : 100

Q.Code : L405

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)

- Define compensation in the context of an organization.
- What do you understand by Compensation Policy?
- What are the new trends in compensation?
- What is wage and mention its components.
- What is job evaluation?
- State and define Merit Based Pay.
- Incentive plans are important. Why?
- Employees benefit is an important aspect of Compensation & Benefit Management. Mention about it.
- What are the different types of Incentives?
- What do you understand by Bargaining Theory?

Part-II

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

- What are the pre-requisites of Effective Incentive Schemes? Explain
- Employee welfare is as important as Employee salary. Justify with your own view.
- Wage differentials in our country is based on the skills and experience of the job holders. Explain with example.
- What is Executive Compensation in India? Explain the different components of Executive Compensation.
- What do you understand by Method of Payment? Explain.
- Salary Administration is a sensitive matter which needs to be handled carefully. Justify.
- What are the welfare facilities of Public Sector Undertaking that you aware of. Mention about it.
- TATA is a better Organization as far as welfare of the employees concerned. Do you agree and why?

- i) Organization wage policy also depends on the government policies on salary & wage. Explain in detail.
- j) What do you understand by the statutory benefits? State and explain.
- k) Better Compensation Management system leads for a Performing Organization. Substantiate with example.
- l) The incentive scheme is more required in Manufacturing Organization as compared to Educational Institute. Give your own view points on the above statement.

Part-III

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

- Q3 The Executive Compensation varies to large extent in Public and Private sectors. Why is it so? Explain. (16)
- Q4 The concept of compensation is as old as industrialization. How it changed over the period of time? Discuss. (16)
- Q5 What is Job Evaluation? What is the scope & benefits of Job Evaluation. Explain. (16)
- Q6 You always can't motivate employees through a good Compensation & Benefit Management system. Organization culture is also important. Justify. (16)

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Course: MBA/MBAP

Sub Code: 18MBA304C / 18PTMBA503C

3rd / 5th Semester Regular /Back Examination: 2022-23

SUBJECT: Performance Management System

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

Time : 3 Hour

Max Marks :100

Q. Code: L525

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 performance review.
- Corporate wide incentive is a strategic decision. Comment.
- What is the difference between performance pay and merit pay?
- How performance rewards are different from usual compensation?
- What is the significance of performance management system?
- What do you mean by performance communication?
- How an assessment center works?
- How performance counseling works?
- What are the key performance indicators?
- Write a short note on employee recognition.

Part-II

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

- What are the prerequisites for performance appraisal? Write a short note on assessment guidelines.
- How to curb the possible biases in performance appraisal?
- Discuss the contemporary strategies of performance management.
- How performance management helpful both employees and organization?
- Discuss the syndrome "do only what you get paid for".
- Discuss in brief about 360 degree and 720 degree feedback.
- Customized incentives are practical and purposeful. Comment.
- Discuss the innovative methods of rewarding team performances.
- How corporate wide plans are different from plant wide plans?
- Balance score card method assesses the performance of an entire organization. Comment.
- The result of performance appraisal useful for other functions of personnel department. Comment.
- Discuss the importance and process of potential mapping.

Part-III

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

- Q3** How compensation is interlinked with employees' performance? What are the salient features of robust performance management system? **(16)**
- Q4** What is the significance of performance evaluation? Elucidate the methods of performance management? **(16)**
- Q5** Discuss the effective strategies of performance management in contemporary organizations with suitable examples. **(16)**
- Q6** Discuss the evolving need of rewards management. What are the contemporary methods of rewarding high performing employees and teams? **(16)**

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Total Number of Pages : 02

Course: MBA
Sub_Code:18MBA301D

3RD Semester (Regular/Back) Examination: 2022-23

SUBJECT: Supply Chain Management & Logistics

BRANCH(S): MBA,BM,GM,RM

Time : 3 Hour

Max Marks : 100

Q.Code : L271

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)

- a) State the objective of Supply Chain Management.
- b) What do you mean by Supply Chain dynamics?
- c) Explain the concept of Push-pull supply chain.
- d) Explain the concept of risk pooling.
- e) Distinguish between sourcing and purchasing.
- f) Explain 5R principle in Supply Chain Management.
- g) Give three reasons why Information technology is important in SCM?
- h) What do you mean by Containerization?
- i) What is the purpose of vehicle routing system?
- j) Define the term logistic information system.

Part-II

Q2 Only Focused –Short Answer Type Questions.(answer any Eight out of Twelve) (6 x 8)

- a) Why demand forecasting play a critical role in supply chain strategies?
- b) Explain key issues in Supply chain management.
- c) What are the advantages and disadvantages of in single vendor and in Multiple vendor system?
- d) Describe the three types of measurement criteria used in supply chain management.
- e) Write short notes on SCOR Model.
- f) What do you mean by Containerization? Explain its features and major advantages.
- g) Differentiate the traditional balanced score card concept and the supply chain balanced scorecard concept.
- h) Differentiate between the milk run method and direct shipping method
- i) Why is negotiation such an important part of the purchasing process.
- j) Why do many firms attempt to avoid litigation in settling contract dispute?
- k) A warehouse has a loading dock and three persons for loading operations. The arrival of truck follows a poisson distribution with a mean of 4 trucks /hour. The average loading time(by three persons together) per truck is exponentially

distributed with mean of 10 minutes. The charge of the trucks per hour and loading charges per persons per hour are Rs.20 and Rs 10 respectively. Find out total cost.

- l) What is bullwhip effect? Discuss the various causes of Bull whip effect and the remedial strategies used..

Part-III

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

- Q3 What is vendor analysis? Explain the methods used for vendor evaluation and rating? (16)
- Q4 What is Vendor Managed Inventory? Discuss its benefits and limitations? How VMI system implementation can be made successful? (16)
- Q5 Discuss types and functions of warehouses and also discuss the relative strengths and weakness of centralized and decentralized warehouses. (16)
- Q6 Answer any Two of the followings (16)
- (a) Briefly explain Vendor relationship Management.
 - (b) Write short notes on Vehicle Routing Method
 - © A warehouse is no longer a storage place, but a place that create value. Explain

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Course: MBA
Sub Code: 18MBA302D

3rd Semester Regular/Back Examination: 2022-23

SUBJECT: Pricing and Revenue Management

BRANCH(S): BA,GM,MBA,RM

Time: 3 Hour

Max Marks: 100

Q. Code: L353

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 mark-up pricing?
- Why companies price their products with odd figures like Rs 99, Rs 149 and Rs 399?
- What do you understand by price-demand relationship for a product?
- What options a company generally have for increasing the revenue?
- Why discounts and allowances are given in stead of reducing the price?
- Write briefly about skimming the price.
- What do you mean by perfect competition?
- What is the advantage of bundle pricing to both seller and buyer?
- How economy of scale plays important role in pricing a product?
- Why differential pricing method is adopted by in Airlines and Hotel industries?

Part-II

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

- Explain the relationship among price, average revenue and marginal revenue in a situation with perfectly elastic demand.
- Explain dynamic pricing concept with suitable examples.
- A perfectly competitive firm earns only normal profits in the long run. Explain the cause with example.
- Street food venders sell homogenous product with little or no variation in product and consumer. Do you agree it as similar to perfect competition. Justify.
- Given, variable cost of a product per unit= Rs 10, Fixed cost = Rs 400000, expected unit sales=40000. Compute the sales price with mark-up profit of 20%.
- Explain briefly about two alternative strategies of a monopoly seller.

- g) Explain the variable pricing in service sector taking example of booking rooms in hotels having demand throughout the year.
- h) Explain the economic inefficiency in monopoly market situation.
- i) Explain the relationship between bid price and opportunity cost.
- j) Explain any two price adjustment strategies preferred by sellers to reward the consumers.
- k) Scale of operation plays a pivotal role in between revenue and price. Justify.
- l) How can you assess the revenue opportunity before opening a new restaurant on Korean food in Bhubaneswar city. Give your points.

Part-III

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

- | | | |
|-----------|---|-------------|
| Q3 | Analyze critically the features of perfect competitive situation and submit views for maximizing revenue. | (16) |
| Q4 | Summarize various steps of pricing process giving suitable recommendation to increase profit through more revenue generation. | (16) |
| Q5 | Draw and evaluate the Break-even point concept and justify its importance in guiding sellers to generate profit as well as revenue. | (16) |
| Q6 | Describe the revenue management practices by Airlines Industries to generate revenue through maximizing the capacity utilization. | (16) |

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Course: MBA
Sub_Code: 18MBA303D

3rd Semester Regular/Back Examination: 2022-23

SUBJECT: Operations Strategy

BRANCH(S): BA,GM,MBA,RM

Time : 3 Hour

Max Marks : 100

Q.Code : L497

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)

- a) What do mean by 'sustainable competitive advantage' (SCA).
- b) What is product and service flexibility?
- c) What do you mean by variety focus.
- d) What is 3BL?
- e) What is transaction cost economics?
- f) What do you mean by BPR.
- g) What is capacity strategy?
- h) Define six-sigma.
- i) What is "offshoring" in global operations strategy?
- j) Name at least four factors influencing location in facilities strategy.

Part-II

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

- a) Explain the way the excellence in operations contributes towards strategic success.
- b) Explain how the requirements of the market influence operations strategy?
- c) What are the stages of Prof. Terry Hill's frame work for operation strategy?
- d) How can operations performance 'make or break' an organization?
- e) What are order winning competitive factors? Explain briefly.
- f) Discuss the different factors influencing the overall level of capacity.
- g) What do you mean by capacity lagging strategy.
- h) What is process technology strategy.
- i) How outsourced supply may affect an operations performance objectives?
- j) What are supply chain risks and how it can be managed?
- k) What process steps do companies use to develop products and services?
- l) What do you mean by economies of scale and diseconomies of scale?

Part-III

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

- Q3** What are the different stages of operations strategy process? Explain the activities in each stage. (16)
- Q4** Discuss the five generic performance objectives in detail. (16)
- Q5** Discuss the main stages of product and service development and its strategic importance in detail. (16)
- Q6** Write a note on the following in context of operations strategy: (16)
- i) TQM
 - ii) Lean operations

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Total Number of Pages : 02

Course: MBA
Sub_Code: 18MBA304D

3RD Semester Regular/Back Examination: 2022-23

SUBJECT : Sales and Operations Planning

BRANCH(S): BA,GM,MBA,RM

Time : 3 Hour

Max Marks : 100

Q.Code : L555

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)

- a) What are the ingredients of Sales and Operations Planning?
- b) What are the outputs of aggregate planning?
- c) Distinguish between internal operations and service operations.
- d) How to calculate critical ratio.
- e) Explain the term Lateness and tardiness.
- f) Explain the functions of MPS.
- g) Explain the concept of capacity Utilization.
- h) What do you mean by adjustable capacity and peak capacity?
- i) How theory of Constraint is used in sales and operation planning?
- j) What is theory of Constraint? What are its objectives.

Part-II

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

- a) What are the factors affecting demand forecast? Explain.
- b) Explain the need and characteristics of forecasting.
- c) Explain the need for operation planning.
- d) What do you mean by aggregate planning? Explain its basic objectives and characteristics.
- e) What are the different measures of capacity? Explain.
- f) Write short notes on the aggregate planning process.
- g) What are the different phases of Operation planning and control.
- h) How ERP is used in operation planning and Control. Explain.
- i) What are the different types of strategies are used in aggregate planning? Which strategy is beneficial to the organization.
- j) What is scheduling? Explain its types and activities.
- k) What is service operation management? Explain the role of service managers in service operations.

- l) A machine can produce 1,50,000 good components per year. The operations on the machine takes 2 minutes for producing a component. The data on the past life of the machine shows it produce 5% defectives on an average. How many such machines should be required ,if each one has a capacity of 2500 hours per year

Part-III

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

- Q3** What is Operation planning and Control? Explain its functions and also compare operation planning and control activities in manufacturing sector and service sector (16)

- Q4** What is aggregate planning? What are the costs associated in aggregate planning? What are the factors affecting aggregate Planning? Explain. (16)

- Q5 (a)** Using exponential smoothing technique, (where $\alpha=0.8$) Find sales forecast for the year 2010 (16)

Year	2001	2002	2003	2004	2005	2006	2007	2008	2009
Sales (units)	18	22	26	32	35	38	40	42	45

- (b)** For the following problem determine the priority of processing of different jobs based on cost over time rule. Given that the cost per delay is Rs.15/-

Job	1	2	3	4	5	6
Processing Time (in days)	10	15	5	25	20	12
Arrival time (in days)	90	105	95	120	100	125
Due date (in days)	180	195	170	230	125	226

- Q6 (a)** Write short notes on qualitative methods of forecasting with giving advantages and disadvantages. (16)

- (b)** Write short on Materials Requirement Planning

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MBA
18MBA301E

3rd Semester Regular/Back Examination: 2022-23

Data Mining For Business Decisions

BRANCH: MBA,GM

Time : 3 Hour

Max Marks: 100

Q. Code : L228

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 Data Mining? What are the benefits you get from Data Mining?
- What are the basic tasks performed by Data Mining?
- Differentiate between Explorative Data Mining and Predictive Data Mining?
- Differentiate between classification and Clustering?
- How KNN algorithm works?
- State Naïve Bayes classification algorithm.
- What are the various stages of Data Mining process?
- Explain Support and Confidence.
- What is the difference between Euclidean distance and Manhattan distance?
- Is KDD different from Data Mining?

Part-II

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

- Explain with diagram what are the different stages of data mining process?
- What is data preprocessing? Explain, how missing values are handled in a data set?
- How PCA helps in dimension reduction?
- Explain with example the process of Market Basket Analysis.
- Explain what are the various functionalities of a dashboard? How it helps managers in making decisions intelligently?
- What are the different types of data cube operations?
- What is the significance of data visualization? Name four different tools which are used for data visualization in R/Rattle or Python?
- Differentiate between supervised and unsupervised machine learning?
- How can you apply data mining in stock market prediction?
- What is the role of entropy and information gain in building a decision tree?

- k) Draw a Box-and-Whisker plot for the data set {3,6,7,8,5,12,14,21,15,18,14}. Determine the value of interquartile range?
- l) How Logistic regression is used as a classification algorithm?

Part-III

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

Q3 How Neural network models are used in the prediction task of a data mining process? Mention four different types of Neural network models you have studied? **(16)**

Q4 Mention atleast five different measures used for evaluating the performance of the classifiers? What is the significance of ROC curve? How is AUC calculated? **(16)**

Q5 In the following database, we find five transactions. **(16)**

TID	items_bought
T100	{M, O, N, K, E, Y}
T200	{D, O, N, K, E, Y}
T300	{M, A, K, E}
T400	{M, U, C, K, Y}
T500	{C, O, O, K, I, E}

Let minimum support=60%, minimum confidence=80%.

Find all frequent item sets using Apriori and FP-Growth, respectively, compare the efficiency of the two mining process.

Q6 Compare the advantages and disadvantages of Decision tree, Bayesian, and Neural network like classifiers. **(16)**

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Course : MBA

Sub Code:18MBA302E

3rd Semester Regular / Back Examination: 2022-23

SUB: BUSINESS ANALYTICS

Branch : GM,MBA

Max Marks: 100

Time: 3 Hours

Q Code : L331

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 Only Short Answer Type Questions (Answer All-10)

(02x10)

- Define measure of variability. Why do we need measures of variability in real life?
- What is Business Analytics and Optimization?
- Explain the ternary operator in Python.
- What is the measure of Spread / Dispersion?
- What are the different data structures in R? Briefly explain about them.
- What is Rmarkdown? What is the use of it?
- Name some packages in R, which can be used for data imputation?
- Which locations are offered by Excel to open a file?
- Define Psychographics. Explain with examples.
- What is the role of data visualization in managerial decision making?

Part- II

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

(06x08)

- What are the three main components of Business Analysis?
- How would you convert a string into lowercase?
- What are the steps to build and evaluate a linear regression model in R?
- What is a Parametric Test? Explain different types of Parametric Test.
- We know Python is all the rage these days. But to be truly accepting of a great technology, you must know its pitfalls as well. Explain.
- Why do people use factor analysis? Why is factor analysis sometimes thought to be useful?
- What is SPSS? What is the difference between R, Python and SPSS?
- Define Grammar of Graphics. What are the major component of Grammar of Graphics?
- Explain data slicing method? Which function is used for slicing the rows of a DataFrame?
- What is rattle in R used for? How do you plot a decision tree in rattle?

- k) Which regression technique is used in SPSS? Which regression model is most used?
- l) What is t-tests () in R? What is the use of With () and By () function in R?

Part-III

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

- Q3** What is factor analysis? How does factor analysis work? How many factors can be extracted? (16)
- Q4** Obtain regression equation of Y on X and estimate Y when X=55 from the following (16)
- | | | | | | | | |
|---|----|----|----|----|----|----|----|
| X | 40 | 50 | 38 | 60 | 65 | 50 | 35 |
| Y | 38 | 60 | 55 | 70 | 60 | 48 | 30 |
- Q5** How will you create an R6 class that lets you have a bank account you to access your balance, store deposit as well as withdraw money? (16)
- Q6** Why is Descriptive Analytics important to Businesses? What does Descriptive Analytics tell us? Explain different steps in Descriptive Analytics. (16)

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Course: MBA
Sub_Code:18MBA303E

3rd Semester Regular/ Back Examination: 2022-23

SUBJECT : E-Commerce and Digital Markets

BRANCH(S): GM,MBA,

Time : 3 Hour

Max Marks : 100

Q.Code : L440

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 are the benefits of e-commerce for businesses?
- List any two applications of B2B E-commerce.
- What is a digital wallet?
- What is a payment gateway?
- What is a marketplace platform?
- What is a digital product?
- What is cross-border e-commerce?
- What is a chatbot. Why is it used in E-commerce?
- What is a subscription model?
- What is social commerce?

Part-II

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

- How has e-commerce changed the way businesses operate, and what are the benefits and challenges of selling products and services online?
- What are some of the key trends and innovations in e-commerce and digital markets, and how are businesses adapting to these changes?
- What role do social media platforms play in e-commerce, and how can businesses use social media to promote their products and engage with customers?
- What are some of the security risks associated with e-commerce and digital markets, and how can businesses protect themselves and their customers from cyber threats?
- Briefly explain how E-business entrepreneurship can manage business incubators
- How are digital marketplaces like Amazon, Flipkart changing the way that goods and services are bought and sold online, and what are the benefits and drawbacks of these platforms?

- g) What is the impact of globalization on e-commerce and digital markets, and how are businesses adapting to the challenges and opportunities presented by cross-border transactions?
- h) What are some of the legal and regulatory issues surrounding e-commerce and digital markets, and how can businesses ensure that they are in compliance with applicable laws and regulations?
- i) How have digital payments transformed the way we conduct financial transactions, and what are the benefits and challenges of using digital payment methods?
- j) What is a digital signature, and how does it provide security and authenticity to digital documents and transactions?
- k) What are the key challenges and opportunities facing e-commerce entrepreneurs, and what strategies can they use to build successful businesses in the digital marketplace?
- l) Briefly explain how Online Consumer Behaviour is impacting the Marketing functions in E-Commerce.

Part-III

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

- | | | |
|-----------|--|-------------|
| Q3 | Discuss at length how E-commerce is increasingly impacting the global economy. Substantiate with appropriate example. | (16) |
| Q4 | A small retail business has been struggling to keep up with the competition in the digital marketplace. What steps can they take to improve their online presence and attract more customers? | (16) |
| Q5 | A startup has developed a new technology that could revolutionize the e-commerce industry, but lacks the resources to bring their product to market. What steps can they take to secure funding and build partnerships in the digital marketplace? | (16) |
| Q6 | A company has recently launched a new product, but has been struggling to generate sales through their e-commerce platform. What strategies can they use to increase visibility and drive sales online? | (16) |

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Course: MBA
Sub_Code: 18MBA304E

3rd Semester Regular / Back Examination: 2022-23

SUBJECT: Managing Digital Platforms

BRANCH(S): GM,MBA

Time : 3 Hour

Max Marks : 100

Q.Code : L542

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 are the key elements of an effective digital platform strategy?
- What is meant by Channel optimization?
- How can you optimize a digital platform for search engines?
- Which digital platform technologies you will prefer to invest in and why?
- What are the emerging trends in digital platform management?
- How is an Intellectual property in Digital Economy different to the traditional intellectual properties?
- What is Machine learning and how it is useful for business
- How do you measure the success of a digital platform?
- What are the most effective ways to promote a digital platform?
- What does audience platform utilization indicate?

Part-II

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

- What are the key steps involved in creating a successful digital platform strategy?
- What are some effective strategies for managing user-generated content on a digital platform, while ensuring that the content is appropriate and in line with the platform's values?
- How can businesses leverage machine learning and artificial intelligence to optimize their digital platform and enhance the user experience?
- Explain Platform Economics in the context of digital platforms. Furnish examples from present day scenario.
- Explain the various challenges involved in adoption of total digital economy.

- f) What are the most important metrics to track when managing a digital platform, and how can businesses use these metrics to optimize their platform?
- g) Suggest a few ideas for LinkedIn to enhance its business revenue. Support your answer with specific tasks or examples.
- h) Are Instagram and Facebook in competition in terms of user preferences and behavior? Please provide evidence to support your answer.
- i) Discuss the effects of Internet and Cloud Computing on an organization's business processes. Use examples to elaborate on your response and clarify the concepts involved.
- j) How can businesses use digital platforms to build and strengthen their brand, and what are some best practices for achieving this?
- k) List out some trends and development of new technologies and how will those impact the modern digital enterprises.
- l) What are some of the most common security threats facing digital platforms, and how can businesses mitigate these risks?

Part-III

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

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| Q3 | What are some common challenges that businesses face when managing digital platforms, and how can they overcome them? | (16) |
| Q4 | Your competitor has launched a new mobile app that is gaining popularity among your target audience. How would you evaluate the app's features and user experience to determine if it poses a threat to your business, and what strategies would you use to compete? | (16) |
| Q5 | A customer has left a negative review on one of your social media accounts, causing a backlash from other customers. How would you respond to the situation and manage the company's reputation online? | (16) |
| Q6 | Your company is launching a new product and wants to generate buzz and interest on social media. What strategies would you use to create a successful social media campaign and drive sales for the new product? | (16) |